

### OPENING REMARKS

The 2019-2020 academic year is in full swing, and the Wall Fellows are nothing short of busy. From project developments to guest speakers and internship presentations, the fellows are learning more about who they are as leaders and as members of the Wall Fellows program.

This fall, we are excited to share updates and current news about the year! You will read interviews, get to know alumni, and learn about the incredible accomplishments of our members!

With warmest regards,

Emily Towne '20, Lucia Zats '20, Nicholas Santaniello '21, and Allie Mitchell '21



Wall Fellows Class of 2021 (From top left): Anaiya Moore, Samuel DiFiore, Ryver Morrow, Chloe Horton, Brian Crawford, Mayleigh Flannigan, Allison Mitchell, Ariana Monroe, and Nicholas Santaniello.



Wall Fellows Class of 2020 (From top left): Zak Gardiner, Morgan Goodall-Scott, Kiley Decker, Erica Evans, Kristin Slovic, Charles Gray, Emily Towne, Lucia Zats, and Austin Johnson.

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# Introduction of the new co-editors

Hello, everyone! My name is Nicholas Santaniello, and I am extremely excited to be a part of the Wall Fellows Newsletter team this year! I am a junior accounting major from Wilbraham, Mass., and a member of the Class of 2021 Wall Fellows program.

After attending multiple college tours my senior year of high school, I realized Coastal Carolina University was one of my favorite schools and decided to apply. I chose Coastal based on the location and the exceptional business program it offers. I've known I wanted to be an accounting major ever since my cousin started his accounting journey six years ago. The idea was only solidified once I took my first accounting class in high school.

In the Spring 2019 semester, I was humbled to find out I had been accepted into the newest Wall Fellows class. I'm excited to be working with the nine other classmates on our journey to success. It's only been a few weeks since starting our Wall Fellows activities, but in a short amount of time, I have learned this is going to be the most life-changing experience of my college career.

Respectfully,

Nicholas Santaniello '21



Hi! My name is Lucia Zats, and I am excited to be working on the Wall Fellows Newsletter this year! I am a communication major with a public relations concentration and a hospitality, resort and tourism management minor. I am also the chief of staff for the Wall Fellows program, and I will be graduating in May.

Coastal Carolina University has been my home away from home for the past three years, and I love every minute of being on this campus. I am involved with the local Rotary Club and Rotaract community service organization at Coastal. I am a member of Chi Omega fraternity and enjoy planning philanthropic events and spending time with my friends.

The Wall Fellows program provides me with a new perspective on business and leadership. I am grateful for the experience of working with the Wall Fellows team as a non-business major. I have grown personally and professionally more than I thought possible. I have a newfound love of traveling after our international trip and my internship in Dublin. I look forward to sharing our experiences with you this year. Chants up!

Warm regards,

Lucia Zats '20

# Introduction of the new co-editors

Hi, readers! My name is Allie Mitchell, and I am excited to be contributing to the Wall Fellows Newsletter this 2019-2020 school year. I am an English major with a minor in both pre-law and new media and digital culture, and serve as editor-in-chief of Coastal Carolina's TEMPO magazine.

Teal blood runs through my family. Both my father and mother attended CCU, and one of my two younger brothers now attends the HTC Honors College. While I am a Conway native and Southern girl at heart, I have city eyes and plan on moving to New York City after graduation.

This past year has offered many opportunities for which I am thankful. One of the most memorable is being a part of this year's class of Wall Fellows. While much of our 2021 class were strangers last spring, we are now family, and we will remain lifelong friends. The diverse-minded Wall Fellows classes challenge each other to expand perspectives, be loyal accountability partners, and always lend a helping hand.

As one of the new co-editors of the Wall Fellows Newsletter, I aim to highlight some of our learning endeavors, stir up constructive conversation, and inform through experience. Cheers to an enlightening year!

