



2020-2021 ANNUAL REVIEW



To provide a world-class, transformative scholarship experience to exceptional students who are committed to learning and working at the intersection of business and academia, business and policy, business and government, or business and the non-profit sectors at home or abroad

► kenanscholars.unc.edu



from the Director

Dear Friends,

A few years ago we sat down to draft a 3-5 year strategic plan for Kenan Scholars. We asked, "What are our targets for producing a competitive, talented and diverse pool?" "What difference do we want our scholars to make in the world?" How will we incorporate research into their experience?" And, "How will we make this a world class scholars experience—the best of its kind in the country?" We were encouraged to think about what was possible and to dream big. Well, I am happy to report that our ambition has matched our dreams. In 2020, we assembled our largest and most diverse class of scholars to date. The number of applications have soared exponentially. It has become a great challenge to select scholars. We split hairs and wring our hands because we have to turn down talented conscientious young people. The message is out there: the Kenan Scholars community is the place for talented ambitious future business leaders.

Coronavirus did not figure into our strategic plans. We could never have imagined the scenario over the last year and a half, giving aid and comfort to scholars via video chats, hosting online conferences with national leaders, addressing sensitive topics like structural racism, and teaching, learning and playing online. In the face of a global pandemic, sometimes things felt unstable and bleak. But it appears to have also brought out the best in us. Our community is growing and our commitment to our mission is growing stronger too. Now more than ever we need to put the public good foremost and generate practical solutions to some our most pressing problems in business and the economy.

Thank you to our scholars, mentors, faculty advisors, donors, parents, and our committed staff. Thank you for your commitment to one another's well-being, scholarship and dreams and ambitions. Without your time, attention and other resources, we cannot do the important work of supporting and guiding the next generation of business leaders.

Thank you for a memorable 2020. Congratulations to our graduates for completing the last year and a half of their career at Carolina with such big hearts and hopeful spirits.

Open Roads Ahead, thanks for staying with us on the ride. Enjoy this look back on a truly remarkable year.

Warmest regards,

A handwritten signature in black ink that reads "Kim Allen". The script is fluid and cursive, with the first letters of "Kim" and "Allen" being capitalized and prominent.

Kim Allen, Ph.D.



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Program Overview

Each year, up to 25 incoming business students are selected as Kenan Scholars. Joining with their junior and senior colleagues, they create a community of like-minded business students who are committed to learning and working at the intersection of business, academia and the public sector. These students are recognized for their superior scholarship and genuine interest in putting the private sector to work for the public good. Scholars are introduced to the critical role that business plays in providing evidence-based solutions to contemporary complex problems.

Scholars are mentored by academic and industry thought leaders, business professionals, including entrepreneurs, policymakers, government officials and Kenan-Flagler Business School alumni. Scholars develop competencies in leadership, research and cross-sector collaboration that are essential for their success as future business leaders. This competency-based program combines classroom learning with in the field experiences with lawmakers, policymakers, and community members working to make life better for residents and businesses in North Carolina and beyond.

In addition, Kenan Scholars receive individualized guidance and advising, research support from Kenan-Flagler faculty and financial support for professional development tailored to their career interests. Scholars also have access to the vast array of resources of the Kenan Institute, which include invitation-only conferences and forums, and connections to the Kenan Institute's affiliated centers.



The Class of 2021 Kenan Scholars will be remembered for their numerous awards and recognitions, coupled with impressive leadership accomplishments and research endeavors.

'21 Graduates in Review

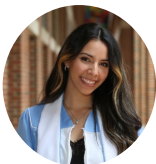


This year, two Kenan Scholars completed the honors thesis and earned highest honors. To recognize Kenan Scholar's outstanding research accomplishments, this year's John D. Kasarda Research Excellence Award was awarded to Hidy Akila for her thesis entitled: The Impact of Entrepreneurship on Saudi Arabia's Economy.

This year, one graduate is returning to academia to pursue a Master of Accounting degree here at Kenan-Flagler. Other 2021 graduates have begun their professional careers in a variety of leading firms, including BlackRock, Boston Consulting Group, Capital One, Credera, EY, Guidehouse, Procter & Gamble and Red Ventures.

These incredibly talented graduates are furthering their commitment to changing the world for the better in business, academia and government..

Kenan Scholars '21



Hidy Akila

Hometown: Cary, North Carolina

Major(s): Business Administration

UNC Campus and Community Involvement:

Delta Sigma Pi Business Fraternity, Muslim Student Association, Arab Student Organization

Post-Graduate Plans: Account Executive at P&G in Minneapolis, Minnesota



Nikita Billman

Hometown: Chapel Hill, North Carolina

Major(s): Business Administration

UNC Campus and Community Involvement: UNC From Houses to Homes, Consult Your Community, Allison Mentorship Program, North Carolina Fellows, Launch Local Non-Profit

Post-Graduate Plans: Technology Consultant at EY in Atlanta, Georgia



Danny Bowen

Hometown: Cocoa, Florida

Major(s): Statistics and Public Policy

UNC Campus and Community Involvement:

Sexuality and Gender Alliance, UNC LGBTQ Center, Carolina Analytics and Data Science Organization, UNC Student Government Executive Branch

Post-Graduate Plans: Associate at Boston Consulting Group in Atlanta, Georgia



Jack Deering

Hometown: Charlotte, North Carolina

Major(s): Business Administration and Public Policy

UNC Campus and Community Involvement:

Community Empowerment Fund, Consult Your Community, Helping Youth by Providing Enrichment, Roosevelt Institute, UNC Club Tennis

Post-Graduate Plans: Pursuing a career in banking



Gino Esposito

Hometown: Milford, Connecticut

Major(s): Business Administration

UNC Campus and Community Involvement:

Carolina Outreach, Athletes in Action, UNC Wrestling Team, Newman Catholic Center

Post-Graduate Plans: UNC Chapel Hill's Masters of Accounting (MAC) Program



Sonio Kum

Hometown: Durham, North Carolina

Major(s): Business Administration

UNC Campus and Community Involvement:

Consulting Club, Climbing Club, Peer Tutoring, Sustainable Business Club, Campus Recreation Advisory Board, STAR

Post-Graduate Plans: Business Analyst at Capital One in Washington D.C.



Jessie LaMasse

Hometown: Crystal Lake, Illinois

Major(s): Business Administration and Interdisciplinary Studies

UNC Campus and Community Involvement:

Covenant Scholars, Buckley Public Service Scholars, APPLES, Carolina Kickoff, Kenan-Flagler Community, Equity and Inclusion Board

Post-Graduate Plans: Index Investment Analyst at BlackRock in New York City



Reeves Moseley

Hometown: Argyle, Texas

Major(s): Political Science

UNC Campus and Community Involvement:

Buckley Public Service Scholars, North Carolina Special Olympics, Institute of Politics, UNC Undergraduate Senate, UNC Student Body President

Post-Graduate Plans: Government Relations Associate at Merchant, McIntyre & Associates in Washington, D.C



Claudia Oppen

Hometown: Wilmington, North Carolina

Major(s): Interdisciplinary Studies

UNC Campus and Community Involvement:

Buckley Public Service Scholars, Undergraduate Honor Court, UNC Research Assistant, Eve Carson Scholarship Program

Post-Graduate Plans: Project Research Assistant at RTI International in Research Triangle Park, North Carolina



Andrea Prego

Hometown: Managua, Nicaragua

Major(s): Business Administration

UNC Campus and Community Involvement:

Latinas Promoviendo Comunidad, Lambda Pi Chi Sorority, Kenan-Flagler Community, Equity and Inclusion Board

Post-Graduate Plans: Digital Marketing Analyst at Red Ventures in Charlotte, North Carolina



Jake Sackstein

Hometown: Northport, New York

Major(s): Business Administration

UNC Campus and Community Involvement:

