

The B&E REVIEW



Front Row: Katie Cretin, Director of Admission, Josh Lutton '24, Alexis Pennell '23, Marissa Milham '23, Taylor Watts '23. **Back Row:** Chasten Coleman '23, Hunter Withrow '26, Hunter Stone '24, Brady Vincent '24, Taylor Airy '25, Jordan Cholley '25, CJ Meyer '24, Prof. Rick Smith, Alayna Francis '26.

Sport Management Students Work Behind the Scenes at Bowl Games

For the fifth time in six years, students worked directly with ESPN Events to help produce all aspects of the roofclaim. com Boca Raton Bowl, a post-season college football game, that this year pitted Liberty University against the University of Toledo. Coincidentally, this also marks the second year in a row that a Marietta College alumnus was on the coaching staff of one of the participating teams. Toledo's Ricky Ciccone graduated with a master's degree from Marietta College in 2008 and serves as Toledo's Director of Player Personnel and Recruiting Coordinator.

Twelve Marietta College students worked on the bowl week activities and the game, including taking pictures, making graphics and posting on the social media channels, event setup and management, press conferences and media relations, and assisting where needed. They also had breakfast and an information session with one of the top sport management graduate programs in the world (FAU MBASport) and had an industry dinner with representatives from the University of Miami Advancement Office, Florida Atlantic University Athletics, Formula 1, University of Michigan Athletics, and Comcast.

"There is no better experience than working these post-season bowl games," said Rick Smith, Associate Professor of Sport Management and lead organizer of the trip. "We truly are an extension of the staff."

Smith said there are other bowl games that have taken interest in MC's work and that they may expand in future years. "In 2019, we worked both the Boca Raton Bowl and the Orange Bowl. In 2021, we worked three bowl games: The Capital One Orange Bowl, the Boca Raton Bowl, and the Myrtle Beach Bowl. In 2022, we worked the Myrtle Beach Bowl and the Boca Raton Bowl, and were in talks with three others. Next year — who knows — maybe we will work four or five bowl games."

As Smith mentioned, there was also a contingent of three students working the Myrtle Beach Bowl simultaneous to the Boca Raton Bowl. Students at both bowl games shared similar experiences and work responsibilities.



THE
BIG
WORKSHOP
BUILD • INNOVATE • GROW

The BIG Workshop Was a Success

On Wednesday, November 2, 2022, nearly 200 individuals participated in the BIG Workshop on the campus of Marietta College. In the morning sessions, over 40 high school students from six area high schools participated in three different hands-on activities designed to inspire students to think and act entrepreneurially. The BIG Workshop also involved a buffet lunch, speed networking, and 15 different sessions that were designed to meet the needs of entrepreneurs at different stages of their entrepreneurial activities.

PioBiz Proof of Concept

On Tuesday, November 29, 2022, ten Marietta College students competed in Proof of Concept, which was Round Two of the PioBiz Competition. In this round of the competition, students were given seven minutes to convince the judges and audience members that their business ideas were feasible.



Rylie Wahl '23, Eric Debolt '23, Gabriel Torres '24, Gavin Ott '23, Alexis Sommers '25 and Lilly Posti '25

Product/ Service	Description	Team Members	Award
Jovial Counseling	A private pay mental health treatment facility	Rylie Wahl '23, graduate student majoring in Clinical Mental Health Counseling	\$450
ControllerView Studios, LLC	This service utilizes drones with cameras to capture aerial videography and photography for clientele.	Eric Debolt '23, majoring in Environmental Engineering	\$400
GTS Auto Detailing	Mobile auto detailing	Gabriel Torres '24, majoring in Entrepreneurship	\$350
740 Pressure Washing	Residential and commercial pressure washing	Gavin Ott '23, majoring in Management	\$300
Big Blue	Campus Thrift Store	Alexis Sommers '25, majoring in Entrepreneurship Lilly Posti '25, majoring in Communication Studies	\$250

Big Blue Thrift Store: A Classroom Project That Became a Reality!

About a year ago, Alexis Sommers '25 (Entrepreneurship) and Lilly Posti '25 (Strategic Communications) were both assigned to work on a pitch project in their first entrepreneurship class, the Entrepreneurial Mindset. After Lilly came across a thrift shop on Otterbein University's campus, she suggested that they use the same concept as their pitch project in class. The idea was to open a non-profit thrift shop named "Big Blue" on the Marietta College campus. The mission of Big Blue was to create an alternative shopping opportunity for Marietta College students that was trendy and affordable while also resulting in less waste and less clutter in small dorm closets.

On March 3, 2022, Lilly and Alexis pitched their idea in Round One of the PioBiz Competition and claimed first place. Just a few weeks later, Big Blue hosted its first pop-up thrifting event. This successful event encouraged the duo to continue working on this project throughout the summer months.

September 24, 2022, marked the grand opening of the Big Blue Thrift Store on the campus of Marietta College. To better define their future activities, on October 15, 2022, Alexis and Lilly engaged in an informal brainstorming session with the PioPitch audience.

