

The Wall Fellows Journal

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Opening Remarks

Whether we want to admit it, the first quarter of 2015 is already drawing to a close. Here at CCU, the Wall Fellows have had a busy start to the New Year. In this issue of the Wall Fellows Journal, we will take a look at the unique internships completed in 2014 by students Alina Tananova and Jada Bynum. We will also pay tribute to long-time supporter Ned Cohen, who passed away on Jan.16. You will be introduced to Carolina Kids Fish, which is one of the new community giveback projects. Finally, we will thank four board members for their service as they leave the Wall Fellows board of advisers and welcome alumnus Aaron Graham to the board. We thank you for your continued support of The Wall Fellows Journal.

With warmest regards,

Jordan Lauver '15 and Jada Bynum '16



Wall Fellows Class of 2015
(From left): Jordan Lauver, Scarlett Trainor, Steven Vanden Heuvel, Ashley Barteck, Chase Vickery and Casey Burnett

Wall Fellows Class of 2016
(From top left): Kevin Hoffman, Laura Thareau, Alina Tananova, Nicholas DiDuro, Kevin Connelly, Micaela Antzoulatos and Jada Bynum



Internship Updates

Company: Marriott Vacation Club, Ocean Watch Villas

Location: Myrtle Beach, SC

Duration: May 12, 2014 - August 10, 2014

Position: Sales and Marketing Department Summer Intern

Wall Fellows Class of 2016 member Alina Tananova found her Summer 2014 position with Marriott Vacation Club through an on-campus internship fair and her academic adviser. She completed a detailed online application, as well as a 90-minute interview of mixed discussion on general topics and professional qualities with two different managers, one of whom would become her direct supervisor. A week later, she received a call from a third manager with news of her acceptance.

Her first day was full of training videos, modules and a tour of the whole department. "Training was tedious, but my impression of people right away was great," said Tananova. "Everyone in the department is intelligent, professional and fun." Her co-workers would become one of Alina's favorite parts of her experience. Even in the midst of tragedy when a team member passed away, the staff acted as a family. "It was very sad and a difficult time for everyone, but they supported each other," she said.



Alina Tananova

Tananova's internship duties covered multiple areas of the hospitality industry so she was able to earn credit for both her HRTM 180 and 280 courses. The office side of her job included helping the encore department to organize their work and inputting information to a database. Her naturally outgoing personality and experience giving presentations in the Wall Fellows Program ensured she was well prepared to organize presentation events and share special marketing packages with groups of individuals who toured the timeshares.

Tananova further assisted in guest services by stocking the welcome desk with gifts for guests and paperwork for managers, putting together welcome packages, and presenting these items and marketing promotions to customers. She also served as a resort photographer, taking keepsake photos of guests she approached poolside, at the beach or in the lobby. This portion of her job included explaining how the photo program works, uploading and printing the photos, delivering reminder notes to rooms, and making sure everything for the photo activities was ready.

Although Tananova greatly enjoyed her time at Marriott, she hopes that her next internship has more responsibilities to challenge her. She also learned that she is not interested in sales, but would like to try something else in the marketing process. She hopes to find an opportunity outside of Myrtle Beach with a big complex resort like Disney or a with cruise line.



Company: Coccadotts Cake Shop

Location: Myrtle Beach, SC

Duration: March 2014 - August 2014

Position: Front-of-the-House Personnel Intern

Shortly after applying for the Wall Fellows Program, Class of 2016 member Jada Bynum made the decision to become a double major. Due to Bynum's interest in wedding and events planning, her adviser recommended adding the hospitality, resort and tourism management program to her marketing studies. She took the introductory course to the major and agreed that for her future plans it would be beneficial to obtain a degree in both fields. Working toward the degree requirements, Bynum learned her part-time position at Coccadotts Cake Shop was applicable for the HRTM 280 internship course.

Bynum's work at the Myrtle Beach location of Coccadotts, a nationally-recognized specialty bakery brand and winner of the Food Network's "Cupcake Wars," granted her an unforgettable experience in customer service. With such notoriety, the shop attracted visitors from all around in search of unique confectionary creations. One of the key tasks she performed was taking specialty orders. "You never knew what people were going to ask for, and sometimes they were unsure of what they wanted," she said. "Taking customers' ideas and transforming them into a viable, beautiful cake design was always exciting and challenging, but seeing their reactions to the final product was super rewarding." Of course, not every customer was satisfied with the outcomes of their orders, and Jada would have to mediate between the guests, decorators, and supervisors to find a solution. "Customer service isn't always a piece of cake!" she said. "It requires maintaining patience and composure in stressful situations to ensure that every guest leaves satisfied."

Her other job responsibilities included sales, customer service and assistance, stocking baked goods and store merchandise, answering phones, responding to emails, store cleaning and basic store maintenance. She worked shifts that included both opening and closing the store, so she became familiar with the necessary tasks associated with shutting down the store for the evening and preparing the store for operations the following day. Additional side work assignments she would complete during her shifts included back-of-the-house activities like dipping cannoli shells and cupcakes in chocolate, creating fondant garnishes and icing cookies.

"My experience at Coccadotts gave me an up-close look at an essential niche of the bridal industry," Bynum said. "I hope that a future internship experience grants me exposure to weddings or event planning as a whole." Bynum is currently fulfilling her second required hospitality internship, HRTM 180, by working for Coastal Carolina University as a student marketing assistant to University Communication's social media coordinator Brent Reser, which has sparked her interest in digital marketing as another career aspiration.

