

The **B&E REVIEW**



Students Take Second Place

Natalie Payton, Seamus Kenneally, and Joe Hall achieved a second place award in the Classic Case Competition sponsored by the West Virginia Society for Human Resource Management. Marietta's team competed against teams from Kentucky and West Virginia. The competition was held November 6 and 7 in Bridgeport, West Virginia, as part of the society's annual conference.

The Classic Case Competition involved human resource related challenges. The student teams had one week prior to the competition to analyze the case and formulate their solutions. Professor John Fazio served as the faculty mentor for Marietta's team.



Seniors Honored

On November 14, Jacob Wagner, Ashley Klopfenstein, and Abby Swallow were honored for their academic achievements at the annual West Virginia Society of CPAs Student Night. Each year, the society hosts a dinner for senior students featuring a guest speaker. Professors Johnson and Karan accompanied the students to the event held at the Parkersburg Country Club.

Economics Capstone



Under the tutelage of Dr. Biz Bedane, three B&E students presented the results of their semester-long economics capstone projects on December 4, 2019. The presenters and their topics were:

Rosie Cao, “WTO Membership, Fair Trade, and Trade Performance.”

Jessica Hill, “The Effect of Black Swan Events on the Asset Based Market.”

Ruo Shi Zhang, “The Impact of Currency Undervaluation on Economic Growth.”

Marketing Research Presentations

Five teams of Marketing Research students (18 in total) worked on a marketing research project on behalf of Marietta Country Club (MCC) during the Fall semester. As part of the project, they met with members of MCC Board of Directors at the country club, conducted five focus groups with MCC members at the country club, interviewed via videoconference two leading national experts on private club management and golf course marketing, conducted extensive secondary research and conducted five surveys of MCC members and one of regional community members. Following the research, they presented their findings and recommendations to members of the MCC Board of Directors and completed a comprehensive final report.



Land & Energy Management Happenings

Representatives from the Michael Late Benedum Chapter (MLBC) of the American Association of Professional Landmen met with students from the Land & Energy Management program for a Lunch & Learn in September. Later that same day students joined other members of the MLBC at the Marietta Country Club for an evening of networking and informative presentations.

MCLA students Bryce Hilverding, Aaron Peterman, and Skyler Secrest were featured in the December edition of the MLBC newsletter the “Takeoff” in an article they wrote highlighting their internship experiences.

Students Work Post-Season College Games



Students in the sport management program at Marietta College are spending part of their winter break in South Florida to volunteer for the Cheribundi Boca Raton Bowl. Ten students were selected through a competitive application process to attend.

The group of students will be split into two working groups - one with Southern Methodist University and the other with Florida Atlantic University. The groups will be with the teams at all of the bowl week events, including but not limited to: practices, press conferences, a beach welcome party, a hotel welcome, luncheon, and the game itself. The students will also set up all aspects of the stadium including VIP seating, ticket entrance gates, suites, and more.

“The experience this provides is second to none,” said Assistant Professor of Sport Management Rick Smith. “Students experience live event action that you can’t learn from reading a textbook; at the same time, they take the principles they learn from the textbook, review their experience at the bowl week, and then are able to reflect and see where it compares, contrasts, and what they have learned from it.”

Five students and Smith will also be in Miami,

Florida, December 26-31 to work the Capital One Orange Bowl, featuring the University of Florida and the University of Virginia. The Orange Bowl is one of the New Year’s six bowl games, and is one of the biggest and most prestigious postseason college football games in the country.

“I am having the time of my life,” said Josh Pennington, sophomore sport management major and communication minor. “It’s unbelievable to see how everything comes together for the bowl week, and what it takes working behind the scenes to make all of this happen seamlessly. This week is about providing an experience for the student-athletes of the participating schools that have earned the right to be at the bowl game, and that’s one of the biggest takeaways I’ve had so far.”

The sport management program doubled in size this year and has grown to 64 majors and minors, and Smith thinks experiences like the bowl week trips and other job shadowing help make the sell to prospective students. “When we are able to tell prospective students that we take these very unique trips, both the bowl week trips and for other local teams like the Cleveland Cavaliers, it makes the experiential learning portion of our curriculum come to life.”

Entrepreneurship

Entrepreneurship students, faculty, mentors, and advisory board members participated in the beginning of the school year networking party on September 10 at the director's home.