Peer Support Facilitator, Mental Health Committee, UNC Student Government, Kenan-Flagler Community, Equity and Inclusion Board

Post-Graduate Plans: Management Consulting Associate at PwC in New York City



Catherine Sugg

Hometown: Raleigh, North Carolina

Major(s): Peace, War and Defense

UNC Campus and Community Involvement:

Kappa Kappa Gamma Sorority, UNC Institute of Politics, Chapel Hill-Carrboro YMCA, Chair of Wake County Voting Precinct 01-05

Post-Graduate Plans: Consultant at Guidehouse in Washington D.C



Deanna Upchurch

Hometown: Watertown, Tennessee

Major(s): Business Administration and Peace, War and Defense

UNC Campus and Community Involvement:

Honors Carolina Student Board, Peace, War and Defense Alumni Association

Post-Graduate Plans: Global Compliance Analyst at Goldman Sachs in Salt Lake City, Utah

Kenan Scholars '22



Jared Cohen

Major(s): BSBA & Computer Science



Carli Cone

Major(s): BSBA & Economics



Caroline Englert

Major(s): BSBA



Sam Gordon-Pecelli

Major(s): BSBA



Abigale Hawkins

Major(s): BSBA & Music



Yingxi Huang

Major(s): BSBA & Information Science



Cara Kuuskvere

Major(s): BSBA & Environmental Science



Max Li

Major(s): BSBA & Information Science



Anna Manocha

Major(s): BSBA



Fridah Mbwana

Major(s): BSBA & Economics



Nick Mignogna

Major(s): BSBA & Political Science



Jack Morningstar

Major(s): BSBA & Political Science



Paige Murray

Major(s): BSBA



McCauley Palmer

Major(s): BSBA & Computer Science



Ethan Silvey

Major(s): BSBA & Political Science



Thomas Slade

Major(s): BSBA

Kenan Scholars '23



Alyssa Abraham

Major(s): BSBA



Zain Chaudhry

Major(s): BSBA



Sherrod Crum

Major(s): BSBA



Cate Goodman

Major(s): BSBA & History



Gabriela Goodman

Major(s): BSBA & Economics



Shane Gravelle

Major(s): BSBA & Political Science



Alexandra Hatsios

Major(s): BSBA Policy



Nishitha Karumuri

Major(s): Health Policy Management



Darien Kenner

Major(s): BSBA & Public Policy



Nick Kirkman

Major(s): BSBA & Economics



Ivor Kušić

Major(s): BSBA & Economics



Emily Madrzykowski

Major(s): English/Comparative Literature



Max Morant

Major(s): BSBA



Esha Parikh

Major(s): BSBA & Public Policy



Logan Riggins

Major(s): BSBA



Cam Santos

Major(s): BSBA & Statistics



Stuti Shah

Major(s): BSBA & Public Policy



Victoria Song

Major(s): BSBA & Environmental Studies



Ashley Teague

Major(s): BSBA & Peace, War and Defense



Srilekha Vennamaneni

Major(s): BSBA & Public Policy



Hari Vijay

Major(s): BSBA



Kenny Xu

Major(s): BSBA & Computer Science



Kate Yarbrough

Major(s): BSBA

Awards & Achievements



Hidy Akila '21

Undergraduate Business Class
2021 Highest Honors
John D. Kasarda Research
Excellence Award



Yingxi Huang '22

Research Featured in Center
for Sustainable Enterprise's
November 2020 Newsletter



Max Morant '23

Selected as The Institute of
Responsible Citizenship's
Washington Program's intern



Nikita Billman '21

Undergraduate Business
Program Core Value Award:
Community



Nishitha Karumuri '23

Selected as Prime Student
Campus Manager for UNC



McCauley Palmer '22

Selected to present at N.C.
State University's R.L. Rabb
Symposium



Carli Cone '22

Research Featured in Center
for Sustainable Enterprise's
September 2020 Newsletter



Cara Kuuskvere '22

Completed the Leading Green
Associate Training
Completed City of Oaks
Marathon (Virtual Edition) in
Raleigh



Andrea Prego '21

Undergraduate Business
Program Core Value Award:
Inclusion



Sherrod Crum '23

Featured in The Well for Co-
Founding Black Entrepreneurs
Initiative



Jessie LaMasse '21

James H. Johnson Jr. Policy
Impact Award
Undergraduate Business Class
2021 Highest Honors



Ethan Silvey '22

Research Featured in Center
for Sustainable Enterprise's
September 2020 Newsletter



Gino Esposito '21

Undergraduate Business
Program Core Value Award:
Teamwork
Recognized in Poets & Quants's
2021 Best & Brightest Business
Major
Frank Hawkins Kenan
Distinguished Scholar Medal



Anna Manocha '22

UNC 2021 Diversity Award
Selected as Kenan Scholars
Leadership Council Junior Class
Representative



Kenan Scholars Alumni



With their indomitable spirit, our Kenan Scholar alumni (class of 2020) have not let the pandemic stand in their way. Despite all the uncertainties of the times, our alums have risen to the challenge, continuing to excel and make great impacts beyond Kenan-Flagler. Two alums are pursuing advanced degrees with one finishing a Master of Accounting at UNC and another entering NC State's top-ranked College of Veterinary Medicine this fall. Beyond the walls of academe, our recent alums are working as analysts, consultants, associate partners and procurement sourcing professionals at firms such as Barings, Capital One, Citi, Credera, CVS Health, EY, IBM, The Sasha Group and Wells Fargo. Two alumni are featured in this edition for their continuing impact and support. They are Jordan Mareno, Class of 2019, and Jack Noble, Class of 2020.

Alumni Spotlight

featuring Jordan Mareno '19



"Throughout the remainder of my career as a business student at UNC, I derived a sense of purpose and confidence from my connection to the Kenan Institute and my fellow Scholars"

My journey as a Kenan Scholar began in 2016. I returned to Chapel Hill after a summer in the Mississippi Delta, where I had interned with Teach for America. I spent two months working operations at one of TFA's summer training hubs, supporting brand new teachers as they developed the classroom skills they would need to empower the students of the Delta. It was the first time that I felt completely surrounded by purpose, intention, and impact.

My internship with Teach for America broke down one of the misconceptions that I had carried into my first year of college--that a business degree was to be used strictly for "business." Suddenly, I recognized that the skills I would develop as a business student could and should be used beyond the walls of corporate office spaces. I wondered if there were other students at Kenan-Flagler who felt pulled in a similar direction. And then, the opportunity to become a Kenan Scholar arrived in my inbox.

Throughout the remainder of my career as a business student at UNC, I derived a sense of purpose and confidence from my connection to the Kenan Institute and my fellow Scholars. I felt free to pursue unconventional experiences -- a semester

studying foreign policy in Washington, D.C., a summer working for an NGO in Uganda -- in order to continue to expand my understanding of how business acumen could and should be leveraged.

When it came time to select a full-time role, I found a position at BrightHouse, a consulting firm that specializes in corporate purpose and social impact. Starting my career at BrightHouse was a relatively easy decision -- the minds and hearts of my colleagues at BrightHouse so closely mirrored those of my friends at the Kenan Institute.

A couple of months ago, I decided to re-embrace the tingly feeling I had when I returned from my internship with Teach for America. I recently became a Partnerships Manager at Project Invent, a nonprofit organization that empowers high school students to embrace their creativity, purpose, and agency. As I collaborate with my team to inspire and uplift our students, in some ways I feel as though I am merely paying it forward: the Kenan Scholars program inspired me to find places where my talents could create positive impact in the world. Hopefully, my work at Project Invent is inspiring students to do the same.

featuring Jack Noble '20

Jack Noble (class of 2020) took time from his work to chat about his career a year after graduation, working in the time of COVID, what the Kenan Scholars Program means to him and why he continues to support the program.



