

THE B&E REVIEW

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Marietta Signs MBA Program Articulation

In September 2018, Marietta College and Marshall University's Lewis College of Business signed an agreement to facilitate admission of Marietta College students to Marshall's new online MBA program. Marietta students who take nine *Business Foundation Courses* taught at Marietta College (seven from the Department of Business &

Economics and two from the Department of Math, Computing & Information Systems) and earn a grade of "B" or higher in each course may use the Marietta courses to shorten their time to earn the MBA from Marshall University.

"There are many reasons for Marietta College students to seriously consider the Marshall online

MBA program," says Professor Grace Johnson, Marietta's faculty contact for the program. She cites the high quality of Marshall's business school faculty and courses, its experiential learning opportunities, the flexibility of an online MBA, and the affordable cost of the program as benefits.

Contact Professor Johnson (johnsong@marietta.edu) for more information about the agreement.

Power the Future 2018



Ashley Klopfenstein, Eric Kemp, Zach Conrad and Lily Riffle

Seven students, accompanied by Dr. Bob Van Camp, traveled to Richmond, VA. Oct 19-21 to take part in Power the Future. Although MC students did not win, they all expressed positive feedback about the learning experience. There were 88 teams participating from over a dozen colleges and universities. MC did receive a nice mention in a YouTube promotional piece by Power the Future.



William Bates, Stephen True, Caleb Burnosky

Power The Future 2018 was the inaugural event with a unique take on team design competitions.

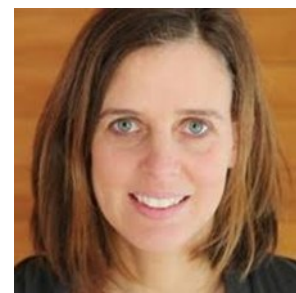
A unique 24-hour competition was the result of the collaboration between Dominion Energy and Virginia Commonwealth University and was open to creative college students from all disciplines.

PioBiz

The Entrepreneurship Program and PioBiz were pleased to have thirteen excellent competitors in the **PioBiz Round 1, "Problem - Solution"** on Thursday, Oct 18. Our sincere appreciation to our judges Michael Bond, Founder of Spoken, Michael Fleak, Premier Bank and Tres Ross of The Ross Foundation. Our Round 1 winners include; Yuhang Liu, "iTown", Rebekah Finn and Michael Undersander, "Pawsable", D. Nathan Hanning, Ellie Puchta, and Amanda Ludtman, "Full Circle", Shaw Manning, "Garden Path Plastics", Jackson McGill and Marco Germinaro, "Acne Prevention Athletic Chinstraps", Braeden Wallace and Caleb Hall, "Mirror Magic", Tianhui Cao, "Juice Meets Teas", Danny McCartney, Brady Wallace and Rachel Sivie, "KeyKey", Parker Caretti, "Super Brush" and Logan Vietmeier, "Landscape Expert"



2018 PioPitch Series



The October PioPitch featured Alumni Spotlight.

Tiesha Anderson '14 of Pioneer Recruitment Solutions and Micalyn Harris '02 of Arrow Path requested feedback on feasibility, current offerings, and visions for international networking and advisory platform for professional women.

The November PioPitch featured Social Entrepreneurship with Jeff Totten and Kirk McCall from Belpre Chamber of Commerce and Erica Marks, Director of Yew Mountain Center. In an early celebration of Global Entrepreneurship Week, the session featured entrepreneurs working to solve problems in their local communities.

To learn more about PioPitch and other Entrepreneurship programs, visit <https://www.marietta.edu/entrepreneurship-department>

Co-Curricular Activities



On October 30th MCLA held its 2nd annual Pumpkin Carving Contest. Tyler Lajko and Ross Keller were the winners.



October 16th, The Economic Roundtable and the McDonough Center hosted Dwight Smith, President and CEO Sophisticated Systems, Inc. He spoke on Value-Based Leadership.

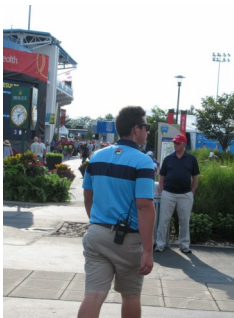


On September 10th, The Economic Roundtable and the McDonough Center hosted William Spriggs, Chief Economist AFL-CIO. He spoke on All of Us or None of Us: The Political Economic Challenge of Inequality.



