

FSU Marketing and Entrepreneurship Students;
Integral Part of Cape Fear Aesthetics MedSpa's
Evening of Excellence



Students: Mary Forbes, Myles Hester, Donna Cooper, Maggie Hodge, Mathew Foy, Crystal Hughes, Lena Benton, Ajaysia Ford, Ciara Dove, Brekiesha Huntly, Wayne Williams, Arriene Lee, Carla West, and Amy King Jones

Fayetteville Plastic Surgery & Cape Fear Aesthetics MedSpa held their 5th Annual Evening of Excellence at the Crown Expo Center. This was the third year that Fayetteville State University, students majoring in Entrepreneurship and Marketing co-hosted the event.

Student members of Enactus (Dr. Caroline Glackin, Advisor) were given unlimited access Dr. Edward Dickerson, Principal of Fayetteville Plastic Surgery (and FSU Board of Trustee member). Students learned about the entrepreneurial project, Skinphonic, the skin care line launched by Dr. Dickerson and artist, Smokey Robinson. The development and marketing of Skinphonic was just one of the products in which students were exposed.

Students were educated on each of the 24 vendor/services tables set up for the event. Then the students were put to work and gained real-world Trade Show experience. Working trades shows is a vital component to lead generation for any entrepreneur and/or sales professional. Students worked beside the respective company sales representatives to inform, educate, and remind prospective customers of the products and services. Students assisted in making sales or signing up clients for consultations. This unique networking opportunity allows the students to apply their sales and marketing skills learned in the classroom.

This year's event was especially impactful for Josh Perez, Senior *Marketing*. For the past year, Josh has been an intern for Fayetteville Plastic Surgery & Cape Fear Aesthetics MedSpa as a part of BADM 430-The Business Internship (Dr. Jennifer Bushelle-Edghill, Instructor). The goal of his participation in the course culminated with the Evening of Excellence event. Throughout the course, Perez has been responsible for the digital marketing for the practice using Twitter and Facebook. Perez was successful in increasing the client base to include a younger demographic through engaging with Twitter followers (not previously used by the business). Perez also assisted in the all planning details for the EOE and organized all FSU student volunteers. Dr. Edward Dickerson expressed the desire to have another student participate as an intern through Dr. Bushell-Edghill's course.

Throughout the event, Dr. Dickerson broadcast thanks to Fayetteville State University, the chancellor, and recognized the professionalism exhibited by the students. Students were identified with the staff of the practice by wearing red lanyards and a name badge.

This event was covered by the City Wide Magazine and the Fayetteville Observer.



Press Release

5th Annual Evening of Excellence

On behalf of Dr. Edward Dickerson, Dr. Juan Ortiz, and the staff of Fayetteville Plastic Surgery & Cape Fear Aesthetics MedSpa, we thank you for your attendance and hope you had a great time! We look forward to seeing you all at our office soon :) Like, comment, share and tag these photos! More to come! Missed out on the fun? Call (910) 323-3757 to request your FREE consultation! Special thank you to Skinphonic, Smokey Robinson and Francis Robinson for their personal address to our clients and to Leon Isaac Kennedy for his live address during EOE. Thank you to the following for making this celebration possible: Dr. Andrea Dickerson, Dr. Ijeoma Acholonu Ejeh, J's Fit Factory and JJ Henry, **Wendy Ritz and Entrepreneurship and Marketing Club / ENACTUS - Fayetteville State University student volunteers**, our Merz_Aesthetics, Breast Implants By Mentor, and Thermi representatives, Eva Sheie Kiser and RealSelf, Mark Pezzella and Five Star Entertainment Weddings Events Lighting Fayetteville NC, and the whole team at the Crown Complex and Centerplate. We are blessed to have your support! #EOE #EveningofExcellence #EOE5