Always,

Allison "Allie" Mitchell '21



# Note from the returning co-editor



As a senior in the program, I have been able to grow over the past year in ways I never thought possible. From time and stress management to business strategy and communication, my classmates and I have learned a great deal about ourselves and each other.

With the new school year comes greater responsibilities and leadership opportunities for the Class of 2020 as we work with and encourage the Class of 2021. We understand the weight of this opportunity and are actively following in the footsteps of our friends and mentors in the Class of 2019.

It is a pleasure to continue with the newsletter this year, and our newsletter team is looking forward to bringing you the latest updates on our classes and alumni.

With warmest regards,

Emily Towne '20

# Board members: Thank you!

To our board members,

Thank you for all the time, talent, and expertise you have put into the Wall Fellows program at Coastal Carolina University. We appreciate every connection you've made with us. From being an integral part of the interviewing process, to your extensive help with networking, each of you have a part in who we are and who we will become.

Each one of our Wall Fellows alumni would not be where they are today if it weren't for your dedication and tenacity to help us succeed. Whether it be assisting with networking opportunities, general life choices, or career decisions, we each know at least one board member who will be there to help.

I experienced this sense of friendship firsthand at the board members dinner at the end of my Wall Fellows orientation weekend. After going through the second round of interviews conducted by some of the board members, I thought it was the most difficult interview I've ever had. After talking to a few members during the dinner, I realized they were preparing us for future interviews and helping us understand how we would react in difficult situations. Since then, I have gotten to know a few members personally, and they have guided me through some challenging college decisions. Hopefully, they will become lifelong mentors.

I believe being a member of our board of directors is no small task. It is likely one of the toughest volunteer roles for one of the most challenging programs on campus. Each of you have proven to be a champion for the program, and we cannot thank you enough.

Sincerely,

Nicholas Santaniello and the Wall Fellows  
Classes of 2020 and 2021



Wall Fellows Class of 2020



Wall Fellows Class of 2021

# Interview with program director

## Gina Cummings

Gina Cummings is the director of the Wall Fellows program. She is an expert with more than 20 years of experience in organizational development, human resources, leadership development, coaching, and more. Cummings is trusted as an adviser, partner, and friend. Some of her favorite hobbies include spending time in nature and among trees; practicing yoga; researching life's facets of evolutionary thought; sharing and engaging with others; listening to the ocean; and spending time in the mountains.

She is both an inspiration and source of knowledge to the Wall Fellows, the surrounding community, and anyone with whom she comes in contact. On the next page, she answers a few questions on leading with integrity, managing stress, finding personal traits, and uncovering aspirations through taking action.



Bottom left: Gina Cummings with the Wall Fellows Class of 2020.

# Interview with program director

## Gina Cummings

### **Do you believe the Wall Fellows program is a recipe for success?**

“The Wall Fellows program is definitely a recipe for success because it provides a space and all the resources needed for a student to mature and transform into what they want to be in the world, bringing forward talents, clarifying the intention for their life, and identifying how to be a leader in future companies, communities, and the world. The things you gain and the opportunity that is presented to grow the mindset, skills, and abilities is something that is not necessarily available within the classroom setting.”

“Students in the program really grow into themselves; learn how to network and have conversations with anyone; how to present themselves and their information effectively; how to lead groups and projects; and how to make a difference in whatever they endeavor to do. They also develop a network of peers who truly become like family who will be connections for them for life, if they so choose. Having a network of peers, advisers/mentors, and resources is vitally important to success in whatever you endeavor.”

### **As the director of the Wall Fellows program, what core traits do you look for in CCU students?**

“To be successful in the program and to gain the most from it, someone needs to be driven, have a strong desire to learn, be open to coaching, and have a heart for wanting to grow and evolve into a leader and make a difference. The student needs to be someone who can step up to a challenge, accept and implement coaching feedback, be willing to challenge themselves and others, learn from mistakes, and be dedicated to learning and growth.”