On November 14th, The Economic Roundtable and the McDonough Center hosted Mark Hamlin, Senior Policy Advisor with the Ohio Department of Commerce. He spoke on Understanding Ohio's New Medical Marijuana Industry.

Through the Eyes of an Intern by: Gavin Linkous



Gavin Linkous is a sophomore from Dayton, Ohio. He is pursuing a degree in sports management and a degree in marketing. During the summer of 2018, Gavin interned with the Western and Southern Open tennis tournament.

Long hours and difficult tasks accompanied by a once-in-a-lifetime learning experience is what my summer of 2018 was filled with at the Western and Southern Open. This past summer I worked as a communications and grounds intern specializing in sponsorship and hospitality. The Western and Southern Open is a top-

level ATP and WTA tournament that is hosted in Mason, Ohio where some of the best professional players from across the nation compete to maximize their total points and earn a chance to play at the US Open, which follows shortly after the conclusion of this tournament.

My tasks varied throughout the summer but had a main focus of facility and event management. Prior to the tournament starting, my duties included preparing the suites and hospitality tents, and coordinating with third-party companies hired for entertainment and sound. We also assisted 34 tournament committees and 1,300 volunteers with their spe-

cific needs to ensure proper management of the event. These included specific events associated with the tournament such as Kids Day, High School Day, and any hospitality events associated with the sponsors.

During the tournament, I was fortunate enough to be entrusted with the important tasks of coordinating and fulfilling the committee's requests, ensuring proper sponsor fulfillment of their requests, and handling any issues that arise, such as rain delays. This was a great lesson in multitasking, prioritizing requests, and managing various constituents.

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The 3rd Annual MOVEE Hosted Over 250 Entrepreneurs



Robert Metz

Marietta College Entrepreneurship Program hosted the third annual Mid-Ohio Valley Entrepreneurship Expo (MOVEE) on Sept 27, 2018. A crowd of over 250 enjoyed a morning filled with a variety of workshops and a luncheon keynote session featuring Robert Metz (MC Class of 1990), Senior VP of Business and Operations and External Affairs at Horizon Pharma. During the afternoon hours, the participants

had the to learn about a variety of resources that the Mid-Ohio Valley provides to entrepreneurs while expanding their network. The conference ended with a special session of PioPitch program.

Accounting Meet & Greet Resumes



After a one-year hiatus while Professor Johnson was on sabbatical, the *Accounting Meet & Greet* series is back. Designed to introduce Accounting and Public Accounting majors to career options, offer professional networking opportunities, and give students a practical venue for practicing business communication skills, *Accounting Meet & Greets* are scheduled once or twice each month during the fall and spring semesters. During the Fall 2018 semester, the following events took place:

- September 7 – Kaitlin Huck, Auditor, Ohio Auditor of State (Athens, OH)
- September 23 – Caleb Hester, Tax Associate, Digital Tax Accelerator Practice, PwC (Pittsburgh, PA)

- October 11 – Melissa Yusko Huff, Director of Internal Audit, The Wendy's Co. (Dublin, OH)
- October 24 – Annette Morgan, Plant Controller, Eramet (Marietta, OH)
- November 9 – Professors Grace Johnson and James Karan

Three MCLA Students Receive Scholarships



Congratulations to Alec Shook, Tyler Lajko and Ross Keller. They were each awarded \$2,500 from the AAPL Landman Scholarship Trust.

The LST recognizes outstanding Land Management students across the country and awards them with a scholarship from the AAPL Accreditation Program.

Sports Management Students Returning to Boca Raton Bowl to Work

By Rick Smith

Eleven students and three employees will head to South Florida December 12 – 19 to work side-by-side with ESPN to help produce all events associated with the Cheribundi Boca Raton Bowl, a college football post-season bowl game. A group of seven students and two employees worked the bowl game in 2017 and were invited back to do the same in 2018.

“This is a great opportunity for students in the program,” said assistant professor Rick Smith, who is the lead instructor for sport management.

