

# TODAY'S STUDENTS

# Tomorrow's LEADERS

## GMAG sponsors partnership between Barron's and the College of Charleston's School of Business

Giving back to the community has always been an important part of the culture at GM Advisory Group (GMAG). Over the years, the firm has contributed time, talent, and resources in support of such causes as education, women's healthcare, and career opportunities for developmentally disabled adults.

This year, GMAG strengthened its commitment to developing the next generation of leaders in finance and business by sponsoring a partnership between the College of Charleston's School of Business and Barron's, a sister publication to the Wall Street Journal published by Dow Jones & Company. The two-year partnership, run through the Barron's in Education program, will provide faculty and students at the School of Business with a

"All business school students and faculty will have access to Barron's digital content along with experiential learning elements designed to help promote financial proficiency for the next generation of business leaders."

**BARRON'S**

Joe Lanza, Director of Financial Education at Barron's Group

set of resources — including digital access to Barron's content, weekly newsletters, and webinars along with guest speaker events and mentorship opportunities — that will help them expand their industry-specific knowledge, skills, and experience.

"In today's fast-paced economic environment, it's important to stay current with the latest trends and developments in wealth management such as estate and tax planning, asset and risk management, financial planning, and accounting," said Frank Marzano, managing principal of GM Advisory Group. "We're excited to be collaborating with Barron's to enrich the educational experience at the School of





Business with news and insights from our team of experienced professionals.”

As part of the program, members of the GMAG team will visit the College of Charleston campus several times per year to speak to students about accounting, investing, and other topics that make up the business’ students’ courses of study.

Over the course of the partnership, select groups of students will have the opportunity to visit Dow Jones headquarters in New York for tours of the Barron’s and Wall Street Journal newsrooms and informative workshop sessions. The dean of the School of Business will also nominate three high-performing students as “DJ/Barron’s Student Ambassadors” — a distinction that carries additional mentorship benefits.

Another element of the program will consist of forging a relationship between the School of Business’ career services center and Dow Jones’ and GM Advisory Group’s recruitment teams to communicate about internship and job openings.

“We’re looking forward to making campus visits in the coming months, not only to share our expertise and experience with the students but also to learn about what matters most to them as they prepare to enter the workforce,” Stephen Raneri, CIO said.

“We are excited to team up with GM Advisory Group and the Barron’s in Education Program for this opportunity to enhance the student experience,” said Alan T. Shao, Dean of the College of Charleston’s School of Business. “This partnership will not only reinforce our mission to prepare students to effectively and responsibly address business challenges, but it will also be valuable for our dedicated faculty.”

The Barron’s in Education program engages with business schools nationally, with programs at other universities — such as Penn State, the University of Chicago, Duke, NYU, and the University of Virginia — having taken part in recent years.

“We are so pleased to bring the Barron’s in Education Program to the Charleston School of Business with support from GM Advisory Group,” said Joe Lanza, Director of Financial Education at Barron’s Group. “All business school students and faculty will have access to Barron’s digital content along with experiential learning elements designed to help promote financial proficiency for the next generation of business leaders.”

“This partnership will not only reinforce our mission to prepare students to effectively and responsibly address business challenges, but it will also be valuable for our dedicated faculty.”

Alan T. Shao, Dean of the College of Charleston’s School of Business