And finally, just this past month, Alexis and Lilly took the fifth-place award in Round 2 (Proof of Concept) of the PioBiz Competition. Currently, Lilly and Alexis are busy collaborating with various entities on campus to collect unwanted furniture and clothing items from graduating seniors and provide affordable items to the College community. If you would like to make donations to Big Blue, please email entr@marietta.edu.



Lilly Posti '25 and Alexis Sommers '25 cutting the ribbon at Big Blue's grand opening on Saturday, September 24th.

Thank you to all those who spoke to our students!



Julie Wilkes '98

Senior Manager,
North American Total Rewards



Patrick Moran '18

President,
Royse Partners Limited



Shawn Taylor '02

Senior Vice President,
Peoples Bank



Matt Yglesias

Bloomberg Opinion columnist,
Senior Fellow, Niskanen Center
On October 25, 2022



Nick Deiliulis

CEO and President,
CNX Resources Corporation
On November 29, 2022

Not pictured — Amy White, Eric Gibson

ECON 421: Empirical Research (ECON capstone project)

	Name	Title
1	David Beattie '23	How do Policies in Post-Conflict African Countries Effect Economic Recovery
2	Elizabeth Vigue '23	Determinants of Life Expectancy in OECD Countries
3	Mitchel Adams '23	An Examination of the Relationship Between Economic Growth and Unemployment in Kentucky: Implementation of Okun's Law
4	Benjamin Horvat '23	Oil Prices and Stock Market Index Performance
5	Artimii Stepanets '23	Using Machine Learning and Sentiment Analysis to Forecast Stock Growth



Pictured above is Dr. Biz Bedane and his senior economics capstone presenters: Artemii Stepanets, Dr. Bedane, Elizabeth Vigue, David Beattie, Mitchel Adams, and Benjamin Horvat.

Accounting Meet & Greet

In Fall 2022, four Accounting Meet & Greet programs took place. These professionals are thanked for their service as guests this semester:

- David Condo, Amanda Crosby, Josh Holcolmb, Steve Mott, and Michael Santangelo – Federal Bureau of Investigation, Cincinnati, Ohio, and Clarksburg, West Virginia
- Michelle Brooker, Controller – ARC Resin, Marietta, Ohio
- Evan Scott '21, Accountant – Tenney & Associates, CPAs, Parkersburg, West Virginia
- Shannon Haessly '20, Auditor – Perry & Associates, CPAs, Marietta, Ohio
- Aaron Tice '17, Controller – The Mountain Company, Vienna, West Virginia
- Denise Blair, Amy Wilson, and John Morrison – Ohio Auditor of State

The Accounting Meet & Greet program helps accounting majors learn about various career opportunities through the experiences of accounting professionals across corporate accounting, public accounting, and government-and-non-profit accounting worlds. The informal, conversational style of Meet & Greets is conducive for students to develop and practice business communication skills and make meaningful connections with accounting professionals.

Alumni Support for Assignments in Intermediate Accounting I

Professor Johnson appreciates the help provided by accounting alumni for a series of communication assignments in Acct 301, Intermediate Accounting I.

- Andrew Billingsley '17, Senior Associate – KPMG, Denver, Colorado
- Emily Kochevar '16, Senior Internal Auditor – CECO Environmental, Cincinnati, Ohio
- Jeremiah Kuhn '07, Partner – Hall Financial Advisors, Marietta, Ohio

These alumni evaluated students' LinkedIn pages and in-person accounting conversation skills.



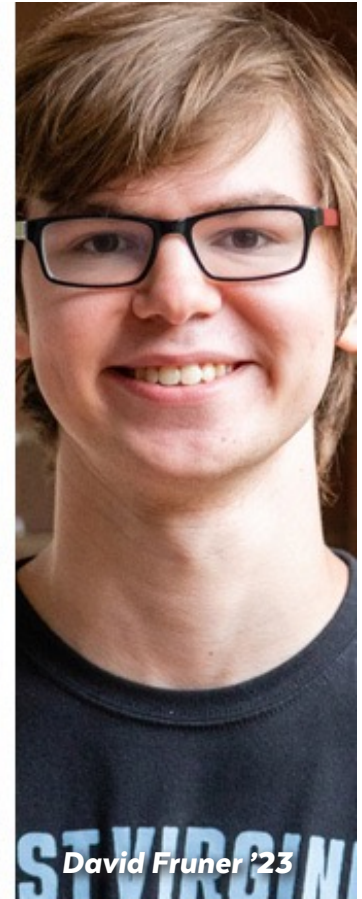
Students in Business in Global Contexts (MNGT 225) work on an international business expansion activity with guest executive alumnus Cort Thomas '13, global vice-president and CFO at Caron Products, on October 31st.

International Focus

Three alumni — Megan Staley '99, Katie Talkington '16, and Cort Thomas '13 — shared their international work experiences with students in Professor Johnson's Business in Global Contexts course (MNGT 225). Staley is a Senior Business Analyst with TotalEnergies and lives in Paris, France. Talkington is employed with Emerson Professional Tools as a Human Resources Business Partner. Thomas serves as the Global VP Finance & CFO at Caron Products in Marietta, Ohio. In keeping with hybrid modalities of business, Thomas joined the students in person while Staley and Talkington connected via a Zoom videoconference.