### **What is (one of) the most rewarding parts of your position at Coastal Carolina University?**

“There are many rewarding parts of leading this program, which I could share for days. One of the key highlights for me is to see the students growing into themselves and graduating from the program with a sense of confidence, equipped with the skills and mindset to be a success in life, a community mindset, and passion to go into the world and pursue their dreams.”

### **While it is important to have goals and aspirations, often this results in busyness. What are some ways you've found to manage stress?**

“Through my personal growth and experience, I recognize that stress is never good for the body or mind. Poor decisions are made, creative options are often overlooked, and relationships are damaged. I've come to know my early warning signs of stress and take the measures that work for me to reduce that stress. Everyone is different, so the journey for me has been identifying what works for me, and this evolves over time. Currently, my stress relief is taking a walk, sitting with a cup of tea, and watching the wildlife or observing nature, journaling/free writing, or listening to an enlightening speaker. These things reduce stress and allow for solutions or perspectives to surface that allow me to re-enter the situation with a new perspective. I've found that often when I do this, the situations unfold much more successfully for all involved.”

# Internship spotlight: Kristin Slovick

During the summer, senior Wall Fellow Kristin Slovick '20 interned at Siemens Digital Industries in Alpharetta, Ga. As an intern, Slovick had three main project responsibilities. First, she aided in the automation of the company's monthly tech support report. Slovick's second project was to work with credit services to provide the controllers with better analysis for accounts receivable and establishing customer trends, which could help flag items that might not be paid. Her last project was to create an analysis tool to help with future budgeting.

Slovick's favorite experience from her internship experience was working with different people on her projects which helped her expand her network. Outside of her internship, Slovick was in a new city with new people. Her tip to other students seeking internships in a new city is to start as early as you can to look for housing. Slovick encourages interns to seek housing with colleges that are local to their internship and are willing to sublease housing. Additionally, Slovick encourages interns to look for colleges located near their internships for possible opportunities to sublease rental spaces (or sublease housing).

Check out the awards and announcements section below to find out more information about Kristin's post-graduation plans!



Kristin Slovick is pictured in the black and mint green shirt.

# Internship spotlight: Mayleigh Flannigan



Mayleigh Flannigan (left).

Wall Fellow Mayleigh Flannigan '21 was an intern at Wyndham Destinations in North Myrtle Beach this past summer. On a day-to-day basis, Flannigan was in charge of selling vacation packages to vacationers in the North Myrtle Beach area. She would typically give tours to two or three families a day and explain to them the benefits of joining the Wyndham Destinations family. Flannigan was in charge of getting to know the families and understanding what they were looking for, then setting them up with a vacation package based on their preferences. Flannigan had to keep a positive attitude and be a good team member to ensure her team sold as many vacation packages possible.

One of Flannigan's favorite experiences from her position this summer was meeting and interacting with a diverse group of people on a daily basis. Myrtle Beach is a vacation destination for travelers from all over the country. Flannigan also enjoyed the connections she made with her co-workers and the friendships she made. She and the members on her team would get together for team parties, during which they would grab dinner, go to the movies, and sometimes go to the beach. These team activities allowed them to bond outside of work, which created a friendly work environment.



# Awards and announcements

The Wall Fellows program would like to congratulate three of our classmates for their scholarly achievements. Austin Johnson '20 and Samuel DiFiore '21 were accepted as participants in the Real Estate Scholars program for 2019-2020, and Allison Mitchell '21 received the Women in Philanthropy and Leadership Scholar Award!



Austin Johnson



Samuel DiFiore



Allison Mitchell



This year, Lucia Zats '20 was selected as the Wall Fellows chief of staff.

Brian Crawford '21 secured his internship for the summer of 2020! He will be working with Bank of America Merrill Lynch in New York as a corporate investment banking analyst.



Kristin Slovic '20 was accepted into the Financial Leadership Development program at Siemens! The program is a two-year rotational program where Slovic will rotate through four positions in four different cities.

