



## FINANCE AND ENTREPRENEURSHIP STUDENT WORKSHOP

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Do you have a child, grandchild or friend that is currently enrolled in business school?

Do they plan to be in Charlotte this summer?

If so, we have an exciting learning opportunity for them!!

Sound interesting? For more details, please review the attached information about a **one-week workshop in Charlotte for college students majoring in business** with an interest in finance, economics, management, marketing or entrepreneurship.

Our team is working directly with several North Carolina business schools to build and promote this program. The goal will be for students to make connections with Charlotte area professionals and successful small businesses. We intend to expose them to many of the skills necessary to succeed in business using internal and external speakers through both seminar and workshop forums.

This is an opportunity for students who may already have an internship or are enrolled in summer classes and cannot secure a traditional internship. This program will occur during the small window between spring semester and the beginning of summer school and traditional internships.

If you do have a student in mind that fits these criteria and may find this course of interest, please forward this information and/or have that student contact Ivey Gaskin Baker for any additional information.

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Please see the attached application.

**Application Window: March 12<sup>th</sup> – April 13<sup>th</sup>**

Resume and application may be emailed to Ivey Gaskin Baker.

We plan to select nine top performing rising sophomores and juniors in a business major.

**Students will be selected by April 20<sup>th</sup>**

Questions? Contact Ivey Gaskin Baker @ 704.544.7990 or [ivey.baker@gaskinasset.com](mailto:ivey.baker@gaskinasset.com)

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## **Finance and Entrepreneurship Student Workshop**

Gaskin Asset Management seeks to provide the opportunity for future business professionals to spend time with our own small business operating in the vast, but crowded space of financial services. With over 70 years of combined experience in financial services, the Gaskin Asset Management team is eager to give back and help to prepare students for a future in business. The week will be filled with workshops and presentations taught by our team members and outside professionals. There will also be some travel to visit with local businesses and professional contacts in the Charlotte community. The students will be assigned a group project at the beginning of the week that they will present at the end of the week, using information researched by the students and provided by the Gaskin team. We will end the week with one-on-one interview and resume consulting on Thursday and Friday.

### **Program Snapshot:**

- History of recent financial markets. Real portfolio impact of the 2000 and 2008 market crashes. Economic outlook from an outside asset management firm.
- Portfolio Construction and Managed Money 101 – The pillars of portfolio construction and management.
- Tours a bond trading floor in uptown Charlotte and Charlotte's own QC Fintech incubator for future entrepreneurs.
- Stories, best practices and lessons learned by entrepreneurs and business owners
- Hear from industry subject matter experts and partners in financial planning.
- Marketing and public speaking workshops; Developing and articulating your Unique Selling Proposition.
- Crash course on what a family office or small business would look and feel like. Typical struggles and pain points in a small business.
- Tour three local businesses and understand their process for: Production management, working with suppliers and buyers, marketing, pricing and winning business
- Group Assignment: Each group will be assigned a company. Students will be looking at factors to determine if the company is just a good company, one with some pain points to work through, or a stock worth owning. They will present to the GAM team of investors making a case.

**When:** May 14-18, 2018

**Where:** Gaskin Asset Management Office // 7301 Carmel Executive Park Suite 102 Charlotte, NC 28226

**Hours:** 8:30am – 6pm Monday through Friday

### **Requirements:**

- 3.25 GPA
- Professional Resume
- Application including a personal statement describing what the student believes to be the most important skill to succeed in small business or as an entrepreneur.

This program is educational in nature and will be unpaid as there will be no real work done by the students. It would be ideal for the students to be either living in Charlotte for the summer or have connections in Charlotte so that they have somewhere to stay for the week. We do not intend to provide housing. Light breakfast and lunch will be provided.

**Prework:** If accepted, students will be asked to complete a brief personality assessment with a link provided by the Gaskin team. This will be used during resume and interview consulting.

Questions? Contact Ivey Gaskin Baker @ 704.544.7990 or [ivey.baker@gaskinasset.com](mailto:ivey.baker@gaskinasset.com)