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| ***The Bridge:*****Events and Updates from the** **Flagler College School of Business**  Dear Alumni and Friends of the Flagler College School of Business, I am pleased to introduce a new newsletter called *The Bridge* to keep you informed about the fantastic accomplishments of our newly established School of Business. *The Bridge* was chosen as a nod to St. Augustine's iconic landmark and to symbolize our goal of fostering connections among our extended school community. Whether you're a current student, proud alum, generous donor, valued community partner, or share our vision for excellence, this newsletter is designed with you in mind. Each edition will offer a dynamic mix of content featuring:* **School of Business News and Updates**: Stay in the loop with the latest programs and events in our [School of Business](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fflagler.us8.list-manage.com%2Ftrack%2Fclick%3Fu%3D53af993f775af99724fda6df0%26id%3D6b911b7e3d%26e%3D3651014548&data=05%7C02%7CASwestyn%40flagler.edu%7Cacdfee2d61d64b4b1d6f08dd4f72fb3e%7Cc2f44f6f75b440aeab25cb22319f98ef%7C0%7C0%7C638754077434245281%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=Ex3biURQFFyWlPgA5cnos%2FQvJRgOqYJaPgQIUUYtNBo%3D&reserved=0).
* **Faculty Highlights**: Discover the innovative research and teachings of our esteemed faculty, shaping the minds of our students and making waves in their fields. [Read more](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fflagler.us8.list-manage.com%2Ftrack%2Fclick%3Fu%3D53af993f775af99724fda6df0%26id%3Dde5ce9c538%26e%3D3651014548&data=05%7C02%7CASwestyn%40flagler.edu%7Cacdfee2d61d64b4b1d6f08dd4f72fb3e%7Cc2f44f6f75b440aeab25cb22319f98ef%7C0%7C0%7C638754077434261135%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=NPb%2BIiSUdywCuAUiB6CdzPcnYRIRHI%2BYoTQxCVE7ksg%3D&reserved=0) about Zac Cole, Assistant Professor of Hospitality and Tourism.
* **Business Week 2024 Recap**: Dive into the highlights of this year's [Business Week](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fflagler.us8.list-manage.com%2Ftrack%2Fclick%3Fu%3D53af993f775af99724fda6df0%26id%3Dfff6ddc69d%26e%3D3651014548&data=05%7C02%7CASwestyn%40flagler.edu%7Cacdfee2d61d64b4b1d6f08dd4f72fb3e%7Cc2f44f6f75b440aeab25cb22319f98ef%7C0%7C0%7C638754077434276905%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=EqtjXRAHyQJsRdbbAQUf7IXR%2FDjcFBWMyFTWu4Anb7o%3D&reserved=0) events and celebrate the accomplishments of our participants.
* **Student Success Stories**: Be inspired by the transformative journeys of our students as they pursue their dreams, overcome obstacles, and achieve greatness. Learn about our [award-winning Society for Advancement of Management Team](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fflagler.us8.list-manage.com%2Ftrack%2Fclick%3Fu%3D53af993f775af99724fda6df0%26id%3D658fdf4fec%26e%3D3651014548&data=05%7C02%7CASwestyn%40flagler.edu%7Cacdfee2d61d64b4b1d6f08dd4f72fb3e%7Cc2f44f6f75b440aeab25cb22319f98ef%7C0%7C0%7C638754077434292637%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=JmYF91LcUHrrEEdnTjJvkvniZ5l5pyGGiq%2BHAUPKTFM%3D&reserved=0).
* **Alumni Engagement**: [Explore opportunities](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fflagler.us8.list-manage.com%2Ftrack%2Fclick%3Fu%3D53af993f775af99724fda6df0%26id%3Da5df7795c5%26e%3D3651014548&data=05%7C02%7CASwestyn%40flagler.edu%7Cacdfee2d61d64b4b1d6f08dd4f72fb3e%7Cc2f44f6f75b440aeab25cb22319f98ef%7C0%7C0%7C638754077434308514%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=HL4owj11zBwVS0hyYFb2sVRtvuB5Al0cH93ixHoeaEc%3D&reserved=0) to reconnect with fellow alums, support our initiatives, and stay involved with your alma mater.
* **Business Advisory Board Updates**: Get the latest insights and updates from our [Business Advisory Board](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fflagler.us8.list-manage.com%2Ftrack%2Fclick%3Fu%3D53af993f775af99724fda6df0%26id%3Def293d19b6%26e%3D3651014548&data=05%7C02%7CASwestyn%40flagler.edu%7Cacdfee2d61d64b4b1d6f08dd4f72fb3e%7Cc2f44f6f75b440aeab25cb22319f98ef%7C0%7C0%7C638754077434326683%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=9ufFxIiG%2BWHCzMosJcbxHG3gLn6Xnj%2B1KTWNz%2FE9Utg%3D&reserved=0), which guides our strategic direction and fosters industry connections.

As we embark on this exciting journey, I urge each of you to actively engage with us. Share your stories, experiences, and ideas with us—your input is invaluable as we strive for continued excellence in business education. Flagler College's success has always been a collective endeavor, and we owe much of it to the unwavering support and commitment of our alumni and friends. You are the bedrock upon which our achievements are built, and for that, I extend my heartfelt gratitude for helping us move Flagler Forward. I'm excited about the future of Flagler College and our School of Business, and I eagerly anticipate building stronger connections with each of you. Please feel free to reach out to me at cwhite@flagler.edu if I can be of assistance. Thank you for your steadfast support of the Flagler College School of Business. Together, we'll continue improving both our current student experience as well as the value of our alumni degrees. Go Saints!Charles |

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