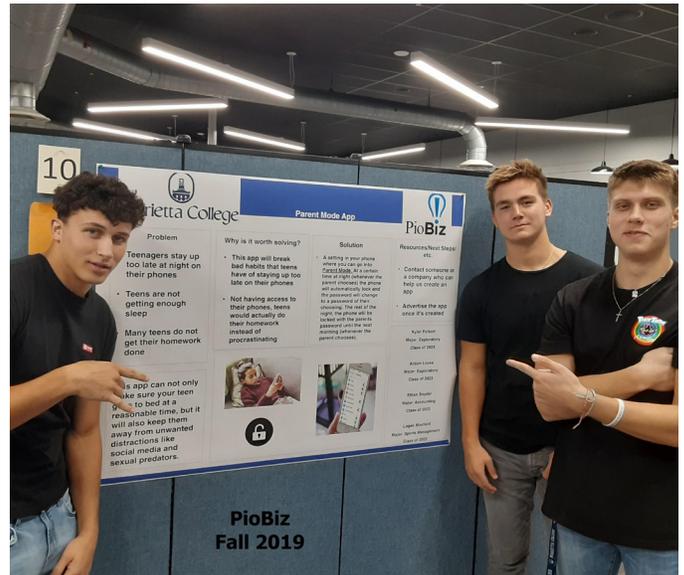
PioBiz Competition

Twenty-two ideas were presented in Round One (the Problem/Solution Round) of the PioBiz Competition on Thursday, October 17. Competing teams presented posters featuring their identified problem and the product or service that solved the issue. The team members discussed their solutions and answered questions with the judges and other members of the community.

Competing posters contained information regarding: the project (product or service) name, team member names, majors, and graduating class, a clear description of the problem, reason(s) why the problem is worth solving, and a clear description of the solution. Winners of the first round of the PioBiz Competition were determined using two scoring methods. Judges assigned a score between 0 to 20 points for each project. Community members also got to vote for their favorite idea by investing the 1,000 PioBiz dollars provided to them. Each 100 PioBiz dollar was equivalent to 1 point. The projects with the highest total combined points won the competition.

Top 10 winners and awards were:

- Hidden Talent**, Karson Snyder (\$140)
- DAWS: Deep Analytical Well Solutions**, William Bates, Alex Petrovski, Dustin Hale, and Seth Legraen (\$130)
- Valentini Apparel**, Luis Chao and Abdulaziz Boyabis (\$120)
- MC WCA Campaign**, by Elijah Balek, Rebekah Finn, Ty'Reik Martin, and Peyton Shockley (\$110)
- Pio-Platters**, Bryan Washington Jr., Michael Trent, and Dylan Kern (\$100)
- Poppa-Cold-One**, Kelly Brumbaugh, Steven George, Cullen Zaferopolos, and Josh Kay (\$90)
- Water Harvesting**, Joe Tucker (\$80)
- Marietta College Athletic Inclusion Program**, Jacob Montgomery, McKenzie Dorr, Jimmy Border, and Willem Kern (\$70)
- The Plywood Floor Company**, Nathan Hanning (\$60)
- Home in the MOV**, Shawnte Watson (\$50)



MOVEE



The 4th Annual Mid-Ohio Valley Entrepreneurship Expo (MOVEE) hosted over 200 participants on September 26. This year's conference consisted of 22 concurrent workshops, a resource fair and networking reception, and the introduction of the recipient of the MOV Entrepreneur of the Year award: Andrea Shirey from One Nine Design. The luncheon keynote address was delivered by Dale King, a veteran, an entrepreneur, and the recipient of a deal in Season 8 of ABC's Shark Tank. The 2020 MOVEE is scheduled for September 20, 2020.

PioPitch



In the fall, PioPitch held two sessions on the campus of Marietta College. The October 24 session focused on resilience and recovery and hosted social entrepreneurs Patrice M. Pooler, Executive Director, Mid-Ohio Valley Fellowship Home and Shay Dunn and Rich Walters representing the "From Prison to Purpose" program. The theme for the November 21 session was foreign born entrepreneurs. The presenters were Hillis Hughes, co-owner of the Buckley House Restaurant, and Moh Basir, co-owner of Tokyo Thai Sushi Hibachi.

Junior PioBiz



Marietta College will host Junior PioBiz, a two-stage business idea competition for high school students, in the spring of 2020. Help us to spread the word by encouraging parents, students, and educators to visit our website, <https://www.marietta.edu/jr-piobiz>.

If you or someone you know is interested in making a presentation at the 2020 MOVEE or would like to get involved in the Entrepreneurship Program as a mentor or advisory board member, email entre@marietta.edu.

More information about PioPitch can be found at <https://www.marietta.edu/piopitch>.

Economic Roundtable of the Ohio Valley



David Staley talking with a student after the November 12 Leadership Q&A, co-sponsored by ERT and the McDonough Center. Dr. Staley is the Director of the Humanities Institute at The Ohio State University and spoke on “Autonomous Capitalism.”



Tom Nichols talking with a group of students after his October 20 Leadership Q&A, co-sponsored by ERT and the McDonough Center. Dr. Nichols is a Professor of National Security Affairs at the Naval War College and spoke on the “Death of Expertise.”