Jack started by filling us in about his work at CVS and the important role he and CVS are playing during the pandemic. "One thing I'm working on right now that I've been enjoying is we're working on a COVID vaccine project for our members, so, for that, I'm the project manager. We built a system to help with scheduling appointments for members, providing education about the COVID vaccination and doing a lot of other work to identify members who maybe need extra support like care management. We can also assist members if they need help with their provider, choosing a new provider or anything like ID cards to make sure that they have transportation to appointments.

It's a pretty cool project and it's important because we want people to get vaccinated if they are able to since we want things to return back to normal."

While Jack is excited about his work, he explained he misses the Kenan Scholars Program and how he tries to bring some of what he learned in the program to his work and those around him. "What I really miss about the Kenan Scholars Program is being around the group of 12--15 people who were all interested in making the world a better place. I know that sounds corny, but everyone in the Kenan Scholars Program were interested in how they can make business better, and that's something that I bring into the workplace and I always am thinking, how can we make business better for our members or how can we make business more sustainable or how can we be more innovative to help drive social impact? So, I've been trying to work with people in my program and even in my work to install that business for better mindset. It's O.K. to talk about race in the workplace and how we can solve unconscious bias in the workplace or how we can work out differences and change our culture around innovation or collaboration. I've taken that mindset from Kenan Scholars and worked really hard within my program to change it so it's not just as business but business for good."

"I keep the Kenan Scholars Program close to my heart because I am forever grateful for the opportunities and the friends that I made while being in the program."

Even after graduation, Jack has remained very supportive of the Kenan Scholars Program. He explained "I keep the Kenan Scholars Program close to my heart because I am forever grateful for the opportunities and the friends that I made while being in the program. I really do believe in the work that the Kenan Scholars program does and I had amazing experiences with the staff and the students. It's something that I want to pay forward and make sure that future students get to have the same awesome experience with the program and continue to be our next generation of thought leaders, business leaders to create a better world."

“Find the right balance that allows you to be supportive and engaged and caring, but not a helicopter parent.”

featuring Kenan Scholar Parent Laurie Weltin Sugg '87 and 4 Generations of Carolina Women

Third generation Tarheel and business trailblazer, Laurie Sugg, agreed to talk with us about her Carolina experience and that of her daughter, 4th generation Tarheel and Kenan Scholar, Catherine Sugg. Laurie recounted her career after graduating UNC and shared words of wisdom for current Tarheels and their parents.



Laurie's grandmother was one of a handful of young women who enrolled in UNC in 1926. She traveled to Chapel Hill for 75 miles by wagon from Newton Grove, located south of Raleigh, to pursue graduate studies. (UNC-Chapel Hill, the nation's oldest public university was founded in 1789, but women were not permitted to enroll until 1877, and then only as graduate students. The first degree awarded to a woman was in 1896, and

undergraduate women were permitted entry in 1940.) Laurie recounted, on a hot summer day in August [my grandmother] "sat covered in lap robes because she didn't want to get her white dress dirty, [which was required of all incoming female students]." Following her grandmother's footsteps, Laurie's mother, Feriba Berry Weltin, graduated from UNC in 1960, then Laurie herself, a history major, graduated in the 1980s. Laurie's sister, Kimberly Weltin Debski, followed suit in the 1990s, and now daughter Catherine graduated in 2021. A family of Tarheels, Laurie married her college sweetheart, Sam Sugg ('87). Though a lot has changed in the 30 years since Laurie graduated, she still fondly remembers life in Spencer dorm, sharing fun and learning with a great group of women, many of whom are still her friends today.

Laurie attributed mentorship from UNC professors for her decision to enter the world of technology. Upon graduation, Morgan Stanley recruited her to New York City, after which time she and Sam married. Fairly early on they decided that their future would not be in New York City, but North Carolina. Upon her return, she enlisted UNC Alumni Affairs in her job search and landed a position with CA Technologies where she spent

the 27-year balance of her career marketing large systems technology. As CA's global account director, Laurie oversaw all aspects of the business for one of the company's largest clients. She said, "At the time, ATM's and electronic banking were a new frontier in a field that historically attracted men, before a lot of the STEM programs of today that target women". She continued, "It was a chance to try something new and to get into a field where I could chart my own course."

Laurie Sugg '87
holding Class of
2021 Kenan Scholar
Catherine Sugg – all
Tar heels from two
weeks old to 93!



In 2017, after leaving a successful career in technology, Laurie retired, but not really. After 30 years in the software business, she says she didn't set out to be an entrepreneur, but "thought it was a good time to try something different and have a little more control over how

I would do things." Not allowing grass to grow under her feet, in 2017, Laurie opened The Fab Foo in Raleigh, North Carolina. There, she brings the same drive, passion and business acumen from her technology career to her antiques and gifts store, which sells fine porcelains,

fun furnishings, vintage barware and unique gifts. Committed to community betterment and to Raleigh's economic development, Laurie is also the publisher of Design District Raleigh, a consortium of small businesses that provide home accessories, art and "all things aesthetically-oriented."

Reflecting on her and Sam's parenting, Laurie advised Tarheel parents to "find the right balance that allows you to be supportive and engaged and caring, but not a helicopter parent." "Sam and I encouraged Catherine to try new things and [to] take classes not [only] to fulfill a requirement, but just because she was interested in it or it was something she wanted to know more about." She continued, "Carolina shouldn't be four more years of high school. It should be different, [a place] to meet and really get to know and become friends with people you may not [initially] share much in common with...[Encourage your student to] experience the diversity of the university."

Laurie also advised parents to "encourage their kids to start thinking early about where they want to end up at the end of four years, and, at the beginning, develop a plan." She advised, [help your student] "think about how

you want to develop and put yourself out there for potential employers so that you're ready for the job market."

For students, Laurie encouraged them to "try something where they might think they don't have a shot at succeeding. For example, apply to Kenan Scholars!" She advises students to "put their best effort into it, research it, talk to others to figure out how it works. Don't just put your name in a hat. Really go for it!" That, she said, was Catherine's experience as a Kenan Scholar, as she loved the opportunity to intern in Thailand. "It was a fabulous opportunity to experience another culture and gave Catherine a chance to do something she never thought she would."

In parting, Laurie reminded us of the importance of having support in whatever endeavors we pursue. "I always say, everybody has to do what's right for them. The main thing is to get the help you need and build the network to make it happen. Don't take on everything [by] yourself or you'll make yourself crazy."

Thank you, Laurie. And a heartfelt salute to all four generations of your family's remarkable Tarheel women!

Kenan Scholars **Board of Mentors**



The Kenan Scholars Board of Mentors is a select group of business leaders, recent MBA graduates, policymakers and Kenan-Flagler faculty who provide professional guidance to scholars in one-on-one and group sessions. Each class of scholars is assigned its own board of mentors that participate in panel discussions and networking. Scholars are assisted in reaching out to mentors for individual professional advice. Mentors commit to serving for one year, with the opportunity to engage with scholars through the senior year and beyond.



Board of Mentors '21

Wendell Gilland

Associate Professor of Operations & Associate
Dean of the Undergraduate Business Program
UNC Kenan-Flagler Business School

Bradley Hendricks

Assistant Professor of Accounting
UNC Kenan-Flagler Business School

Rob Mazzoni

Principal
TrueBridge Capital Partners

Marty Sather

Founder and Chief Investment Officer
Boundary Street Partners, LPC

Dick Blackburn

Associate Professor of Organizational Behavior
UNC Kenan-Flagler Business School

Bill Bell

Mayor of Durham (2001-2017)
Executive Vice President and
Chief Operating Officer
UDI

Adam Mersereau

Associate Professor of Operations
UNC Kenan-Flagler Business School

John Hardin

Executive Director, Office of Science
Technology & Innovation
NC Department of Commerce

Mike Norona

Former Fortune 500
Chief Financial Officer

Thomas DeSena

Global Solutions Manager
IQVIA

Lorenzo Mejila

President
Acorn Home Care Services, Inc.