# Fall reading list

Reading links successful-minded individuals to one common goal—continuous learning. Reading is creative fuel and inspirational for artists and entrepreneurs. It is the glue that helps high-achieving scholars grow in knowledge and in understanding. From self-help and leadership books, to poetry, biographies, and literature classics, the Wall Fellows indulge in reading year-round.

The Wall Fellows program also incorporates collective reading into their summer and semester coursework. The full reading list for Fall 2019 can be viewed to the right.

## Favorite quotes from the Wall Fellows

We asked our classmates what quotes inspire them, and their responses are displayed below.

Ariana Monroe:

“When you want to succeed as bad as you want to breathe, then you will be successful.”

-Eric Thomas

Morgan Goodall-Scott:

“Those who stand for nothing, fall for anything.”

- Alexander Hamilton

Brian Crawford:

“You will continue to suffer if you have an emotional reaction to everything that is said to you.”

- Bruce Lee

Zak Gardiner:

“Learn to do the things that you don't want to do when you don't want to do them.”

-Mr. Garitty, Gardiner's high school math teacher

- “The 7 Habits of Highly Effective People” by Stephen Covey.  
Read and to be presented by Erica Evans.
- “STRENGTHSFINDER 2.0” by Gallup and Tom Rath.
- “People Styles at Work and Beyond” by Robert Bolton and Dorothy Grover Bolton.
- “The Tipping Point” by Malcolm Gladwell.  
Read and to be presented by Erica Evans.
- “Sway” by Ori Brafman and Rom Brafman.  
Read and to be presented by Kristin Slovic.
- “Who Moved My Cheese” by Spencer Johnson.  
Read and to be presented by Lucia Zats.
- “Awakening the Entrepreneur Within” by Michael E. Gerber.  
Read and to be presented by Austin Johnson.
- “A Whole New Mind” by Daniel H. Pink.  
Read and to be presented by Morgan Goodall-Scott.
- “The Gift of Imperfection” by Brene Brown.  
Read and to be presented by Kiley Decker.
- “Finding the Space to Lead” by Janice Marturano.  
Read and to be presented by Zak Gardiner.
- “Overworked and Overwhelmed” by Scott Eblin.  
Read and to be presented by Charles Gray.
- “True North” by Bill George.  
Read and to be presented by Emily Towne.



# International trip review

by Lucia Zats

The Wall Fellows Class of 2020 is reminiscing about our incredible international trip to Iceland, London, Edinburgh, and Dublin. We began our trip in Reykjavik by meeting with the U.S. Embassy in Iceland and connecting with Icelandic CCU alumni at a reception. A highlight of our trip was a day tour of Iceland with Coastal alumnus Snorri Gudmundsson to a natural hot springs, a black-sand beach, tomato greenhouse restaurant, various waterfalls, and geysers. We were amazed by the gorgeous views and loved tasting traditional Icelandic foods. Hearing the Viking stories while journeying through the volcanic land was unreal. The class relaxed and bonded at the Blue Lagoon. We had the pleasure of staying at the Eyja Guldsmiden Hotel, which is owned and operated by Coastal Carolina University alumni Linda Johansdottir and Ellert Finnbogason.

This year, the Class of 2020 worked on four international consulting projects for Icelandic companies Lysi, Star Oddi, Ozio, and First-on-Tee. It was interesting for our class to finally learn about each other's projects and make recommendations to the companies after months of researching. After presenting at the end of the week, we celebrated with a fun cookout at CCU alumnus Dolli Olason's house.

Next, we traveled to London and toured Parliament and went to a Broadway interactive performance of "The Great Gatsby." During the next few days, we visited Buckingham Palace, the historic Twinings Tea shop, the British Museum, and we took a ride on the famous London Eye. We also met up with Jana Marx, a German student who studied abroad at CCU from our partner program at the German university Hochschule Bonn-Rhein-Sieg. Lastly in London, we met with Henry Dannemann from Orange Business Services to learn about healthy and professional shared work spaces, the importance of a good work ethic, and living internationally for your career.