Remembering Ned Cohen

With great sadness and heavy hearts, we regretfully inform you that former Wall Fellows program director, Norman "Ned" Charles Cohen, passed away on Jan. 16 from cancer-related complications at age 66. Cohen was appointed to the position of Director of Wall Fellows in 2005 and held this position until he retired in July 2011.



Cohen was a trusted educator, mentor and friend to, not only the Wall Fellows Program, but also to the E. Craig Wall Sr. College of Business community. Cohen served as the director of the Wall Center of Excellence, was a member of the Task Force on Ensuring Student Success and was a business professor during his tenure at Coastal Carolina University. He was instrumental in making valuable internship connections for the Wall Fellows Program. He was described as a "good friend of CCU and the Wall College" by associate dean Michael Latta, Ph.D.

Our thoughts and prayers go out to his wife, Suzan, their children and grandchildren during this time. His obituary can be viewed by visiting

burroughsfh.com/new_view.php?id=5350147.

Honoring Ned Cohen: Friends of Ned Cohen Fund

Ned Cohen was a long-time supporter and valued director of the Wall Fellows Program. In honor of his service to the Wall Fellows Program, many of the Wall Fellows alumni showed an interest in doing something on campus to memorialize and honor him. A fund has been established with the Coastal Educational Foundation (CEF) (Fund 3240 "Friends of Ned Cohen") to collect contributions. Once collected, these funds will be used for naming the Wall Fellows director's office in the Wall College of Business building and purchasing an honorary portrait of Cohen for the office, providing Wall Fellows scholarships and/or fellowships, or direct support of travel expenses for the Wall Fellows annual program trips, depending on the funding received.

Anyone wishing to make a donation in honor of Cohen's service can send a check to CEF with "Fund 3240 Friends of Ned Cohen" on the subject line via any of the giving options found at coastal.edu/giving/options.html or online at support.coastal.edu/SSLPage.aspx?pid=266 (designate "Other" and enter "Fund 3240 Friends of Ned Cohen" in the box below "Other"). Should anyone have any questions about this fund, contact Gina Cummings, director of the Wall Fellows Program, at 843-349-4186 or at gcummings@coastal.edu.

Project Introduction: Carolina Kids Fish

For Wall Fellow Steven Vanden Heuvel, fishing is not just a hobby, it's a passion. When not pouring himself into his studies or projects for the Wall Fellows Program, Vanden Heuvel can be found out on the water pursuing his passion for fishing.

When discussing potential community giveback projects for the Spring 2015 Semester, he had the idea to create an after-school fishing program to help foster a love for his favorite pastime with the youth in Horry County. The project is being launched under the name of Carolina Kids Fish. A partnership has already been established with Carolina Forest Elementary School, where the project will be launched first. It is anticipated that another elementary school will adopt the program by the end of 2015, allowing 200 kids to learn to fish this year alone. It is anticipated that fishing will begin in April.

His passion to help kids learn to fish has already resulted in Vanden Heuvel running a very successful fundraising campaign to help get the project up and running. Since the beginning of the year, he has raised \$1,895 for Carolina Kids Fish. If you are interested in donating to this community giveback program, please contact Steven Vanden Heuvel at sovanden@g.coastal.edu. In addition to his fundraising efforts, he has arranged for a private pond at Thompson Farms to be used for the project. The pond will be stocked next month with approximately 100 catfish and 500 bream, all for the purpose of helping instill a passion for fishing and the outdoors among the youth of Horry County.



“In Texas I was part of a huge district-wide fishing club where high school kids would go into elementary schools and help teach kids how to fish. I have a huge passion for getting kids more active and outdoors, so what better way to do it than through my love for fishing? Seeing the smiles on the kids’ faces after they catch their first fish is reward enough for all the hard work I put into it. Hopefully I will be the spark for the kids to pursue fishing as a hobby in the future.”

-Steven Vanden Heuvel

Retiring Board Members

This year has brought a few changes to the Wall Fellows Board of Advisers. Kathryn “Katy” Hoyns has retired her position on the Wall Fellows Board; Wilson Lowery and Chuck Parish have stepped down from their roles on the Wall Fellows Board for the time being; and Matt Miller has stepped down to focus on his new business venture. Their dedication and service to helping improve the experience of students and alumni of the Wall Fellows Program will not be forgotten with their departure. Their vision and leadership demonstrates the very ideas on which this program was founded. We thank them from the bottom of our hearts for all they have done. We wish them the best in all they do and hope life continues to treat them well. A process is currently underway to find individuals to fill their roles on the board.

Welcoming Aaron Graham

With great pleasure, we announce that alumnus Aaron Graham (Wall Fellow Class of 2007), has been appointed to the Wall Fellows Board of Advisers. He is currently a financial planner with Abacus Planning Group Inc., located in Columbia, S.C.

Graham graduated cum laude in 2007 with a B.S. in business administration, specializing in finance. He is currently a candidate for CFP® certification after having successfully completing the CFP Board exam in July 2012. His past work experience includes service as a constituent service representative for US Congressman Henry E. Brown Jr. and serving as a financial planning director/staff accountant for Parker, Hunter, Skipper LLC CPA.

During his tenure at CCU as a Wall Fellow, Aaron interned in New York City with Citigroup Technology Infrastructure. His vast array of skills and experience, as well as his alumni status, make him an excellent addition to the Wall Fellows Board of Advisers.

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