ISSUE 17 · JUNE 2023 Marietta College **3&E REVIEW** The larietta College Chartered in 1835

Letter from the Chair

hange is constant. It's one of my favorite sayings and it's true at Marietta College right now. Under the soon-to-be leadership of a new provost, interim president and eventual new president, changes are on the horizon, and we are excited about the new opportunities that it affords us to rethink and evaluate our current practices, while innovating for a sustainable future.

We have some changes in our own department: currently, we are hiring for a one-year visiting Professor of Marketing for this upcoming year, with hopes of being approved to replace our departed tenure-track Assistant Professor of Marketing to start in August 2024. We also had a one-year visiting Professor of Management last year that was mixed between a full-time position and then some adjuncts to fill the spring term gaps. We have hired a new Assistant Professor of Management who starts in August. He comes with decades of experience in teaching and consulting work, especially in healthcare.

As a whole, the B&E Department remains the largest on campus with more than 250 students in one or more of our disciplines, roughly 25% of the campus. We expect that number to stay consistent or grow in the coming years.

Our students continue to do good work outside of the classroom in many of our disciplines. Experiential education has

become somewhat of a staple of our programs. Almost \$30,000 in grant money was awarded to B&E students this academic year to offset the cost of their experiential education expenses, such as the cost of relocating for an internship, airline and hotel costs for conferences, competitions, or job shadows, and other directly related expenses. The grant money came from the Peoples Bank \$1 million gift as part of the strategic merger of the McDonough Center for Leadership and Business and the Department of Business & Economics.

As always, I invite you, your business, and your talents to assist in our professional development of students through mock interviews, job/career fairs, guest lectures, etc. Can you host an intern? Host a job shadow? If you want to get involved with any of our programs, please contact me or the lead instructor for that discipline.

I hope everyone has an enjoyable summer and keeps up to date with our happenings on social media, email, and a good old fashion visit to campus.

Cheers,

Rick Smith Associate Professor of Sport Management Department Chair, Business & Economics

Sport Management Students Have A-PEAL-ING Experience With Savannah Bananas and Other Sports Organizations

hroughout the 2022-23 academic year, Marietta College's Sport Management students traveled to nine cities for important and life-changing opportunities that included professional development, job shadowing, and work experience.

The year started with a weekend trip to work with the University of Michigan Athletics where four students volunteered to offer support at three varsity games for football, volleyball, and field hockey. The students wrapped up the year with a trip to Charleston, West Virginia, to work with the Savannah Bananas (third time this year) learning about the Bananas' "fans first" way of business while working the tickets area and merchandise tents.

"These experiences continue to make Marietta College's Sport Management program one of the best in the country," said Rick Smith, Associate Professor of Sport Management who has led the program since 2016. "The proof is in the pudding: our graduates are getting good jobs, being admitted into graduate school, and we've been told our resumes are some of the most impressive industry professionals have seen."

In September, nine students traveled to Cleveland to shadow the Guardians during a Major League Baseball game. While the students did not get any hands-on experience, the job shadow did provided a glimpse of what a day in the life of a game day in the areas of facilities, in-game entertainment, tickets, and marketing is like.

In November, five students braved below-freezing temperature and thrived through the football game day job shadow with the University of Pittsburgh. Students worked alongside the social media team, marketing, and event operations.

What started the job shadow and professional development programming in 2017 continued this year with the college football bowl games. In December, 11 students spent more than a week at the RoofClaim.com Boca Raton Bowl, and three other students spent five days at the Myrtle Beach Bowl.

These bowl games are owned and operated by ESPN Events, the event creation arm of ESPN. Marietta's students are a direct extension of the staff and are active in many aspects of the events — facility setup, social media content creation, marketing fulfillment, press/ media relations, and being present at all happenings including the team practices and events, community engagement events, and of course the actual game.

"The overall experience of the trip was amazing to see the creation of a large sport championship event and it's an experience that hundreds of other schools around the country don't get to experience. My resume is stronger because of it," said CJ Meyer '24, who worked at the Boca Raton Bowl.

This was the second year working at the Myrtle Beach Bowl, and the fifth working at the Boca Raton Bowl. Both bowl games have invited Marietta College back again for 2023, and a third bowl game in the ESPN Events family has been added to the students' options to work: The Camellia Bowl in Montgomery, Alabama.

During the first week of the spring semester, Marietta's students headed to the Columbus Blue Jackets career sports day to hear from panelists and meet potential employers. One student, Hunter Withrow '26, earned an internship with the Akron RubberDucks after meeting with their staff. The NCAA invited the Sport Management program to work at the Division I Women's Basketball Final Four in Dallas, Texas, and three student took advantage of the opportunity. They worked the community engagement events surrounding the tournament. Marietta's students were so impressive and reliable that the marketing firm that assists with the events and next year's city host (Cleveland) have already contacted the College about working at the 2024 NCAA Division I Women's Basketball Final Four (we'll be there).