(Story continues on next page.)



# International trip review (cont.)

by Lucia Zats



We traveled to Edinburgh, Scotland, via train through the picturesque English countryside. In Edinburgh, we toured the Edinburgh Castle and learned about the battles, soldiers, and royalty during medieval times. A highlight was strolling down the Royal Mile to see the Elephant House Café where J.K. Rowling wrote the Harry Potter books. We ended our stay in Scotland with a trip to the Palace of Holyroodhouse, the queen's summer home, to learn the history of Scottish royalty.

Our last stop on the trip was Dublin, where we met with commercial real estate company Colliers International. During the business visit, we learned about real estate and the local culture. We enjoyed local cuisine and nightlife with employees of Colliers for a hospitable Irish welcome. On the final day of the international trip, we toured Ireland's countryside and visited Bunratty Castle, explored the breathtaking Cliffs of Moher, and ventured through Galway, the cultural heart of Ireland.

Our class is extremely thankful for the opportunity to explore Europe with our best friends and for the unforgettable memories we made. We learned so much about ourselves personally and professionally while being immersed in new cultures, and this experience was truly once in a lifetime. Thank you to everyone who contributed to the success of our Iceland projects and supported our international trip. This would not have been possible without you!



# Alumni involvement opportunities



From left: Brooke Weisbrod, Gina Cummings, and Jonah Skiles.

If you are alumni of the Wall Fellows program, there are plenty of ways to stay involved! Become a mentor of a Wall Fellow and meet regularly to talk about your experience with Wall Fellows and transitioning to life after college. Your stories will help inspire and motivate current Wall Fellows and give them a valued professional connection.

Another way to get involved is to plan a visit with the Wall Fellows for lunch in the Wall College of Business. Casually talk about your life and answer any questions they have for you. We have guest speakers often, and if you feel you have learned something in your career you want to share with us or provide advice, we welcome guests to present in our classes.

Lastly, attend events such as the Wall Fellows Induction Ceremony on Nov. 1 and the alumni tealgate on Nov. 2. For more information, contact Gina Cummings, program director, at [gcummings@coastal.edu](mailto:gcummings@coastal.edu).



## Make a difference in the future of the Wall Fellows. Donate today!



This fall, the Wall Fellows are launching a fundraising campaign to grow the Wall Fellows endowment. We will be calling to connect with Wall Fellows alumni and have conversations about their life and experience in the program. All contributions go toward supporting Wall Fellows' international internships and internship expenses.

This financial support made my internship in Ireland possible. I am forever thankful for the opportunity to learn through living and working abroad, and I hope more Wall Fellows will be able to experience this in the future as well.

Visit [coastal.edu/wallfellows/give](http://coastal.edu/wallfellows/give) to donate to the Wall Fellows program. Thank you!

-Lucia Zats

# Alumni feature: Steven Vanden Heuvel

## by Allie Mitchell

The Wall Fellows program encourages personal development and career strategy through reading, reflecting, and reaching out to our alumni. One of these alumni, Steven Vanden Heuvel '15, is the founder of Sord Fishing Products.

Sord's story began in New York City when Vanden Heuvel was the fishing category buyer for Jet.com, a small e-commerce company acquired by Walmart. Walmart quickly caught wind of Vanden Heuvel's entrepreneurial spirit and recruited him to build a private line of fishing products, which is his biggest passion.

"My entrepreneurial spirit really came to light when I started the Carolina Kids Fish program as my community project within the Wall Fellows," said Vanden Heuvel. "I have had a huge passion for fishing since the first time my dad took me offshore, and I was able to tap into that passion when working for Walmart."

Walmart sent Vanden Heuvel on a rigorous two-week buying trip to China to meet with factories and bring his private-label fishing products to life. During the trip, he pitched his products to Walmart's top executives, which he says the Wall Fellows helped him prepare for.

