

ADJUNCT SHOWCASE - Emily McHugh

Our goal with each newsletter is to identify one of our outstanding adjunct professors and showcase what they are doing within the community and/or the classroom. This edition features Emily McHugh, who has been an IRSC adjunct since the summer of 2011.



Emily McHugh is the CEO and Creative Director of Casauri. Casauri designs stylish and colorful carrying cases for laptops, iPads, iPhones, and travel accessories. Emily received her MBA from Columbia Business School and BA from Swarthmore College. In 1999, Emily and her sister Helena McHugh, a graduate of the Fashion Institute of Technology, collaborated to design a cool laptop bag for women. Casauri's laptop bag went from being Emily's MBA class project to becoming the first laptop case sold at the MoMA Design Store in New York and Tokyo. In 2007, Casauri was nominated for the National Design Award and in 2008 was a winner of the Make Mine a Million Dollar Business Competition. In 2009 Casauri won the Supplier of the Year Award by the Southern Florida Minority Supplier

Development Council. In addition, Casauri designed the check-point-friendly laptop bags included in the standard protocol used at airports nationwide by the TSA/Department of Homeland Security. Casauri is distributed in select stores in the US, internationally, including college bookstores (as well as our own IRSC Bookstore), airport stores and online at www.casauri.com, www.apple.com, and www.officedepot.com. Emily has been a featured speaker on entrepreneurship at national conferences and symposia and has written online articles in The Wall Street Journal, Business Week, and USA Today. This year Emily was selected by Legacy magazine as one of South Florida's 2011 25 Most Influential & Prominent Women in Business.

As an active community member, Emily has participated in tutoring programs and plays the violin at local nursing homes. In addition, through Casauri she donates products and has supported various causes from food banks (specifically the Treasure Coast Food Bank's Backpack Program), animal shelters, hospitals, and schools.

As a student, Emily loves to learn and takes advantage of every opportunity that allows her to do just that. As a professor, her goal in teaching is to demonstrate to students the practical application of everything they are learning. She believes that through practical application the students internalize the material and seek ways to put it to use. She also adds, "*I enjoy making the class as interactive as possible and to have a variety of media by which to impart the information, from guest speakers to campus field trips. One tip that I found to be effective is conducting a mid-semester survey to get students' feedback before the end of the semester. Not only do the students appreciate having their voices heard, but their contributions enhance the entire learning experience*".