Honorary Advisory Council

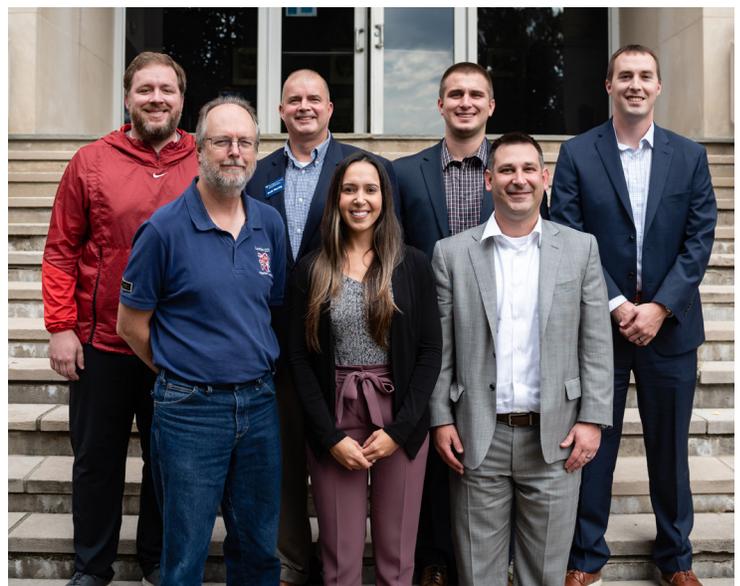
The Advisory Council convened at Marietta College in October and met with faculty and students. At the meeting the Department of Business & Economics welcomed two new members to our Honorary Advisory Council:

Toka Akiyama, Account Executive, Google Customer Solutions
 Nathalia Ferreira, Strategic Business Consultant/
 Major Accounts, ADP.

Returning members included:

Rachel Brown, Sales Consultant, Fan Relationship Management, Western Michigan University
 Sam Crawford, Senior Sales Associate, BSN Sports
 Dr. Scott Fleming, Associate Professor Accounting, West Virginia University
 Adam Kopp PHR, CP, Lead Associate, Human Resource Manager, Booz Allen Hamilton
 Jeremiah Kuhn, Financial Advisor, Hall Financial Advisors
 Nick Manson, VP and Branch Manager, Charles Schwab
 Dr. Zach McGurk, Assistant Professor of Economics, Canisius College

Chas Miller, Landman, Antero Resources Corporation
 Rocky Peck, General Sales Manager, Heckert International Sales
 Dr. Robert Russ, Associate Professor and Chair, Department of Accounting and Business Law, Northern Kentucky University.



Top left: Sam Crawford, Scott Fleming, Chas Miller, Jeremiah Kuhn
 Bottom left: Robert Russ, Natalia Ferreira, Nick Manson

Faculty Activities

Dr. Bizuayehu Bedane presented a paper on “The Effect of Rising Food Prices and Policy on Households Nutrition Outcomes in Ethiopia” at the African Economic Research Consortium (AERC) Biannual Research Workshop held in Nairobi, Kenya, November 28-29.

Professor Grace Johnson presented the results of research undertaken on her 2017-18 sabbatical at the International Leadership Association annual global conference in Ottawa, Canada, October 24-27, 2019. “Ethical Decision Making: An Exploratory Study of Business Students from Four Global Regions” examined students’ ethical decision making processes and value systems as they navigated two actual business ethics dilemmas. The first was the case of Turing Pharmaceuticals’ price hike for a drug it recently acquired; the second case dealt with United Airlines’ forced removal of a passenger from an overbooked flight. Students from Finland (one group domestic students and another group of international students studying in Finland), Poland, and the United States took part in the research.

Professor Johnson published “Preparing for the Next Generation of Auditing: A World Influenced by Data Analytics” in the December 2019 issue of ISACA Journal, the journal of the Information Systems Audit and Control Associations. Based on another of her sabbatical research projects, the paper reviews skill sets required by auditors to function in data-rich environments. Johnson also presents reasons why accounting and auditing fields have experienced tremendous growth in their use of data analytics.

Professor Johnson has joined the Board of Directors of ASIANetwork for a three-year term starting in September 2019. In addition to serving on the board, Johnson was elected chair of its Finance Committee. ASIANetwork, a consortium of more than 170 institutions from across North America, exists to promote Asian Studies programs in the liberal arts. Its activities support faculty-student research, faculty development, and curriculum design. “It is an honor and privilege to serve ASIANetwork in this role,” Johnson says. “For close to 30 years the organization has offered small liberal arts colleges many opportunities to expand and enrich their Asian Studies programs. Marietta College has been fortunate to receive several faculty-student research travel grants and a post-doctoral teaching fellowship supported by ASIANetwork.” Voted to the Board of Directors by the ASIANetwork membership on April 13 at the organization’s annual conference in San Diego, Johnson expresses gratitude to the person who first encouraged her to become actively involved with ASIANetwork: former Marietta College provost and dean of the faculty, Dr. Rita Kipp. “Rita’s encouragement to participate in and submit my research to ASIANetwork conferences is deeply appreciated. As one of the founding members of ASIANetwork, she inspired me to expand an already strong passion for Asia into my research, teaching, and consulting.”