And finally, perhaps the job shadows that get the most social media attention are with the Savannah Bananas. As part of their "World Tour," the Bananas bring their unique show to cities around the country, and Marietta College students worked in several of the cities this year, including Jacksonville, Florida; Charleston, West Virginia; and Savannah, Georgia. Students learned about their unique business mission: "Fans First. Entertain Always," while working the merchandise tents and ticketing — both are very high-trafficked and front-facing with fans.

"We are able to offer these amazing opportunities to our students because they arrive on time and ready to work, and they have a smile on their face and they do whatever is needed to succeed," Smith said. "The job shadowing and work experiences can be tough, but they are also extremely rewarding. We are going to continue to look for new opportunities that will enrich our students' education experience."



Taylor Airy '25 (front) gets a thumbs up from Marissa Milham '23 at the Boca Raton Bowl luncheon in December.

SPORT MANAGEMENT IN 2022-23

- 31 students who completed a job shadow
- 16 students who completed more than one job shadow
- 5 freshmen completed job shadows
- 30 students out of 31 majoring in sport management are still enrolled in the college
- 70% of students who completed a job shadow since 2016 graduated from Marietta



On a sunny day in Charleston, West Virginia, the following Marietta students volunteered for the Savannah Bananas — (Top Row L-R): Hunter Withrow '26, Evan Wells '25, Chasten Coleman '23, Danny Castenir '24, Josh Lutton '24, and Dylan Risola '24; (Bottom Row L-R): Donielle Ruza '25, Madison Noschese '25, and Marissa Milham '23.



In September, Marietta students Chasten Coleman '23, Savanna Flusche '25, Josh Lutton '24, and Marissa Milham '23 volunteered to work at football, volleyball, and field hockey at the University of Michigan.



Former Marietta College student Mallory Garbe joins Kaylie Ward '24, Evan Wells '25, and Jacob Gangle '25 for a group photo on the beach in Boca Raton, Florida. While Mallory left Marietta College after her freshman year she has stayed in touch with the Sport Management program.



During an extremely cold afternoon, Marietta College students Micaela Bradley '23, Savanna Flusche '25, Melissa Szawranskyj '24, Alan Schwab '26, Whitley Arno '23, and Nate Long '25 participated in a game-day job shadow with the University of Pittsburgh at Acrisure Stadium.



Community Day Tradition Continues to Thrive

f you weren't one of the ones who helped with the early years, hopefully you have heard of the event that started in 1999. We were able to celebrate both baseball and softball during Community Day 2023 — even after a postponement of the original softball game due to inclement weather.

The Sport Management program oversees the complete execution of the event, but most of the fundraising, planning, and execution has shifted to the senior capstone course, while the original hosts, the sports marketing class, has a supporting role now. This year, the capstone class raised \$12,000 from local community sponsors. While the total is down from \$18,000 last year, it still above the average of \$10,000 a year for the past decade. To simulate a real-life sales position, we were able to pay a commission to students on money they raised.

The Pioneers notched a 4-0 record during both Community Day events. Coach Jenn Castle's softball team swept a doubleheader against Ohio Northern - 4-0 in the first game and 10-4 in the second contest. Coach Brian Brewer's Etta Express easily defeated Wilmington, 18-4 and 16-0.

ERT Speakers Featured at Leadership Q&As During Spring Semester

• Alex Tabarrok, Professor of Economics at George Mason University, delivered the 39th annual Milton Friedman Lecture on January 26. Dr. Tabarrok spoke on "U.S. Pandemic Policy: Failures, Successes, and Lessons" to an audience in the Alma McDonough Auditorium. He also spoke to the Economic Roundtable on "Patents, Intellectual Property and the Rise of the Rent-Seeking Society," at The Adelphia on January 27.

• Steve Mercil, Fund Development Officer with the Appalachian Investors Alliance, spoke with students and Roundtable members about "Filling the Gap: How Early-Stage Risk Capital Fuels Innovation and Entrepreneurship" during his visit on February 20-21.

• Rand Ghayad, Head of Economics and Global Labor Markets at LinkedIn, provided his perspective on "Making Sense of the Labor Market" to students and Roundtable members during his visit on March 21-22.

• Emily Smith, Public Affairs Director (Ohio) for Intel, closed out the Spring ERT speaker series on April 19 by sharing updates on Intel's new microchip plant in Licking County, Ohio.



