

A Remarkable Place

By Judy Longshaw



PATTERNS OF NUMBERS indicate trends, but it takes an educated eye to make sense of the data.

Winthrop officials anticipate business students trained in the campus' newest building, Vivian Moore Carroll Hall, will be ready to understand future economic challenges on a regional, national and global scale.

Carroll Hall already has drawn plenty of superlatives from those who toured it. Roger Weikle, dean of the College of Business Administration, said he's heard that the \$7 million facility adjacent to Thurmond Building is "incredible" and "futuristic."

"Carroll Hall is a stunning place with lots of curb appeal and the technology is spectacular, but the building is not about technology. It is about using technology to provide information and opportunities for our students," Weikle said. "We also want it to be a place that informs meaningful research by faculty and helps support the regional business community."

Given the economic downturn around the world in the past year, the vision for a facility like Carroll Hall is more critical than ever, Weikle said.

"Our vision is that every student can benefit from developing the ability to make connections between world events, follow the flow of money around the world and be informed on trends and business cycles. It's not just about stocks or technology. It's about access to information and learning how to use it," Weikle said.

For the business college, Carroll Hall represents "a huge statement of trust" from donors, said Weikle.

It is an investment, Weikle added, for the next generations to use the space to harness technology and understand its power to predict future economic upturns and downturns.

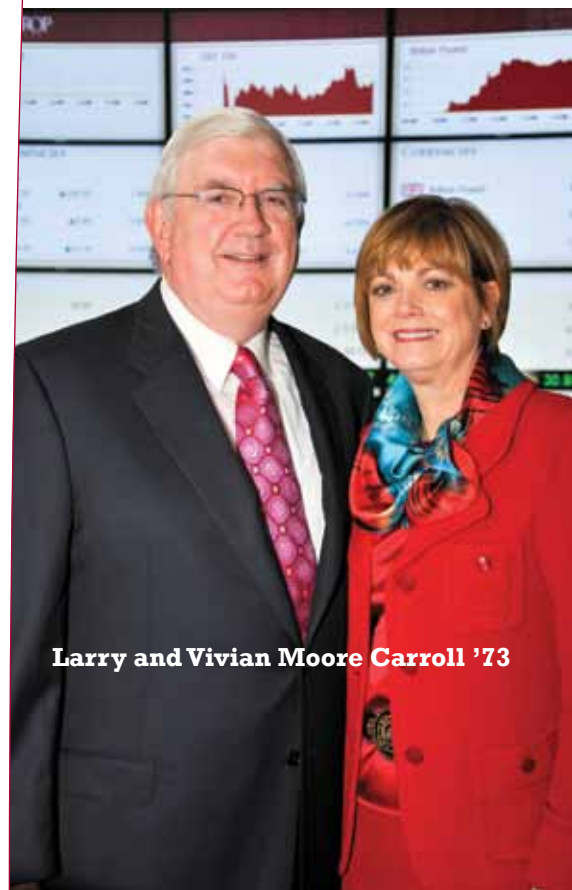
The push for Carroll Hall began in 1998 when the College of Business Administration asked for a business auditorium. Now a reality, the two-story, 20,000-square-foot building is named for Vivian Moore Carroll '73. Her family donated \$1.25 million for business faculty and staff development and to create the building's centerpiece, the Carroll Capital Markets Training and Trading Center.

The center is equipped with a stock ticker that runs around the perimeter, world clocks, a nine-screen data wall for cable news feeds, and Bloomberg, Telemet Orion and Morningstar financial data to use in real-world trading simulations. The center accommodates 24 students with double-screen computers and has a second-level mezzanine for viewing the activity. The building also contains a 220-seat auditorium, two seminar rooms, a 50-station computer lab that can be split into two classrooms and six breakout collaboration spaces.

Another significant donation came from the Davis family. The building's auditorium is named the Whitton Auditorium for the late David Whitton Inman, who graduated from Winthrop in 1993 and worked for the Carrolls' family business, Carroll Financial Associates of Charlotte, N.C. Inman's mother and stepfather, Elaine Whitton Davis '73 and Eric Davis, donated \$500,000, plus a testamentary gift, to establish the Whitton Endowment for Business Excellence. The gift will be used to provide scholarships, graduate assistantships and activities to promote synergies between the College of Business Administration and the greater Rock Hill

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— Vivian Moore Carroll '73



Larry and Vivian Moore Carroll '73

business community.

