



4-12-2013

Harbor Notes : 2013 : 04 : 12

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University of South Florida St. Petersburg. Office of University Advancement., "Harbor Notes : 2013 : 04 : 12" (2013). *Harbor Notes*. 42.

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April 12, 2013

HarborNotes Weekly

Your source for USF St. Petersburg news

Entrepreneurship Club members win second national competition



Winning Entrepreneurship Club members (l-r) Chris Carpentier, Mark Lombardi-Nelson, Lazar Anderson, Brown Charite and Kevin Mircovich are congratulated by Entrepreneurship Director Bill Jackson during Entrepreneurship Day.

Members of the USF St. Petersburg Entrepreneurship Club have won a prestigious national competition for the second year in a row. The Collegiate Entrepreneurs' Organization (CEO) Startup Simulation Challenge requires a team of students to take a new business and make the right decisions to outperform teams from across the country. The computer simulation took two months and the winners were announced Wednesday during Entrepreneurship Day at USFSP, held three months after the **Entrepreneurship Program** at the USFSP **College of Business** was named the **Outstanding Emerging Entrepreneurship Program** in the country by the United States Association for Small Business and Entrepreneurship. "We are proud that USF St. Petersburg students are once again the national champions in entrepreneurship," said Entrepreneurship Program Director Bill Jackson, Ph.D. "These students worked hard for this achievement and are showing the way for others."

Bank of America Endowed Professorship awarded to Philip Trocchia



Philip Trocchia (second from right), Ph.D., with students who worked on marketing at the USFSP Waterfront.

Philip Trocchia, Ph.D., associate professor of marketing in the College of Business, has been awarded the 2013 Bank of America Endowed Professorship in Business. The professorship, established in 1989, rotates among professors in the College of Business and is awarded on a competitive basis. Trocchia also held the professorship during the 2011-2012 academic year. The professorship is intended to encourage the participation of students in community engagement and outreach projects. In the past three years, Trocchia's students developed marketing plans for 29 local businesses and non-profit organizations. This semester, for example, students developed marketing plans for Daystar Life Center, a St. Petersburg non-profit that provides basic necessities to needy individuals; Swearingen & Kelli, a folk-pop indie duet based in St. Petersburg; and American Stage Theater.

'Genius Next Door' at Dali Museum features professors and their research



The Genius Next Door will feature (clockwise from left) professors Alison Watkins, Deni Elliott and Steve Lang.

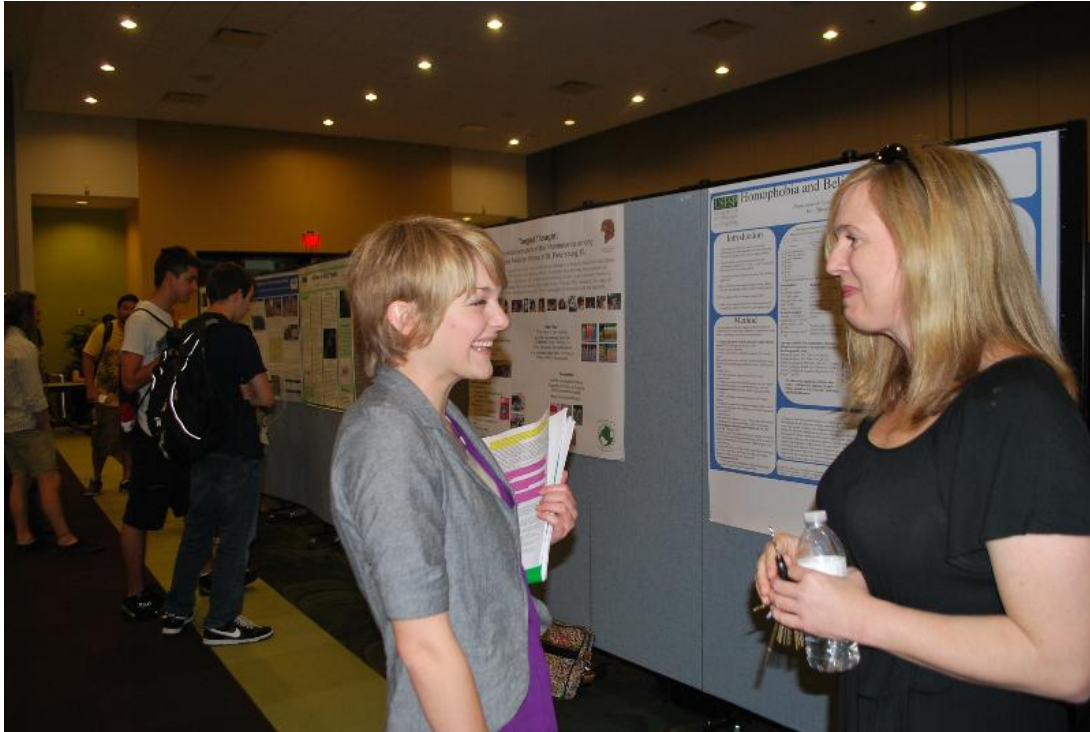
Three USF St. Petersburg professors will discuss their cutting-edge research during the free "Genius Next Door" event at the Dali Museum, 1 Dali Blvd., on Thursday, April 18 from 6 p.m. to 7 p.m. Get a rapid-fire grounding in the newest knowledge in different disciplines during a conversation moderated by Frank Biafora, Ph.D., dean of the USFSP **College of Arts and Sciences**. Thursday's event features Deni Elliott, Ph.D., chair of the **Journalism and Media Studies Department** and the Eleanor Poynter Jamison Chair in Media Ethics and Press Policy, who will discuss media ethics; Steve Lang, Ph.D., professor of education measurement and research, who will discuss education accountability through data; and Alison Watkins, associate dean for Graduate and Certificate Programs and associate professor of information systems and decision science, who will discuss her research in internal threat assessment for businesses. Audience members can ask questions immediately after the event, which is free and open to the public.