“Opportunities like this are few and far between. Most volunteer opportunities are students staffing ticket tables, working outside of the gates, in the parking lots, etc. There is value in participating at that level, but there is MORE value in being IN the stadium, WITH the teams, and being very hands-on with the entire bowl week activities.”

Smith was named to one of the Boca Raton Bowl community committees in the fall, helping to further tie-in the

program with the bowl game.

“Marietta College is not in a major metropolitan area, and not in an area that has a minor league sports team or professional team, making it a challenge for students to have internships and volunteer opportunities locally during the school year. These job shadow experiences are exactly what makes our program stand out and help to offset our geographic location,” said Smith.

Other job shadow opportunities over the past 12 months included trips to West Virginia University athletics, Akron Athletics, the Cleveland Cavaliers, and others. The Boca Raton Bowl week festivities begin on Friday when the Marietta College contingent welcomes the two competing teams at the airport for the “airport welcome party.” From there, they will head to their respective hotels and help with team gift distributions. On Saturday, the MC travel

team will head to the respective practices for both teams and then to the press conferences. From there, they will head to the beaches of the Atlantic Ocean and help with the fan engagement event, where both teams will have their “beach party” with their families and fans. Saturday evening will end with the Marietta College students attending a reception hosted by one of the top-ranked MBA sport management programs in the country, Florida Atlantic University’s MBA in Sport Management, to hear about its program and what opportunities exist in the world of sport after earning a master’s degree.

After the practices and press conferences on Sunday, the Marietta College travel party will have a team building activity and potentially a job shadow with a professional team in South Florida.

On Monday, it will be all-hands-on-deck to produce the bowl game luncheon, where over 300 people will hear from both coaches, some players, and enjoy friendly banter before Tues-

day’s game. Monday evening, both teams have a pep rally and the students will be with the fans and teams during the events.

On Tuesday, the students will finish setting up the stadium, set up and manage the fan engagement area, and welcome the teams to the bowl game. During the bowl game, the students will be split among the press box, the on-field promotions, and any other associated activities. At the conclusion of the game, they will assist with the trophy presentation. Sprinkled throughout the down time will be other tasks such as distribution of media credentials, hanging of sponsor signs, setting up the stadium suites and cabanas, etc.

The students and employees fly back on Wednesday. Kickoff for the bowl game is Tuesday at 7 p.m. ET and will be televised on ESPN. The game will host two teams who are post season eligible and hail from either Conference USA, the Mid-American Conference, or the American Athletic Conference. Last year, FAU (Conference USA) faced Akron (MAC).



FYS Group Outside of Akron Stadium



Faculty Activities



Johnson Publishes Research

Professor Grace Johnson had two works published during the Fall 2018 semester.

“Examining Cybersecurity Risk Reporting on U.S. SEC Form 10-K” appeared in the September 2018 issue of the Information Systems Audit and Control Association (ISACA) Journal. In her review of annual reports filed by 33 companies listed in the S&P 100, John-

son’s research identified the top cyber threat disclosures made by companies and studied the language employed

to describe these risks.

Her second publication, *108 Conversations: Ethical Considerations in Workplace Decision Making*, is a textbook of 108 minicases covering ethical dilemmas in business, government, and non-profit organizations. Accompanying each minicase are sets of questions to encourage research, discussion, and writing about ethical problems. This is Johnson’s fifth textbook, but the first one focusing on applied business ethics.

Both works were written during Professor Johnson’s 2017-18 academic year sabbatical.

[Click here](#) to read more about these publications.

Through the Eyes of an Intern—Continued

The opportunity to intern at a premier tennis tournament allowed me to earn valuable experience and insight as to what truly is behind an event of this size. I was able to take what I have learned in my classes and on various sport management job shadow activities and apply it to real-life examples that helped me to solve problems and meet objectives. This experience also allowed me to begin building my professional network; I still stay in contact with my supervisors and coworkers and am being in-

terviewed for an internship next summer at the tournament but a different department (and this internship would be paid!)

Being a part of the Western and Southern Open has got me excited about my future career in the business side of sport.



Save the Date for the 4th Annual Mid-Ohio Valley Entrepreneurship Expo on September 26, 2019
Do you want to get involved?

Contact Dr. Jackie Khorassani at khorassj@marietta.edu



We're on the Web!
<http://www.marietta.edu/business-economics-department>