A second area, the student lounge located on the second floor, is named the Suzanne Kirsh Community Service Student Lounge for the late wife of long-time S.C. Rep. Herb Kirsh. The Clover representative secured \$1 million in state funding for Carroll Hall.



Stamp of Approval

The stamp of approval from Carroll Financial Associates is key, Weikle said, because the company is recognized as a trusted financial organization that recommends wise investment options.

Vivian Carroll said she and her husband are excited about the promise for Carroll Hall. "There is an energy in that building. It reminds me of the excitement that I felt the first time I visited the New York Stock Exchange," she said. "We hope the students and the Rock Hill community will benefit from the opportunities to experience that excitement at Winthrop."

Retired from Merrill Lynch in Charlotte, where she worked as an assistant vice president and financial consultant, Carroll currently serves as president of the Winthrop Alumni Association. In addition to a B.S. in mathematics from Winthrop in 1973, she earned an M.B.A. from UNC Charlotte in 1983.

Larry Carroll, known as one of the top financial advisors in the country, mentioned at the Sept. 25 building dedication that the data available to students in Carroll Hall provides more information than most area financial professionals have access to, particularly the highly regarded Bloomberg data. He hopes business groups can meet at Carroll Hall to open



50-station computer lab



Whitton Auditorium

up opportunities across the geographic area.

He shared more ideas at the Oct. 28 M.B.A. lecture, where he served as guest speaker.

Building Holds Possibilities

Professors who use Carroll Hall are excited about the building's possibilities.

Up until a few years ago, Michael Evans, executive professor of finance, said his students plotted financial information by hand. Then they progressed to using Excel spreadsheets. Now, they're taking a huge leap and will be able to pinpoint and electronically look at individual companies to conduct their research and analysis.

Students in finance and economics courses won't have access just to stock data but all markets, Evans said. The data is important only if students know how to use it to make connections among world events, markets and daily life.

The data covers the major markets around the world including Europe, India, China and Japan, information about stocks, bonds, commodities such as oil and metals, and agricultural products from corn to pork bellies and chicken feet, according to Weikle, the business dean.

"It is amazing how blips in those markets impact each other," he said. "When we

wanted cheaper gas, we started using corn to make it and corn prices skyrocketed, impacting the food supply and cost of goods such as pork and beef."

The trading center will motivate students who look forward to hands-on activities, said Economics Professor Gary Stone. He expects to teach K-12 public and private teachers about economics in the building through the S.C. Council on Economic Education in what will be a fun and stimulating environment.

M.B.A. student Renee Shugart said she took a class in Carroll Hall this fall semester and what she learned is priceless. "The technology is so current and the information is so up-to-date that you can look at what is happening now with stocks and trading, and what was happening several years ago," Shugart said. "Learning this information in school will give me a leg-up on the competition, both personally and professionally, and I will be better equipped to help whatever company I am with."

Another of Carroll Hall's highlights is the computer equipped classroom. Some 300 to 400 students each semester will use the room for such classes as management information systems, public finance, marketing research, digital commerce and international courses of all kinds. The room

is like a conventional classroom; however, inside students have their own computer terminals and are active participants. The professor can electronically send questions out to them and collect data to see if everyone has mastered a concept.

There also is a small lab reserved for computer science majors to try out customized computers that will enable the students to work in a mixture of environments that mirror their future workplace. Student will use the lab to work on projects involving computer graphics, Web design, network-based applications and information security.

A Green Environment

Carroll Hall carries on a Winthrop tradition of being energy efficient, according to Walter Hardin, associate vice president for facilities management. The windows are insulated, natural lighting is used when possible and lights go off in rooms when there is no movement. It also contains energy-efficient electronic ballast lighting and green materials to contribute to good air quality.

For more information on Winthrop's business degree programs, please call 803/323-2186 or visit www.winthrop.edu/cba.



Executive Seminar Room



Suzanne Kirsh Community Service Student Lounge



Classroom

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