

THE B&E REVIEW

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James Karan—New Assistant Accounting Professor



Karan brings to Marietta College several years of teaching experience in the accounting field. He has a B.S. in finance along with a master's in accounting from Florida State University. James began his first semester at Marietta College teaching ACCT 201 (two sections), ACCT 302, and ACCT 420.

During the upcoming spring semester James will be teaching ACCT 201 (two sections), ACCT 303, and ACCT 410.

Welcome

Professor James Karan!

Thomas Hall

2017 Homecoming was a Success



Alumni enjoying Homecoming

Alumni and Faculty re-connecting



On Friday, October 20th the Thomas Hall Academic Departments hosted a joint open house to re-connect with alumni during the Homecoming Weekend. Over 100 alumni and friends visited Thomas Hall during this event. Please make sure to attend this event next year. We would love to see you.

PioBiz Competition Modified



This year's PioBiz competition consists of three rounds: Problem-Solution, Proof of Concept, and Business Plan. Round 1 of competition took place on Friday, December 1, 2017. The winners and external judges of the competition posed for the picture below at the conclusion of the competition. For more information about the competition, please visit <http://www.marietta.edu/piobiz>. If you are interested in getting involved in this competition as a mentor, a coach, or a judge, please contact Dr. Jacqueline Khorassani at khorassj@marietta.edu or call her at (740) 376-4621.



Entrepreneurship Networking Party

On September 7th the first Entrepreneurship Networking Party was held at the Director's home. This event connected Entrepreneurship students with members of the Entrepreneurship Advisory Board and other mentors and coaches. Students and mentors found this event useful and productive.

Please contact Dr. Khorassani (khorassj@marietta.edu) if you are interested in being involved in the Entrepreneurship Mentorship Program.



Entrepreneurship Networking Party

Co-Curricular Activities



On September 20, Mike Markovits, Woodrow Wilson Visiting Fellow, held a luncheon discussion on Performance Appraisals and Performance Development with Dr. Fazio's Human Resource Management class.



On October 18, members of Marietta College's Board of Trustees, Jo Ellen Diehl-Yearly and Grant Callery, attended the capstone Business Policies and Practices class.



On September 26, Marketing Research (MKTG 385) students skyped with Jim Cummins of Dirty Knaza Productions, Emporia, KA. Students learned more about the Dirty Kanza 200, a small part of research they are performing for the Rivers, Trails, and Ales Festival.



On October 27, MCLA students toured Walker Cat with alumnus Rocky Peck, Rental Sales Rep at Cecil I Walker Machinery Co.



Michael Kalany, EQT Landman, held a round table discussion with the MCLA students on September 27.



The Economic Roundtable and the McDonough Center hosted Robert Atkinson, President of the Information Technology and Innovation Foundation, on November 7. He spoke on Technological Change and the Future of the U.S. Economy and Jobs.

Marietta's Student Investment Fund

Marietta College's Student Investment Fund will be launched in Spring 2018. The purpose of the Fund is to provide each student with real world and hands-on experience in security analysis and portfolio construction through the management of an actual investment portfolio. Class participants will collectively be in charge of investment decisions and the overall portfolio composition of the fund. Security selection will be based on the value investing philosophy.

Over 260 Entrepreneurs attended the 2017 MOVEE

On Friday, September 29, 2017, the Mid-Ohio Valley Entrepreneurship Expo hosted over 260 existing and aspiring entrepreneurs on the campus of Marietta College. This one-day conference consisted of three plenary sessions, nine workshops, and a vendor showcase. In addition, Perry and Associates announced the recipient of the Entrepreneur of the Year Award during the conference.

For more information on the conference, please visit <http://www.marietta.edu/movexpo>. If you are interested in getting involved in our 2018 MOVEE as a presenter or a planner, please contact Dr. Jacqueline Khorassani at khorassj@marietta.edu.



Congratulations



Congratulations to Alec Shook! Alec was granted an American Association of Professional Landmen scholarship as one of the outstanding land management students in AAPL-accredited programs. There were over 1100 students nationwide eligible for the scholarship and AAPL awarded less than 36 scholarships this year.

Alec Shook receiving his scholarship check from Professor Tina Thomas.

2017-18 PioPitch Program



This semester, the PioPitch program held three public sessions. The September 14 session focused on two small businesses: Wit & Whimzy, owned by Laura Pytlik, and Green Acres of Marietta, owned by Jennifer Sturgill. The October 19th program highlighted alumni and student entrepreneurial activities. This session's presenters were Megan Dowler, Owner of Blossom Yoga and the

students that run the Fifth Street Consulting Firm at Marietta College. Finally, the theme of the November 16th session was Global and Social Entrepreneurship. This session's presenters were Dr. Meike Schleiff, Founder of the Grow Project and Assistant Professor and Director of Research for Future Generations University, and Dr. Chip Pickering, founder of Pickering Energy Solutions. PioPitch sessions are free and open to public. For more information on

future programs, please visit <http://www.marietta.edu/piopitch-2017-18>. To get involved, please contact Professor Julie Harding at jch005@marietta.edu.