"The presentations I gave for the Wall Fellows and the experience networking with top executives gave me the ability to crush the product-line walkthrough, which is one of the most nerve-wracking parts of being a buyer for Walmart," said Vanden Heuvel.

After returning from China, Vanden Heuvel realized he did not like working for a large corporation and left Walmart to help start M&A insurance brokerage in New York City. He never lost his passion for building fishing products, and after two more years in the Big Apple, he moved back down south and founded Sord Fishing Products. "There was a gnawing in my stomach to get out of the concrete jungle and start doing something I was passionate about," said Vanden Heuvel.

While working for Walmart, he realized there is a substantial markup for high-quality fishing tools. He set out to make a splash in the industry by designing and manufacturing high-quality fishing tools and selling them directly to the consumer at a fair price through an e-commerce website.

"There was this ah-ha moment that happened when I realized the cost of high-quality fishing tools was miniscule compared to its retail price, which is due to brand markups, retail middlemen, million-dollar marketing budgets, and corporate overhead. I knew I could make a better and higher-quality product with my knowledge of fishing and sell them at a fair price directly to the consumer, saving anglers hundreds of dollars on essential tools."

Sord Fishing Products will officially launch its first fishing tool in Spring 2020; however, it started marketing efforts via a clothing line and promotion through Facebook and Instagram (@sordtools). It is an inspiration to see a Wall Fellow alumnus casting into the crazy world of being an entrepreneur and chasing his dreams! We grow as a program because of examples like Vanden Heuvel.



Steven Vanden Heuvel (right) pictured with President David A. DeCenzo at the Wall Fellows Class of 2015 induction ceremony.



Steven Vanden Heuvel modeling clothing his company, Sord Fishing Products.

# Project update: Freedom Readers community give-back project

This summer, the Wall Fellows had the privilege of assisting Freedom Readers with an Ignite a Love for Reading event. Freedom Readers positively influences children through expanding reading proficiency and providing one-on-one mentoring. To raise funds for Freedom Readers and to help in their mission to provide books for underserved children, the Wall Fellows held a silent auction at Bonfire in Conway.

The Wall Fellows met with Carolyn Ellis throughout the summer to prepare for the silent auction event, organize auction items, and promote the event. Ignite a Love for Reading was a major success with more than \$3,000 through the silent auction. This event created a sense of gratitude in our hearts. “Working on the Freedom Readers event reminded me how much I love to see children learn,” said Allie Mitchell ’21. “Their eyes light up like fireflies when realizing new aspects about life and culture.” The Wall Fellows are grateful to participate in and assist with this event, and make an impact on the local community.

-Austin Johnson

## Project update:

### FYE UNIV 110/CBAD 120 class presentations

The FYE UNIV 110/CBAD 120 class presentations team is a Wall Fellows project designed to expose first-year students to the many opportunities Coastal offers—both inside and outside the classroom. This project opens conversations about leadership, success, and personal development.

This semester, the team plans on presenting not only to the Wall College of Business but also to the Edwards College and the HTC Honors College. This will expand the Wall Fellows network and increase awareness for the program as a whole. Team members presenting include Samuel DiFiore, Allison Mitchell, Ariana Monroe, and Nicholas Santaniello.



Samuel DiFiore



Allison Mitchell



Ariana Monroe



Nicholas Santaniello

# Upcoming events

The 2019-2020 academic year is in full swing with new projects and upcoming events. Find some of the event dates below:

- FYE Presentations – Fall 2019
- 25th Annual Wall Fellows Induction Ceremony, Class of 2021 – Nov. 1, 2019
- Alumni Homecoming activities – Nov. 2, 2019
- Discovery Day – Nov. 9, 2019
- Class of 2020 domestic trip – January 2020

If you would like to get involved, contact director Gina Cummings at [gcummings@coastal.edu](mailto:gcummings@coastal.edu). Please follow our social media accounts for regular updates.



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