Freshman prepares to tackle the 24-mile Tampa Bay Marathon Swim



Freshman Thomas Tarantola will be among the handful of hardy folks who will attempt to swim the entire length of Tampa Bay during the **16th Annual Tampa Bay Marathon Swim** April 20. Starting at the Sunshine Skyway and ending on the Courtney Campbell Parkway in Tampa, the race is held annually to celebrate Earth Day and the revitalization of Florida's largest estuary. Thomas, who collected donations from fellow students to cover the entry fee and buy a USFSP swim suit, has been training for months. "It isn't just a race where I'm just swimming this and it's only for me," Tarantola told the **Crow's Nest**. "I'm representing everyone who works at and attends USF. I know that I'm representing them, so I know I'll have the motivation to win this race. Not just complete it, win it." Thomas is the youngest of the 19 solo swimmers and 3 relay teams registered. The field also includes three-time Olympic champion Brooke Bennett of Clearwater.

Student work featured at 10th Annual Undergraduate Research Symposium



Honors student Caitlin Forshier (left) speaks with her thesis advisor, Associate Professor of Psychology Tiffany Chenneville, at Thursday's research symposium.

The 10th Annual Undergraduate Research Symposium, held Thursday at the University Student Center Ballroom, displayed the work of 117 USF St. Petersburg students. The **Department of Psychology**, the **Office of Research**, and the **Honors Program** co-sponsored the Symposium. The gathering of student researchers is one of the highlights of USFSP Research Month, which began April 1 and runs through April 26. Research Month "highlights one of the distinguishing features of USF St. Petersburg - the many opportunities for high quality scholarship by both our students and our faculty," said Norine Noonan, vice chancellor of academic affairs. **Read more** about Research Month and details about the remaining events.

Upcoming Events

[Florida Studies Program](#)

April 18

6:30 p.m. - 8:30 p.m.

[Florida Water: Past, Present and Future](#)

Chancellor's Office and the Student Government Association

April 19

11:30 a.m. to 1 p.m.

[Locker Room Lunch Featuring Willie Taggart](#)

Sustainability Exploratory Work Group

April 20
8:30 a.m. to 4:30 p.m.

Sustainability Without Borders: Education for a New and Profitable Economy

April 24
7 a.m. - 9 a.m.

Breakfast With the Mayor @ The Reef

Honors Program

April 25
6:30 - 7:30 p.m.

Holocaust Historian Christopher Browning

Undergraduate Admissions

April 30
6 p.m. - 8 p.m.

Transfer Information Session