November 2017 PioPitch

Standing Out in the Crowd

The Sports Management Continues To Grow, Gain Notoriety
By Rick Smith

Building from last year's success, the sports management program continues to job shadow sports organizations, students earn meaningful and interesting internships, and work with industry professionals on in-class assignments.

Over the summer, one student interned as a baseball scout for a professional baseball team and another interned with a Division I university's athletics marketing department.

In the classroom, one group project of creating a tickets sales plan for Marietta College Athletics led to one student earning a job with a ticket sales agency for a Division 1 university. Her boss was her mentor during the project. Another student attended a career development session with who would become her boss; he hired her among other graduates to work for his sports apparel and equipment company after meeting her that evening.

We celebrate those successes. But those stories and many more are typical of the over 350 sports management degree programs around the country.

Then there's Marietta

College, a small school in southeastern Ohio that is beginning to stand out among other programs, and people are beginning to notice.

The sports management program was one of the top five most inquired-about programs by prospective students this year, and one of the top enrolled programs as well. Earlier this year, the program announced that Brittany Wagner is speaking on campus March 1, a nationally-recognized figure from the Netflix series "Last Chance U." Guest lecturers this year included the marketing gurus behind Super Bowl 50 and a staff member of the NCAA® Men's Final Four®. Freshmen in the "Beyond the Lines of Sports Class" are ranking the top 10 college football teams each week and heard from ABC/ESPN play-by-play announcer Dave LaMont about their rankings via a teleconference.

And that's only been since September 1.

Throughout this semester, job shadow experiences have also continued,

and they are becoming more popular among the students and the sports organizations who host us. Students shadow professionals for a day or for a game/event, and sometimes are asked to be part of the staff. At West Virginia University's football game vs. Iowa State, a senior and a freshman assisted with some of the in-game promotions and watched the game from the field.

At the Cleveland Cavaliers game vs. the Indiana Pacers, a group of four students and one alumna toured the arena, heard from staff members, and learned how they implemented ScriptPRO into their game day production. On that same trip, the students met with the leadership team of the National Association of Collegiate Directors of Athletics, a college athletics membership group that helps facilitate national conferences for industry professionals.

The freshmen seminar course also become involved with job shadowing this year. After touring the Pro Football Hall of Fame's stadium and learning a lot of the "beyond the lines of sports" topics they hear of in class, they met with the curator of the Hall of Fame and then did a self-guided tour through the museum. Following that, they met with members of the Akron Athletics Department and toured their stadium. They capped off the night by watching some of the Ohio University vs. Akron football game. The message from the industry professionals on this trip came through loud and clear: volunteer, intern, and shadow. Make professional connections now.

And perhaps the two centerpieces of the semester revolve around one specific classroom assignment and one job shadow experience in December: ScriptPRO and the Boca Raton Bowl.

ScriptPRO is an industry-leading software program that minor league, professional teams, and colleges and universities use to script their in-game entertainment. This internet-based software has clients ranging from NFL teams to small colleges, spread out over the United States and Canada. To date, Marietta College is still the only known sports management program teaching the program in the classroom, which industry professionals continue to be impressed by.

And finally, the six-day, five-night trip to South Florida will be the bookend of a successful fall semester when seven students travel with Professor Rick Smith to work all aspects of the bowl game, including team airport arrivals, pep rallies and fan engagement events, community service initiatives, banquets and ceremonies, and the game itself, televised on the ESPN Network on December 19. The group will also meet with industry professionals from professional teams and universities in the area.

Moving forward, the program will continue to strengthen ties to the industry through innovative classroom assignments, meaningful internships, and job shadow experiences / volunteer experiences that benefit both the students and the host organization.



FYS Group Outside of Akron Stadium

Faculty Activities



Professor Grace Johnson is currently on sabbatical for the 2017-18 year.



Professor Julie Harding spoke at four conferences in 2017, including national conferences hosted by the Marketing Management Association and Society for Marketing Advances and regional conferences hosted by the North Central Business Education Association and the Southern Business Education Association.



Professor Rick Smith spent some of his summer working with professional and college sports organizations on their game scripting of in-game entertainment and sponsor fulfillment.



Professor Greg Delemeester has been approved for sabbatical for Fall 2018 at the National University of Ireland in Galway.

Co-Curricular Activities Continued



On November 2, Beth Minear, Title Supervisor at Contract Land Staff LLC, talked to LEMG students on leasing gas storage.



October 2017 Marketing Research students continued their work on behalf of the Rivers, Trails, and Ales Festival by conducting three focus groups with past festival participants and volunteers, as well as local business leaders.



On November 17, LEMG students attended a Lunch and Learn session with Western Land Services.



November 2017 Brett and Jenna Burns with Perry & Associates were on campus to introduce ENTR 301 students to financial statements they will include in business plans they are creating. Brett, a CPA, is an alumnus of Marietta College.

Honorary Advisory Council meeting changed from October 20, 2017 to March 2, 2018



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