New Faculty

Dr. Bizuayehu Bedane joined the faculty this past fall as an Assistant Professor of Economics.



Bedane hold a Ph.D. in Economics from Southern Illinois University. He came to Marietta College from the Catholic University of America and Washington College, where he was a visiting Assistant Professor of Economics. His research interests are in the fields of development economics, applied microeconomics, and monetary economics. His current research focuses on credit markets, remittance, poverty, inequality, household’s welfare, and debt.

Thank you to all those that have assisted in helping our students and programs

Thank you to the individuals and organizations that participated in an *Accounting Meet & Greet* throughout the fall semester:

- Brett Burns** (2015), Perry & Associates
- Anda Coiner** (1999), Bureau of Fiscal Service
- George Bloomfield** (2014), Plante & Moran
- Joe Hupp** (1992), Director of Finance, Memorial Health System
- Brittany Kidd** (2015), Plante & Moran
- Dan Kieffer**, Master of Accountancy program, The Ohio State University
- Nathan Morris** (2016), Perry & Associates
- Jackie Petit** (1991), Bureau of Fiscal Service
- Michelle Yanok** (1993), Bureau of Fiscal Service

Thank you to **Kevin Pierson**, Bryson Kupa LP, and **Danny Cooper**, MidWest Land Services, for meeting with students during a Lunch & Learn sponsored by MCLA.

Thank you to all members of The Long Blue Line and industry professionals that assisted this fall in the Principles of Selling course:

- Harry Antonio** (2006), Director of Customer Success, Nanigans
- Natalie Bender** (2017), Account Executive, Geometry Global
- Joe Bergin** (1985), Head Coach-Men's Soccer, Marietta College
- Danielle Cisler** (2005), Principle, INSIGHT2PROFIT
- Amanda Davis** (2017), Consultant, INSIGHT2PROFIT
- Ed DiFilippo**, Vice President of Sales, ELPRO Global
- Robert Felton** (2018), Financial Advisor, Raymond James
- Jill Flanagan**, Senior Procurement Manager - Capital and Facilities, Kraton Polymers
- Connor Golden** (2018), Senior Sales and Service Representative, United Bank
- Emily Gummere** (2017), Marketing Coordinator, Woda Cooper Companies, Inc.

- Katie Hall** (2018), Training Specialist, Atria Senior Living
- Emily Jones** (2016), Events Manager, Bird Watcher's Digest
- Boyd Kirk** (2015), Academy Administrator, Colorado Rapids
- Jeremiah Kuhn** (2007), Financial Advisor, Hall Financial Advisors - Wells Fargo
- Casey Lang** (2003), Wealth Management Advisor, Northwest Mutual
- Mike Miller**, Owner, Honest Fred's Flooring
- Tyler Packanik** (2016), Director of Player Development and Video Coordinator, Stetson University
- Rocky Peck** (1988), Marketing General Sales Manager, Heckert International Sales
- Dave Pinter**, Sales Consultant
- Amy Schuster**, Strategic Marketing & Communications Leader, Humana
- Aaron Tice** (2017), Senior Accountant, Novogradac & Company LLP
- Michele Tipton**, Partner Development Sales Manager, Malta Dynamics

Upcoming Events

- Jan. 15**, Accounting Meet & Greet; Financial Representative, Northwestern Mutual
- Jan. 24**, Accounting Meet & Greet, OU Masters of Accountancy
- Jan. 31-Feb. 2**, Sport Management job shadow; Cleveland Cavaliers and University of Pittsburgh Basketball/ Swimming
- Jan. TBA**, Lunch & Learn, Supply Chain Management
- Feb. 3**, Friedman Lecture; Allison Schragger, Economist/ Author
- Feb. 4-7**, NAPE, visit our booth on the convention floor or join the alumni reception Feb. 6.
- Feb. 8**, Peoples Bank Case Competition

- Feb. 10**, Accounting Meet & Greet; Inspector General's Office, NASA
- March 3**, Leadership Q&A; Oren Cass, Senior Fellow, Manhattan Institute
- March 27-28**, Tau Pi Phi, Case Competition
- April 4**, Community Day; Softball
- April 16**, All Scholars Day
- April 18**, Community Day; Baseball
- April 14**, ERT Luncheon; E. Gordon Gee, President West Virginia University
- TBA**, Accounting Meet & Greet; Global Accounting & Finance, Solvay



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