Cam Kelly

Director, Internal Communications
Red Hat

Allen Buansi

Chapel Hill Town Council Member and
Senior Fellow
UNC Center for Civil Rights

Caroline Lindley

Vice President of Sales and Marketing
Lindley Mills

Penny Rich

Commissioner and Chair
Orange County Board of Commissioners

Curtis Clark

Global Government Director
IBM (Retired)

Dana O'Donovan

Managing Director and Chief Operating Office
Monitor Institute
Deloitte

Elizabeth Kelly

Principal
Holden Health Ventures

Holland West

Principal
Topsail Insights

Board of Mentors '22

Keith Bowman

VP Alliances, Accenture/Avanade
Blue Prism Limited

Curtis Clark

Global Government Director
IBM (Retired)

Julie Curd

Director of Client Service
UIA Investment Management

Sreedhari Desai

Associate Professor of Organizational Behavior
UNC Kenan-Flagler Business School

Barbara Entwisle

Professor of Sociology and Training Director,
Carolina Population Center
University of North Carolina at Chapel Hill

Wendell Gilland

Associate Professor of Operations & Associate
Dean of the Undergraduate Business Program
UNC Kenan-Flagler Business School

John Hardin

Executive Director
North Carolina Board of Science,
Technology & Innovation

Elizabeth Kelly

Principal
Holden Health Ventures

Fanny Laufters

Senior Field Marketing Manager
Pendo.io

Jennie Orr

VP, Development and Client Services
Camargo Pharmaceutical Services

Cam Sexton

Founder & CEO
Relay One

Holland West

Principal
Topsail Insights

Board of Mentors '23

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Executive Vice President, Investment Strategy
Ram Realty Advisors (Retired)

Joe Darcy

Principal
IDEA Fund Partners

Brad Hendricks

Assistant Professor of Accounting
UNC Kenan-Flagler Business School

Jordan Mareno

Partnerships & Recruitment Manager
Project Invent

Rob Mazzoni

Partner
TrueBridge Capital

Adam Mersereau

Associate Professor of Operations
UNC Kenan-Flagler Business School

Ashley Mohney

Marketing Manager
Cisco

John Puskar

Head of Global Communications and
External Affairs
BAI Communications

Penny Rich

Former Commissioner and Chair
Orange County Board of Commissioners

John F. Robbins

Senior Managing Director
Granite Properties

Dan Sullivan

EHSS Lead – Americas, Great Britain & Ireland
GMS Executive
GSK

Dillon R. Vess

Director and Portfolio Manager
Elk Mountain Wealth Partners

Nicole Williams

Senior Internal Consultant & Project Manager
Division of Finance and Operations
University of North Carolina at Chapel Hill

Board of Mentors Spotlight

featuring Penny Rich

The Honorable Penny Rich was raised in New York City, where she received a Bachelor of Fine Art at Pratt Institute and a Masters of Arts in Communication Technology at New York University. She lived in Ft. Lauderdale and New Orleans before moving to Chapel Hill with her family in 1998. She now lives in Carrboro and runs her own personal chef and catering company. She teaches cooking and healthy eating to children and works with local chefs testing recipes and developing menus. Penny first started as an elected official on the OWASA board (2001–2007), then on the Chapel Hill Town Council (2009–2011), before spending eight years on the Board of County Commissioners (2012–2020), most recently as the Chair.



Commissioner Rich also serves on the Kenan Scholars Program’s Board of Mentors and has done so, since the 2018–19 school year. As part of her ongoing support of the program and her mentorship of our scholars, on September 25, 2020, she joined the Kenan Scholars Public Sector Showcase to share with the Scholars what the impact of COVID-19

has been on our county. Commissioner Rich also described the role of leadership in the county’s response efforts, as well as challenges and opportunities for recovery and beyond—a topic on which she is well qualified to speak. Commissioner Rich has been repeatedly recognized for her leadership during the pandemic. She received the 2020 Orange County Emergency Services Award for her involvement with the COVID-19 Response Team; the Chamber for a Greater Chapel Hill-Carrboro 2020 Chair’s Award For Leadership in Public-Private Partnership for her exceptional leadership, partnership, and service to our community during the COVID pandemic; and The Old North State Award, presented by Governor Cooper, for 20 years of service and leadership during COVID.

“As future leaders,
you really need to
sometimes sit down
and just take your
guard down and just
listen and always make
room for people of
color in the room.”

As chair of the Orange County Board of Commissioners, she explained how the county had become a hot spot for the virus and dangers posed by congregated living and to front-line workers. Penny explained how the COVID-19 case data that they were getting back from the State didn't tell the whole story; it had just one added variable: age. She noted that the testing data had no information on other demographics, such as race and ethnicity, and that people of color over represent the front-line, low-wage positions within the healthcare services and sector and are at greater risk to exposure. She further explained how, in the face of the challenges, such as COVID-19, we tend to as a society front load policy and propose changes in a hurry, but we need to ask ourselves, how are we structuring our response through a racial equity lens? She expressed the need to change the top-down approach and prioritize shared decision making as a team where accountability has to be horizontal, especially to the community. Penny encouraged the Scholars, "as future leaders, you really need to sometimes sit down and just take your guard down and just listen and always make room for people of color in the room."

In spite of all the adversity of that the pandemic brought, Penny remains optimistic about the opportunity for change. She believes it's time to think about transforming our community to be more resilient, more inclusive, more equitable and more agile. While the pandemic has changed fundamental assumptions about human behavior that may never revert back to a pre-pandemic state, she believes we should take this opportunity to create a more equitable community where such disparities do not exist and everyone can thrive.

Research

Scholarly Research in Business

Research is a signature component of the Kenan Scholars program. Research drives innovation and is critical to conducting business in today's data-driven economy. Employers are looking for leaders who can solve problems, think critically, interpret data and communicate findings clearly and convincingly to a variety of audiences. During the senior year, Kenan Scholars work closely with Kenan-Flagler faculty to explore cutting-edge issues in business.

Scholars can choose to work on an independent research project under the supervision of a Kenan-Flagler faculty member, join with peers to work on a group project that addresses the annual theme of the program, or for those who are eligible, pursue the honors thesis.

Scholars acquire knowledge and skills in three research competency areas: research mechanics, information and data literacy, and communication of research findings.

With a goal to move basic research discoveries quickly and efficiently into practice, Kenan Scholars are supported in producing translational research products. This year, three teams of scholars addressed issues central this year's annual theme of Anti-Racism in Business. The teams focused on bias in AI technology, affordable housing, and black entrepreneurship.

Research Course and Workshop Series

To strengthen the research capabilities of our scholars and prepare them for their senior research, the Kenan Scholars program offered a third quarter mod entitled: Business Research Design, which resulted in each student producing a 1-page research proposal and annotated bibliography. In addition, the program sponsored a year-long research

workshop series. Sessions were presented by Kenan-Flagler faculty and campus partners that support student research, such as the Odum Institute for Research in the Social Sciences and UNC University Libraries. Topics included: how to develop a research question; data analytics, and exploring qualitative methods in business research.

A Renaissance of Aristotle: A Virtue Ethics Paradigm for Business

Gino Esposito
Advisor:
Professor Kristin
Wilson

Independent Study



Abstract: Ethics is the study of what is right or good for human beings; it attempts to determine what people ought to do and what goals they should pursue. Business ethics is a branch of applied ethics and considers the same things in business settings: What is the moral purpose of business? What goals should a business pursue?

Modern business is the product of Enlightenment ethics (particularly utilitarianism paired with Adam Smith's economic philosophy. Together, they have shaped our understanding of what business is and the role of ethics in business today.

