

# Business & Accounting Week

"Making the Grade in Today's Economy"

MARCH 26–30, 2012



## MONDAY, MARCH 26, 2012

### MARKETING: Queen City Making Headlines!

**Presenter:** Tracy Russ, Chief Marketing Officer & Chief Communications Advisor, 2012 DNC Host Committee

**When/Where:** 10:30 – 11:20 a.m., Tate Hall

**Description:** The implementation and logistics involved in the marketing and advertising of the Democratic National Convention in Charlotte, N.C.

**Details:** Hosting a major political party national convention is a first for Charlotte. Mr. Russ will discuss the kind of marketing and advertising the DNC will use and provide insight regarding the economic, demographic and other factors that led to Charlotte being selected as the host site. Mr. Russ also serves as the executive director of Crossroads Charlotte and is CEO of Russ Communications, Inc.

*\*This presentation is brought to you by CPCC's Marketing Program.*

## TUESDAY, MARCH 27, 2012

### HUMAN RESOURCES: The Pitch That Will Get You Employed

**Presenter:** Stephanie Burke, National Sales Recruiter for Total Quality Logistics

**When/Where:** 9:30 – 10:45 a.m., Tate Hall

**Description:** Help the interviewer say..."You're hired!"

**Details:** As a human resources leader and national recruiter, Ms. Burke specializes in interviewing and recruitment, employee relations, performance management and new employee orientation processes. She will provide guidance on effective interviewing skills, how to write a cover letter and résumé that lead to an interview, and mistakes to avoid following the interview. Total Quality Logistics specializes in custom transportation services and is headquartered in Charlotte, N.C.

*\*This presentation is brought to you by CPCC's Human Resources Management Program.*

### ACCOUNTING: Free Tax Preparation

**Who:** Volunteer Income Tax Assistance (VITA)  
(CPCC's Accounting Faculty: Pat McDaniel, MBA, CPA; Don Senior, MBA, CPA; Brad Zorn, MAC)

**When/Where:** 2 – 4 p.m., Hall Professional Development Building, Room 304

**Description:** Students' 1040EZ and 1040A tax returns will be prepared free of charge.

**Details:** During the hours of 2 – 4 p.m., CPCC students utilizing forms 1040EZ and 1040A will be able to get their tax returns completed free of charge. Gather all of your pertinent tax information and make plans to take advantage of this free service provided by CPCC's own Accounting Faculty in the Division of Business and Accounting.

*\*This special event is brought to you by VITA and CPCC's Accounting Program.*

## WEDNESDAY, MARCH 28, 2012

### BUSINESS ADMINISTRATION: Money Mistakes You Make

**Leader:** Ricky L. Jones, Senior Vice President, Bank of America

**When/Where:** 11:30 a.m. – 1 p.m., Tate Hall

**Description:** Learn how interest rates affect your wealth and how to avoid the pitfalls that could lead to bankruptcy and foreclosure.

**Details:** Ricky L. Jones is senior vice president of Bank of America, Legacy Asset Servicing, Quality Control, Control Environments and Standards. He will discuss the personal financial pitfalls to avoid. Following the discussion, attendees will have an opportunity to meet and greet Business and Accounting Board Advisory members during a reception held at the Gallery Reception Room #113 across from the Ross Gallery.

*\*This special event is brought to you by CPCC's Business Administration Program.*

### INTERNATIONAL BUSINESS: Film viewing of "Wasteland"

**Leader:** Dr. Salomao de Farias, Fulbright Scholar-in-Residence, Central Piedmont Community College

**When/Where:** 6 – 7:15 p.m., Central High Building – CH 301

**Description:** Join us for a film screening of the critically-acclaimed film "Wasteland," which will be followed by a discussion.

**Details:** Dr. Salomao de Farias is a Fulbright Scholar-In-Residence here at Central Piedmont Community College through May 2012. Dr. Salomao de Farias is a full-time marketing professor at Federal University of Pernambuco (UFPE) in Recife, Brazil (since 1992). He received his doctorate in Business Administration from the University of Sao Paulo, Sao Paulo, Brazil (1998) and Master in Business Administration from UFPB – Federal University of Paraiba (1991).

The film is a 2010 documentary directed by Lucy Walker, Joao Jardim and Karen Harley. The film documents two years of work of Brazilian contemporary artists creating art with recyclables from one of the world's largest landfills in Brazil.

*\*This special event is brought to you by the International Business Program.*

## THURSDAY, MARCH 29, 2012

### INTERNATIONAL BUSINESS: Global Issues Forum: "Youth as Global Change Makers"

**Leader:** Emmanuel Jal, Author and Activist

**When/Where:** 11 a.m. – 12:30 p.m., Halton Theater

**Description:** Please join us for a riveting discussion on today's noteworthy global issues and stay for a short reception afterwards.

**Details:** A native of the war-torn region of southern Sudan, Emmanuel Jal was born into the life of a war child. Today, Jal is a global recording artist, actor, author and advocate and has founded a charity dedicated to helping communities overcome the effects of war and poverty. He speaks around the world and has addressed the United Nations and the U.S. Congress concerning his causes. Jal has also performed for Nelson Mandela and alongside Alicia Keys.

*\*This special event is brought to you by the International Business Program, Global Learning Office and a 501c3 non-profit Mothering Across Continents.*

## FRIDAY, MARCH 30, 2012

### ECONOMICS: Your Economic Future – a "Crystal Ball" for Millennials

**Presenter:** Michael Brown, Economist, Wells Fargo

**When/Where:** 9:30 – 10:20 a.m., Tate Hall

**Description:** Mr. Brown will share the critical things you need to know to ensure future financial stability and growth.

**Details:** Mr. Brown will discuss major macro-issues regarding our economic climate and how we use theoretical concepts to make analyses and forecasts. Mr. Brown is well-published in economic and financial circles and is a key advisor and consultant for Wells Fargo.

*\*This special event is brought to you by CPCC's Economics Program.*

*\*PD credit is available for faculty and staff.*

*The Division of Business and Accounting wishes to thank all who made this week possible.*