Staley, whose expat living experience spans more than a dozen years, shared her perspectives of being an expat living and working in London, Geneva, and Paris. She conveyed the vast cultural differences — both at work and outside of work — in these cities. Talkington described her experience when she worked in human resources at Hino Motors Manufacturing in West Virginia. Her role supporting Japanese expats and their families encompassed everything from helping the families settle into homes and schools to arranging for interpreters and making obstetrics appointments for the pregnant wife of one Japanese expat manager. Thomas' visit coincided with students' coverage of global entry modes, and after discussing the advantages and drawbacks of each of the modes had students engage in an activity to propose ways his corporation could enter other international markets besides the ones it already serves.



**Sydney Amore '22****Vincent Anderson '23****Justin Moser '22****David Fruner '23**

Accounting Senior Capstone Seminar Research and Experiential Projects

Four senior Accounting and Public Accounting majors undertook their semester-long capstone research projects in Fall 2022. They included:

- Sydney Amore '22 – cyberthreats to accounting information systems
- Vincent Anderson '23 – reducing auditor independence violations
- David Fruner '23 – recommended accounting and tax treatment of NFTs
- Justin Moser '22 – desirability of global financial reporting standards

Students delivered summaries of their research in short oral presentations and in longer, formal written reports.

In addition to their individual research, the capstone students participated in the Association of Government Accountants (AGA) Government Finance Case Challenge competition. This nationwide event had teams of undergraduate students preparing Citizen-Centric Reports for the City of Chattanooga, Tennessee. Sydney Amore and Justin Moser, and Vincent Anderson and David Fruner were the members of the two Marietta College teams. The Case Challenge required students to comb through the City's annual financial report and other publicly available data about the

City, pull out relevant financial and non-financial data, and create a four-page newsletter-style report for the City's citizens. AGA judges also required each team to submit a narrative explaining how and why the team chose include (and exclude) the data it did.

McCoy Professor Grace Johnson noted this was the first time Marietta's seniors were involved in the competition. "The AGA Case Challenge takes place in the autumn, and prior to this academic year our capstone seminar had always been scheduled in the Spring semester. For reasons not connected to the competition, I moved the capstone seminar into the Fall semester and this gave our seniors the chance to be involved."

While the two Marietta teams did not advance to the final stage of the AGA Case Challenge competition, students agreed it was a valuable learning opportunity. Vincent Anderson and David Fruner noted, "We had to put an immense amount of thought in deciding what to include in our report. The greatest difficulty was not in finding the information; it was determining the importance of the information." Sydney Amore and Justin Moser said, "We really enjoyed the freedom and creativity the AGA case competition allotted to the contestants. Our team learned a lot about navigating a government website and how to create an effective CCR for the community we were assigned."

Land & Energy Management



Adam Anderson from Wheelhouse Land & Field Services, LLC. Lunch & Learn on November 15th.



Cole Hammond '24 received the AAPL Scholarship.



Attorney Tom Webster and LEMG 201-Fundamentals of Land & Energy Management -students at the Washington County Courthouse.



Micaela Bradley '23 during her summer internship with USA Softball.



Cullen Zaferopolos '23 during his summer internship with the United States Golf Association.



Tyler Johnston '24 during his summer internship with Savannah Bananas.



Sport Management students at the Cleveland Guardians stadium.



Marketing Research 385 class worked with local company, Westlake Dimex. They did a huge research project on consumer preferences and did final presentations to representatives from Dimex.



Global Marketing 388 class participated in local PSA contest with a community organization. Two teams won first and second place.



Both Marketing 201 classes worked with a local business to provide marketing analysis of their current marketing. Each class presented to business owner Stephanie Plant.



Emily Martin, Marketing Manager of Westlake Dimex, speaking for Assistant Professor Nicole Byrd's MKTG 385 class.



Evan Pugh from Peoples Bank speaking for Assistant Professor Nicole Byrd's Marketing 201 class.

B&E Summer 2022 Internships List:

Comcast NBC Universal
 State Farm
 Cleveland Guardians
 USA Softball
 Primetime Sports
 Savannah Bananas
 USGA
 Akron Rubber Ducks
 Dayton Dragons
 Bismark Larks (baseball, North Dakota)
 Washington Wild Things
 University of Pittsburgh Summer Camps
 Marietta College VP of Finance
 Western and Southern Open
 Technical Writing for Union Home Mortgage
 P&G Reds Urban Youth Academy
 Force Sports
 Allegheny County Parks Department
 Findlay Country Club
 Nottingham Tennis Centre
 No Offseason Sports
 MOVFitness
 Southeastern Port Authority
 Redwood Apartments
 Camp Bryn Mawr
 Circle F Dude Ranch Camp and Outdoor Education Center



Marietta College



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