The Enlightenment produced the ideal of individual rational self-interest, and new ethical systems emerging from the Enlightenment built upon this foundation. Utilitarianism and Kantian formalism, forms of principle-based ethics, both have theoretical and practical insufficiencies. As a result, they devolve into forms of ethical relativism, which is an insufficient ethical foundation for business. Ethical relativism has no internal measure of what is "good" or what success consists in, and thus eliminates the intrinsic moral dimension of business, leaving the economic and societal dimensions. It is replaced by the "ethic of effectiveness", which is a purely external measure of success and goodness in business, resulting from no internal measure of success or goodness. The ethic of effectiveness, with economic and societal dimensions but no moral dimensions, is demonstrated by Milton Friedman's enumeration of the moral and social responsibilities of business: "[to]

make as much money as possible while conforming to the basic rules of society, both those embodied in law and those embodied in ethical custom" (NYT, 1970, Friedman). Ethical custom is synonymous with ethical relativism.

Modern business lacks a moral foundation that is capable of overcoming and addressing the intrinsic insufficiencies of Enlightenment-based ethical systems, such as utilitarianism and Kantian formalism. My conclusion is that we need a Renaissance, a rebirth, of Aristotle's virtue ethics. An Aristotelian paradigm of virtue ethics can overcome the incomplete notion of individual rational self-interest, provide a substitute to Enlightenment-based ethical systems such as utilitarianism and Kantian formalism, and create a humanistic synthesis of practical and moral excellence, profits and moral virtue, within business.

Senior Honors Theses



The Impact of Entrepreneurship on Saudi Arabia's Economy

Hidy Akila

Advisor:

Professor Maryann
Feldman

Abstract: Saudi Arabia is economically evolving as they diversify their economy away from oil because of scarcity concerns. Understanding the impact that entrepreneurship has on their economy is valuable considering Saudi Arabia released Vision 2030, which is a set of entrepreneurial-driven initiatives that aims to diversify their economy.

My research supplements existing research surrounding this topic by examining the recent outcomes of entrepreneurship on the economy. I evaluate entrepreneurship's impact by measuring the relationship between economic indicators and entrepreneurship. My quantitative and qualitative findings show that entrepreneurship increased since 2008

and is a significant driver of GDP and women employment rates. Data analysis also proved that GDP is largely driven by increases in private and public non-oil sector growth. Consequently, my findings reveal that increased entrepreneurship benefits economic advancement and could be used within policy implementations to improve economic indicators.

Examining the Sustainability of Sustainability: The Relationship Between Residential Solar Energy & Gentrification in San Diego, CA

Jessie LaMasse
Advisor:
Professor Jeff
Mittelstadt



Abstract: Minimal research examines the social impact of residential solar energy on communities. This thesis provides a first look at the wholistic sustainability of renewable energy by examining the relationship between solar energy growth in both owner-occupied and renter-occupied households and the probability of gentrification occurring in San Diego, CA.

The research aims to help policymakers, solar businesses, and nonprofits make educated decisions about solar energy deployment. The regressions indicated that residential solar energy growth in owner-occupied households and gentrification occurring between 2000-2018 is not statistically significant. However, residential solar energy growth

in renter-occupied households and gentrification occurring between 2000-2018 is statistically significant under some conditions.

The qualitative interviews also found renters faced greater barriers to residential solar energy. Thus, solar energy growth in renter-occupied households creates an area of concern. Further research should use a diversity of cities and conditions to examine the relationship between residential solar energy and gentrification pressures.

Translational Research Projects



Abstract: To sufficiently confront the markers of discrimination pervasive in the housing market, it is first necessary to understand the inequalities that exist and past solutions that have attempted to address it.

By detailing three different municipalities' past governmental policies and private sector solutions used to promote access to affordable housing, this paper assesses prior successes and shortcomings. By examining approaches from a range of different cities — Charlotte, NC; Washington, D.C.; and Atlanta, GA — a diversity of relevant factors in each respective city and variation of outcomes better informs cross-sector policy solutions to be enacted within the state of North Carolina.

**Deconstructing
Racial Inequalities
in Affordable
Housing: A
Comparative
Analysis of
Three Different
Affordable
Housing Cross-
Sector Solutions
in the US and the
Identification of
Best Practices
to Implement in
North Carolina**

Jack Deering
Claudia Oppen
Jake Sakstein
Reeves Mosley

Mitigating Racial Bias in AI Technology

Deanna Upchurch
Catherine Sugg



Abstract: AI technologies are intended to improve our lives. However, racial bias in AI can lead to harmful impacts on the communities these technologies are designed to help.

Companies have a moral obligation and a financial incentive to address bias in their own AI systems and processes. Leaders in the tech industry have a particular obligation to address racial bias in AI because 70% of AI experts in the US work for Google, Facebook, Microsoft, and Amazon.

Artificial intelligence systems are composed of algorithms, processes or sets of rules that computers follow. Algorithms solve a specific problem by using a defined sequence of steps. Algorithmic bias is the

unfair treatment of a group resulting from the use of algorithms to support decision-making.³ Algorithms learn from the existing societal structures and dynamics embedded in the data they analyze. As a consequence, they can recreate and amplify patterns of marginalization, inequality, and discrimination.

These technologies can also reproduce the preconceptions and biases of those who design them. Many AI technologies generate results in complex ways that human operators cannot understand. The “black-box” nature of some algorithmically produced outcomes is problematic when bias may be infused in the data.



Banking Hubs Have a Role in Promoting Lending Equity to Black Small Business Owners

Sonio Kum
Nikita Billman
Andrea Prego

Abstract: During periods where government intervention is necessary to promote economic growth, the federal government often interferes to help stimulate economic activity through different funding mechanisms. The one this paper primarily analyzes is the distribution of federal funding to small businesses.

However, these mechanisms have historically served some populations better than others. Historical trends have shown that white-owned small businesses have both received more access to small loans and seen higher approval rates than Black-owned small businesses with similar characteristics.

We analyze different sources that highlight the disparities that exist across banking relationships in these distinct racial groups, as well as analyze and build off of their recommendations. Additionally, we analyze a unique case study that highlights one city's drastic failure to support its citizens, despite being a wealthy city. We chose to focus this analysis on Charlotte, North Carolina, because the three authors of this piece currently reside in North Carolina, and are familiar with Charlotte's fascinating transformation into the second largest banking hub in America (Roberts). However, another piece of history that makes Charlotte an important case to study stems from a popular Harvard study published in 2014, that claims Charlotte was ranked last in economic mobility in a

study of the fifty largest cities across the United States (Chetty). In a follow up study conducted in 2020, researchers found that the lack of mobility predominantly affects people of color, with a black child from a low income family expected to bring in \$21K, while a white child is predicted to bring in over \$34K ("Opportunity"). Through a case study that analyzes a prominent North Carolina banking hub, we can determine how Charlotte, and cities facing similar struggles, can refocus their efforts to achieve equality for all citizens.

"Being a faculty advisor is fantastic. One of the things I really enjoy is find[ing] someone who wants to have an impact and help[ing] their potential bear out. There's nothing better than being a part of that and supporting that growth."

This year, we're featuring faculty research advisor, Jeff Mittelstadt, Professor of the Practice for Strategy and Entrepreneurship and Executive Director of UNC's Center for Sustainable Enterprise. Jeff's decades of experience as a career sustainability professional have positioned him to teach, conduct research, advise students and lead a world-class center on sustainability. A supporter of the Kenan Scholars program since he arrived in 2019, Jeff advises and mentors Kenan Scholars.

Research Advisor Spotlight

featuring Jeff Mittelstadt



Among them is Jessie LaMasse, for whom he served as advisor on her honors thesis entitled "Examining the Sustainability of Residential Solar Energy & Gentrification in San Diego, CA". Jeff's support resulted in Jessie earning highest honors. Here, Jeff joined us to discuss his transition from the private sector to the academy, the importance of research in business, and the rewards working with students.

