



Monica Smith '90

GETTING DOWN TO BUSINESS

At this year's President's Associates Distinguished Lecture, people meant business. After brothers Shep and Ian Murray—founders and CEOs of vineyard vines® clothing—spoke about their unconventional path to success in the clothing industry, President Charles Flynn took the podium to announce a new award for student entrepreneurs. The Marketsmith, Inc. Award for Entrepreneurship will be an annual prize awarded to the student who submits the best, original business plan, as judged by a panel of alumnae/i entrepreneurs.

Alumna Monica Smith '90 endowed the award and named it after the marketing company she started, of which she is the President and CEO. She is a fifteen-year veteran of the direct marketing industry and expert in operations and marketing management, infrastructure support, and business planning.

"The Mount was an important part of motivating me to embrace and recognize my gifts, and to use them," says Smith. "I am indebted to the institution and the individuals whose belief in me as a student, even when I was not exceptional scholastically, meant a lot to me. This award is meant to stimulate students who may or may not be especially strong

academically to think about their future and engage them through the entrepreneurial process. And it is my hope that this award will also encourage alumnae/i who have found success in business to come back and be part of the Mount to inspire its current students."

Describing her at the lecture, President Flynn said, "Considered one of the industry's most well-rounded and visionary professionals, Monica is the entrepreneurial spirit in action."