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Feb. 28, 2014

## HarborNotes Weekly

Five Things to Know About USF St. Petersburg

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### Government and Innovation

#### College of Business Hosts State Senator Jeff Brandes

The USFSP College of Business (COB) hosted Florida State Senator Jeff Brandes on campus this week. The Senator was here to talk to students about innovation, specifically how government can work to support technological advancements in transportation, healthcare and education, among other areas.



(Left to right) Dr. Maling Ebrahimpour; USF Trustee and Campus Board Chair Debbie Sembler; State Senator Jeff Brandes; Campus Board Member Bob Churuti; and USFSP Chancellor Sophia Wisniewska



Brandes addressed a standing-room only crowd comprised largely of Business students. Maling Ebrahimpour, Ph.D., dean of the USFSP College of Business, planned the event, noting that the Brandes lecture marries particularly well with the vision and mission of the COB. "We teach a course called 'Creativity and Innovation' because we know

that without those qualities, a business can't succeed."

"You live in an amazing time, such a transformational time," Brandes told the students. "I'm so excited about what you're going to be able to do."

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### Entrepreneurship Student Wins SEEC 1st Prize

Paola Chamorro Ward, a junior in **USFSP's Entrepreneurship Program**, took first prize at the 2014 Southeast Entrepreneurship Conference (SEEC). Ward's concept, "Never Wander," is a system for tracking children in crowded places. Put simply, bracelets worn by parent and child are connected electronically and designed to vibrate when separated by a preset distance.

"With representation from approximately 14 states, the SEEC attracts the best and brightest of the collegiate entrepreneurial community from around the Southeastern U.S.," said Nathan Schwagler, instructor of Entrepreneurship in the College of Business. "As a result, the competition is fierce, and we couldn't be more excited for Paola and

her First Place finish."

Schwagler adds we can be particularly proud of Ward because she competed last year and did not advance to the semi-finals. "To see her learn from that experience," said Schwagler, "and then re-load and re-enter with a new concept, a homemade prototype and a fresh pitch, is a tremendous testament to her perseverance and the evolution of the entrepreneurial skill set she's developing as an ENT major at USFSP."



Entrepreneurship student Paola Ward

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## Strategic Planning Team Heads to HSN



A USFSP Strategic Planning team explored brand identity with executives from HSN at their St. Petersburg headquarters.

This week's Learning Journey took members of USFSP's Vision 20/20 strategic planning team to one of St. Petersburg's most successful companies: HSN.

The team gained insights into the evolution of HSN's brand. CEO Mindy Grossman offered several points on how to create a strong identity, including the importance of defining and communicating not only what you are, but what you are not. Grossman also suggested that employees must be "passionate evangelists" of the brand.

The entire Vision 20/20 team gathers again this weekend to hear reports from all of the Learning Journeys and Listening Forums, and to discuss next steps as the strategic planning process enters its final phases. [Read more](#) about Vision 20/20.

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## USFSP Career Fair Features Top-Tier Employers



(Left to right) Roger Otero, FIS corporate recruiter, USFSP Marketing student Aylin Idir and Dr. Julie Wong

Wednesday's USFSP Career Fair attracted more than 65 Tampa Bay employers, including CBS Radio, Boys & Girls Clubs, the Tampa Bay Rays, Tech Data and the Women's Tennis Association. Drawn to the variety of companies represented, students flocked to the event at the University Student Center.

"This is as good for USFSP as it is for the employers," said Julie Wong, Ph.D., regional associate vice chancellor, Student Affairs. "There was something here for every major."

The Career Center's Lesa Shouse and Vaishali Gakhar were largely responsible for this year's successful turnout and for prepping students on how to put their best foot forward.

"I'm very impressed by what the Career Center has done to attract company recruiters," said Michael Chupa, MBA, a recruiter with the USFSP College of Business. "This is a high-water mark, something we can build our brand around."



Representatives from Raymond James were among those seeking to hire USFSP grads.

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## Learn to Sail as Team Season Gets Underway



As the USFSP sailing team begins practicing for its spring season, you, too, can perfect your watercraft skills. Lessons are available to the general public, as well as faculty and staff. Additionally, all are invited to join a series of Adventure Trips slated for the spring, including an excursion to the Dry Tortugas.

For more information about lessons, adventure tours and camps, call 727-873-4589 or email [usfspcamprec@gmail.com](mailto:usfspcamprec@gmail.com).

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### Upcoming Events

#### Honors Program

The Arabic Legacy in Western Thought  
Monday, March 3  
3:30 p.m.

#### Florida Studies

Writers in the Preserve  
Friday, Mar. 28  
7 p.m.

#### Journalism and Media Studies

USFSP Florida Food Conference  
Saturday, Apr. 5  
1:00 - 5:00 p.m.

**[See details and more events on our Things To Do Calendar](#)**

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HarborNotes publishes weekly during the fall and spring semesters. To suggest a story, contact the editor:

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