Jeff joined the Kenan-Flagler faculty in 2018 and has a diverse background that includes work with the EPA and Bank of America and being an award-winning filmmaker before becoming Davidson College's first Director of Sustainability. We asked Jeff why he made the switch to academia. "I love both, but had never worked in academia until my time at Davidson College, and I just loved it. I love

having different perspectives in the same room and the drive of people to learn. I wanted to get back to that environment and was lucky that my alma mater was looking for what I see as a dream role". I still get to interact with businesses, and I'm constantly having conversations with people in a lot of different industries about sustainability and [sharing] ideas and strategies for moving forward. But then I get to have students around... I thrive and just loved being around students [and faculty] who can question everything that I say, and that's what I encourage them to do."

Research plays a large role in Jeff's work. For him, it's important for anyone wanting to make an impact. "My background has been very much in the applied sense and so things like primary research are incredibly important to understand what's happened in the past, what others have done and the results of those behaviors by individuals and organizations in certain areas. Whether it be sustainability, social impact, or environmental impact, it's important to understand what's happened in the past in order to maximize the impacts we want to have as an organization, as a business, or as an individual moving forward. Understanding those things, while they

might not always be specifically applicable to the situation you're dealing with, can help provide more context. Also, we unveil new questions. We often find things that we didn't know existed before, opportunities for improvement, opportunities for competitive advantage. Whatever it might be, it allows us to look deeper into one aspect of what we do and come up with new questions. And those new questions are things that we usually won't see in our day-to-day business lives. Until you look into something deeper and find all of its connections, you don't always know the question to ask. Research helps us reveal those questions.

When we asked Jeff about the value of students doing research, he noted, "it's important for students to understand the process of how research is done." [Because] once you understand how research is done—the methodology, the analysis—you start to learn what is actually answered or not answered. In my opinion, every student should have some experience diving into a research question, so that they understand what information means when they're reporting on it or when pitching a new idea to a team...It's really valuable for students to understand the barriers and shortcomings [of research and data]."

This critical thinking aspect is what Jeff enjoys most about advising students. He says it

best in his own words— "Being a faculty advisor is fantastic. One of the things I really enjoy is find[ing] someone who wants to have an impact and help[ing] their potential bear out. There's nothing better than being a part of that and supporting that growth." He continued, you go into [research] thinking, these are my questions and this is how it's going to have an impact, and I'm just going to get the data and prove it. And then you realize it's really hard to get data; it's really hard to get permissions; it's really hard to get access to everything you need." Helping people who are passionate, driven and motivated get over the stumbling blocks is fun for me, because it usually works out and you get to see how happy they are and the personal satisfaction they've gotten from sticking it out and going through [the process]."

Usually, Jeff's role is to provide advice, but we asked him, "What's the best piece of advice you've received?" He said there are two. One is, "do what you love and you will be successful, however you define success... [The other is] hope for the best and prepare for the worst."

Thank you, Jeff, for those words to succeed by, and for your insights and all that you do to guide and support our scholars.



Building Community

The Kenan Scholars program recognizes that a sense of community and belonging are essential for scholars to thrive as individuals, students and professionals. As a result, the program incorporates many opportunities for community building throughout the Kenan Scholars experience.

Because of COVID-19, the need for community and connections between students was even more essential. It was also

more challenging to facilitate opportunities for engagement as we spent the year in a virtual learning environment. That being said, our scholars and staff worked diligently to ensure each Kenan Scholar was supported, encouraged and connected to all members of the Kenan Scholars community during this challenging year.

A snapshot of our community building initiatives and updates can be found below.

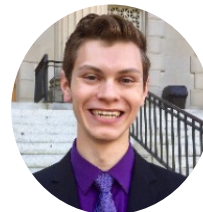
Kenan Scholars Leadership Council

In December 2019, the Kenan Scholars Leadership Council was established to serve as the student voice of the Kenan Scholar experience. The Leadership Council (made up of two scholar representatives from each cohort) has worked to foster student engagement and relationship building, strengthen affinity for the program and provide feedback and recommendations to Kenan Scholars staff.

This year, the council hosted “Kenan Conversations”, a series of informal discussions led by scholars for scholars that addressed current issues students face. Discussion topics included Addressing Mental Health and Wellbeing as well as Fostering Diversity, Equity and Inclusion in Student Organizations.

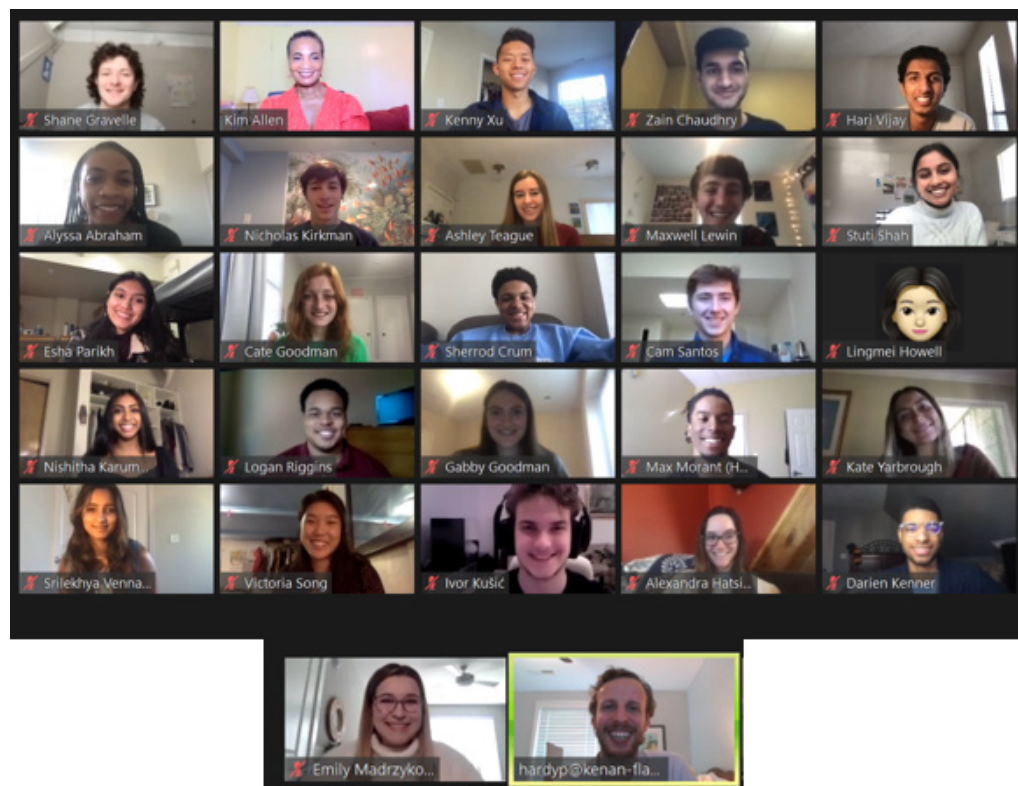
Leadership council representatives also offered fellow scholars opportunities to reach out directly for one on one support if needed. A final major initiative was installing two new scholars from the Kenan Scholars Class of 2023 to serve as representatives on the council.

The 2020-2021 council included Nikita Billman (Senior), Danny Bowen (Senior), Yingxi Huang (Junior), Anna Manocha (Junior), Nishitha Karumuri (Sophomore) and Alexandra Hatsios (Sophomore).



New Scholar Virtual Orientation

On Friday, January 22, Kenan Scholars welcomed our newest and largest undergraduate cohort ever (Kenan Scholars Class of 2023) with the annual New Scholar Orientation. This orientation was like no other, as the impact of COVID-19 resulted in orientation moving fully online this year. Though we were unable to be together in-person, this year's orientation experience remained as impactful and welcoming as any before!



Day one of New Scholar Orientation provided incoming scholars the opportunity to be connected to the program, the Kenan Institute of Private Enterprise and each other. A welcome was provided by the Kenan Institute Leadership Team and a history/overview of the Kenan Institute and Kenan Foundation was delivered by Dan Drake, President of the William R. Kenan, Jr. Funds. The day concluded with a Speed Networking Session where new scholars were able to meet fellow students.

Day two consisted of a semester overview, community building opportunities and a review of the benefits and expectations of being a Kenan Scholar. Scholars were also introduced to the Kenan Scholars theme for the year, Racism and Discrimination in Business and the Economy. This introduction included a discussion on the book, "How to Be an Anti-Racist" by Ibram X. Kendi, which all scholars were tasked with reading upon their admission to the program.

Overall, the virtual orientation experience provided our newest cohort what they need to be successful within the program and cultivated their excitement and passion for Kenan Scholars! A first-hand account of the orientation experience is available in sophomore scholar Zain Chaudhry's Kenan Scholars blog post, Kenan Scholars Virtual Orientation Weekend Leaves a Lasting Impression.

Class Connections Event



Kenan Scholars alumni from the Classes of 2019 and 2020 offered advice and encouragement to current scholars at the virtual event, Class Connections on Thursday, January 28. During this session, alumni and current scholars were able to connect as a Kenan Scholars community around experiences within the program and professionally. Topics of discussion included working remotely because of the pandemic, tips for the internship and job search and what it is like transitioning from the academic environment to the workforce. A full report of the session is available in the blog post, Graduate Kenan Scholars Return to Give Current Scholars Advice.

KS 101 – “First Semester Experience”



A new initiative this year within the program is KS 101 – “Kenan Scholars First Semester Experience.” KS 101 is a professional, academic and personal development workshop series for undergraduate Kenan Scholars in their first semester of the program. The purpose of KS 101 is to support incoming scholars’ transition by providing a roadmap to their active participation in the program, including: grounding scholars in the program’s three core competencies

(Leadership, Research, and Cross-Sector Collaboration), connecting them to Kenan Institute resources, enhancing networking skills and opportunities, and building community among fellow scholars.

This year’s workshop series included sessions on securing public sector internship experiences, connecting with Kenan Institute affiliated centers and preparing for future activities as a Kenan Scholar. This initiative provided additional support to our newest Kenan Scholars as they adjust to the program and connected them with current UNC faculty, staff and students. We look forward to expanding KS 101 for the future to ensure incoming Kenan Scholars have everything they need to be successful professionally, academically and personally!

Kenan Scholars' Impact

With COVID-19, racial tension and social unrest, 2020-21 has been a challenging school year. Yet, the Kenan Scholars have stood up to the challenges. They have excelled and made great contributions. Our scholars' impact is felt in many areas, from leadership, to diversity and inclusion, to the public sector and to research.

Leadership

Nikita Billman ('21) received the Undergraduate Business Program Core Value Award: Community. Sherrod Crum ('23) was featured in The Well for co-founding the Black Entrepreneurs Initiative to promote, develop and connect Black student-entrepreneurs at Carolina. Gino Esposito ('21) was presented the Undergraduate Business Program Core Value Award: Teamwork. He was also recognized in Poets & Quants's 2021 Best & Brightest Business Major, as well as awarded the Frank Hawkins Kenan Distinguished Scholar Medal. Nishitha Karumuri ('23) was selected as a Prime Student Campus Manager for UNC. Cara Kuuskvere ('22) completed the Leading Green Associate Training and also completed the City of Oaks Marathon (Virtual Edition) in Raleigh. Anna Manocha ('22) was selected as Kenan Scholars Leadership Council Junior Class Representative.

Public Sector Collaboration

Jessie LaMasse ('21) was presented the James H. Johnson Jr. Policy Impact Award. Max Morant ('23) was awarded an internship at the Institute of Responsible Citizenship's Washington program. Through the Kenan Scholars Program's 2020 Summer Public Sector Grant Project, eight junior Kenan Scholars were awarded internships at the Center for Sustainable Enterprise. The contributions of Carli Cone, Yingxi Huang, McCauley Palmer, Ethan Silvey, Athena Kuang, Anna Manocha, Paige Murray and Thomas Slade have been instrumental in helping the Center plan for its future as it looks to grow their outreach and influence.

Diversity and Inclusion

Anna Manocha ('22) received the UNC 2021 Diversity Award. Jessie LaMasse ('21) served as a co-leader on Kenan-Flagler Undergraduate Business Program's Community Equity Inclusion Board. Andrea Prego ('21) was recognized with the Undergraduate Business Program Core Value Award: Inclusion, and also served as a co-leader on Kenan-Flagler Undergraduate Business Program's Community Equity Inclusion Board.

Research



Hidy Akila ('21) and Jessie LaMasse ('21) received the recognition of "Highest Honors" for their honors thesis. Hidy also received the John D. Kasarda Research Excellence Award. Carli Cone ('22) had her research featured in the Center for Sustainable Enterprise's September 2020 Newsletter. Yingxi Huang ('22) also had her research featured in the Center for Sustainable Enterprise's November 2020 Newsletter. Likewise, Ethan Silvey ('22) had his research featured in the Center for Sustainable Enterprise's September 2020 Newsletter. McCauley Palmer ('22) was selected to present at North Carolina State University's R.L. Rabb Symposium.

Congratulations to our Kenan Scholars for all of their achievements in this trying year!

Public Sector Internship Experiences

The program provides financial support, a professional network and placement assistance for internship opportunities in multiple areas within the public sector including federal, state and local government, and non-profit organizations. Scholars have the ability to secure opportunities locally, nationally and across the globe.



COVID-19's impact on the public sector made securing internship experiences especially challenging for the Class of 2022. Fortunately, all 17 rising junior Kenan Scholars were able to attain internship and/or grant-funded research opportunities that examined the impact of COVID-19 on local communities and public organizations.

Completion of these experiences culminated in our inaugural Kenan Scholars Public Sector Showcase on Friday, September 25, 2020. This event provided each scholar the opportunity to virtually present on their summer experiences. The showcase was a huge success as it provided the Kenan Scholars community (including our Board of Mentors, Kenan-Flagler faculty and staff and internship supervisors) a glimpse at a major element of the student experience within the program. Additionally, the Daily Tar Heel featured the Public Sector Showcase on their website in the article, Kenan Scholars present research at inaugural showcase.

We look forward to
next year's showcase
and the experiences
our future scholars
will attain working to
change the world for
the better!

Fall 2020 Kenan Scholars Public Sector Showcase Presentations



Jared Cohen ('22)

The Impact of COVID-19 on New Jersey's Coastal Communities

Carli Cone ('22)

Electronics: the Face of Tomorrow, the Downfall of Today

Caroline Englert ('22)

A New Chapter for Affordable Housing Non-Profits

Sam Gordon-Pecelli ('22)

Retirement Homes Pierced by Isolation's Double-Edged Sword

Abigale Hawkins ('22)

Accountability at the Washington National Cathedral

Yingxi Huang ('22)

Impact Investment Education

Athena Kuang ('22)

PPE Shortages in the North Carolina Triangle Area

Cara Kuuskvere ('22)

COVID-19 in Class: Community Impact on Charlotte-Mecklenburg Schools

Max Li ('22)

Reopening Tangwan

Anna Manocha ('22)

From the Ground Up: The Chatham County Food Hub

Fridah Mbwaya ('22)

Safe Hands Kenya: An Alliance of Kenyan Organizations of COVID-19

Nick Mignogna ('22)

Radnor Townships Community Programs

Jack Morningstar ('22)

Dire Straits: Challenges and Opportunities for Political Fundraisers During the COVID-19 Pandemic

Paige Murray ('22)

Patients, Pints & Progress: Working As a Marketing Intern with Charlotte Radiology

McCauley Palmer ('22)

Building Resiliency From Fragility: Preparing for the 2020 Recession and Driving Recovery

Ethan Silvey ('22)

Recreating the Road Ahead

Thomas Slade ('22)

Lobbying to Increase Grant Funding for Innovative North Carolina Small Businesses

Impactful Programming

A key component of Kenan Scholars is programming, as we offer many events for our scholars to develop as professionals, engage with business and community leaders, strengthen research and networking capabilities and recognize achievements. While the 2020-2021 academic year required virtual experiences and remote learning, we were still able to offer symposiums, networking sessions, and recognition events. Below are some highlights from the year.

Anti-Racism in Business Symposium



On April 9, 2021, the Kenan Scholars Program, joined by three other organizations, sponsored a symposium entitled 'Sustaining the Momentum of Anti-Racism in Business.' The symposium was held by students from UNC Kenan-Flagler Business School and North Carolina Central University School of Business for a singular purpose, to address inequities in corporate systems and the role we can play as conduits for change.



This virtual event included a panel session with business professionals from across the country, a discussion with Dean Doug Shackelford and Dean Anthony Nelson of UNC Kenan-Flagler Business School and North Carolina Central University School of Business, a keynote conversation with Lowe's CEO Marvin Ellison and a bystander training for all attendees.

Current Kenan Scholars served on the symposium planning committee and as session moderators.

More information about this event can be found in the blog posts below:



- ▶ [Lowe's CEO Speaks on Inclusion and Corporate Responsibility](#)
- ▶ [Fireside Chat with the Deans: Our Commitment and Responsibility Addressing Inequity](#)
- ▶ [Panel Discusses Racism, Discrimination and the Future of DEI in the Workplace](#)
- ▶ [Students Learn Tools to Stand Up to Microaggressions in the Workplace](#)

More information about the session and the topics discussed can be found on the blog, [Board of Mentors Give Scholars Advice](#).

Mentor Panel Sessions



- A full review of Dr. Richards's conversation and its impact is available on the [Kenan Scholars blog](#), [Dr. Aleta Richards Discusses Transformational Leadership with Kenan Scholars](#)

On Friday, October 16, 2020, the Kenan Scholars class of 2022 met with several of the Board of Mentors for an interactive panel session. Julie Curd, director of client services at UIA Investment Management, Dr. Sreedhari Desai, associate professor at UNC Kenan-Flagler Business School and Jennie Orr, chief strategy and business officer at Camargo, joined our scholars to provide their perspectives as business professionals and tips for success as future business leaders.

Lunch and Learn with Dr. Aleta Richards

Another experience available to our Kenan Scholars is our "Lunch and Learn" event series. These events provide our students the opportunity to hear from business professionals as they reflect on their experiences, offer advice and discuss current and future trends and issues within the field of business.

This year, we were fortunate to have Dr. Aleta Richards, Senior Vice President at Covestro LLC, join us via zoom to discuss transformational leadership. The conversation provided Kenan Scholars with a roadmap to enhance their leadership capabilities and recognize what is necessary to become a successful leader now and in the future.

Class of 2021 Graduation & Awards Ceremony

The Kenan Scholars 2020 – 2021 academic year concluded with the Class of 2021 Graduation & Awards Ceremony on Friday, May 14. This event celebrates the achievements of graduating seniors within the program and provides an opportunity for the entire Kenan Scholars community to wish our graduates well as they begin their professional careers.



This year, we honored the 13 students in the Kenan Scholars Class of 2021. Fellow scholars, Kenan Institute staff, Kenan Scholars Board of Mentors, Kenan-Flagler faculty and parents of the scholars joined in for the virtual celebration.

The Graduation address was provided by retired Fortune 500 CFO Mike Norona who also serves on the Kenan Scholars Board of Mentors. Norona's full speech to the graduates can be read [here](#)."

We are proud of the Kenan Scholars Class of 2021 and their impact on the program, Kenan Institute and university. We look forward to keeping in touch as they join our previous graduates as fellow Kenan Scholars alumni.

Professional Development

- ▶ Kenan Scholars Utilizes Exploratory Funds for Entrepreneurship Research Experience
- ▶ Studying Green Building in the LEED Green Associate Training



The Kenan Scholars program is committed to developing future business leaders that change the world for the better. We promote and support leadership and professional development for our students. In keeping with these values, Kenan Scholars developed the Exploratory Fund, which provides funding to each scholar for experiences that enhance their knowledge and skillsets outside of the classroom.

Upon acceptance to the program, each scholar has access to \$2000 for approved professional development activities. These opportunities range from workshops, training certifications, conferences and research tools. Even during the COVID-19 Pandemic, our scholars found ways to utilize their funds for personal, academic and professional development. During the 2020 – 2021 academic year, the Exploratory Fund allowed scholars to attend virtual conferences, attain certifications and support research initiatives.

Staff Information



Kim Allen, Ph.D.

Director,
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Kim is the director of the Kenan Scholars program, UNC's Kenan Institute of Private Enterprise' signature scholarship program for students at Kenan-Flagler Business School who are committed to using their business skills and knowledge for the public good. She also leads diversity and inclusion efforts for faculty and staff at the institute in an effort to address issues of access and equity.

Kim has more than 20 years of leadership experience in education, community engagement and nonprofit management in organizations such as UNC-Chapel Hill, the NAACP and the Martin Luther King, Jr. History & Public Policy Center, where she served as executive director.

Kim holds a doctorate in cultural anthropology from the University of North Carolina at Chapel Hill and a Bachelor of Science in Education and Social Policy from Northwestern University. She lives in Durham, North Carolina, a stone's throw from her three grandchildren who are the reasons why she's dedicated to making the world a better place



Phil Hardy

Assistant Director,
Kenan Scholars Program
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919-843-0519

Phil serves as the assistant director of the Kenan Scholars Program. His primary focus is to provide advising and programmatic support that heightens student development. Prior to joining the Kenan Institute, Phil served as a student success advisor in the College of Health and Human Services at the University of North Carolina Wilmington. He has experience working in public, private and community college organizations.

Phil earned his master's degree in higher education and student affairs from the University of South Carolina and graduated magna cum laude from Campbell University with a bachelor's degree in government

Lingmei Howell Ph.D.

MBA Program Director,
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919-962-2686

Lingmei serves as the MBA Kenan Scholars Program Director. During her more than twenty years at the Kenan Institute, Lingmei has taken on various roles, including administrative, business development, marketing, outreach and program development. She spearheaded numerous Kenan Institute outreach and engagement programs to reinforce collaborative relationships with the institute's diverse stakeholders on campus, in North Carolina, in the United States and around the world.

Her focus is on shaping student leaders, as well as providing students with valuable hands-on experiences. Throughout her tenure, she has designed and led successful student onboarding programs, the groundbreaking Kenan Institute Leadership Fellows program, the Leadership Fellows' Board engagement program and its annual Business Across Borders Symposium.

Lingmei holds a doctorate degree in city and regional planning, as well as master's degrees in public administration and development administration.



Kenan Institute of Private Enterprise

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Special Thanks

We are touched beyond words for:

The lasting legacy of Frank Hawkins Kenan to improve the lives of people in North Carolina, across the country and around the world through cross-sector collaborations among business, government and academic leaders.

The dedication and commitment of the Kenan Family to give back.
The many donors that have sustained the Kenan Scholars program's growth and development.

The Kenan Scholars Board of Mentors and their dedication to supporting our students.

Dr. Lingmei Howell's love and care for each and every Kenan Scholar, and before that, every Kenan Leadership Fellow.

Dr. Allen's leadership and guidance that has taken Kenan Scholars to new heights

Dr. Greg Brown's vision for a more visible role for undergraduate students at the Kenan Institute.

Your investment in Kenan Scholars. What makes our program great is the community that surrounds us.