Alex Tabarrok



Steve Mercil



Rand Ghayad



Emily Smith

Accounting Professor Presents Research at National Conference; Re-elected to Board of Directors for North American Accounting Society

Professor Grace Johnson presented her research, "Surfing for SIRF: Social Engineering, Stolen Identity Refund Fraud, and the Accounting Professional", at the North American Accounting Society annual meeting in Chicago, March 22-24, 2023. Johnson's work examined the ways social engineers manipulate and coerce their targets, identified what makes targets susceptible to social engineers' methods, and presented a framework for strengthening accounting professionals' abilities to protect themselves from falling victim to social engineering.



Johnson also serves on the Board of Directors for the North American Accounting Society, and was re-elected to a three-year term on the Board.

Accounting Meet & Greet

n Spring 2023, four Accounting Meet & Greet programs took place. These professionals are thanked for their service as guests this semester.

- Brett Burns '15 Perry & Associates CPAs, Marietta, Ohio
- · Carrie Sullivan Defense Finance and Accounting Service, Columbus, Ohio
- · Rachel George '20 Enterprise Products Partners (midstream oil & gas activities), Houston, Texas
- Nancy Arnold Peoples Bank, Marietta, Ohio

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.

Accounting Information Systems Students Experiential Projects

uring the Spring 2023 semester, students in Professor Grace Johnson's junior-level Accounting Information Systems (AIS) course worked on two projects for actual clients. Jeff Welch, Marietta College's chief financial officer, served as the client for the students' semester-long consultancy on internal controls. Students studied and provided recommendations on:

- College's spend analysis for its corporate credit cards
- Lease v. purchase analysis for various property, plant, and equipment assets

• Analysis of College strengths, weaknesses, opportunities, and threats

Students delivered their recommendations in oral presentations and prepared written executive summaries for Welch.



The other experiential project had students touring the manufacturing facilities of Magnum Manufacturing (Caldwell, Ohio) and writing analyses of Magnum's conversion cycle internal control strengths and areas for improvement.

Greg Buckley, chief information officer at Magnum, commented "It was a pleasure to have students from the Accounting Information Systems course visit our facility on March 16. I speak for all when I say how impressed we were with the level of questions asked by the students. It was clear they were well prepared."

Johnson emphasized the role of experiential learning in accounting. "Without a chance to apply concepts learned from a book, students have no meaningful way to demonstrate they understand and can use such learning. Because of its content, the AIS course is ideally positioned to give students opportunities to apply what they've learned from class, analyze new and unstructured problems, and evaluate ways of solving those unfamiliar problems."

THE B&E REVIEW

Professor Grace Johnson Publishes Textbook with Korean Colleagues

he fifth edition of IFRS Principles of Accounting - With Keywords in Korean has been released by Shinyeong Publishing in Seoul, South Korea. Aimed at Korean undergraduate students, the text is completely in English but with key accounting vocabulary explained in Korean.

"It is an honor to work with the two respected Korean professors of accounting, Soon Suk Yoon and Hyo Jin Kim, on this textbook. In 2014, they invited me to collaborate on the third edition. In the years since that time, several important changes have been made to international accounting standards and it is important to keep the textbook updated to reflect these changes" says Johnson. American readers of the department's newsletter might wonder why a book for Korean college students is written in English. Johnson explains, "For quite some time now, Korean universities teach many of their business courses in English to prepare Korean students for a global workplace. Even if the students do not use English during class time, many professors adopt English-language textbooks as a way to immerse students in the global language of business."



Tau Pi Phi Case Competition

eams from Marietta College, Wittenberg, and host, Juniata College, competed in a two-day case study competition. Day I consisted of a written analysis and oral presentation to a panel of judges on a Harvard Business School case involving strategic decisions facing an avocado supplier and its plans for market expansion. Day 2 consisted of an oral presentation to another panel of judges on a case involving LIV Golf and its clash with the PGA.

Our Tau Pi Phi team consisted of Artemii Stepanets '23, Gabe Hehr '23, and Nathan Ritchie '24.

The competition provided a great learning experience and networking opportunity for all involved.



Left to Right: Dr. Greg Delemeester, Professor of Economics, Aretemii Stepanets '23, Gabe Hehr '23, and Nathan Ritchie '24.

Marketing



Jeffrey Hollister, President of Vanguard Paints & Finishes in Marietta, speaks with the students of the Marketing Strategy class. Throughout the spring semester, the students researched and developed effective marketing solutions for the local company.



Marketing professionals Scott Wright, Chief Marketing Officer with Chief Outsiders, and Stephanie Plant, Local Sales Manager/Digital Sales Manager with WTAP-TV, met with the Marketing Senior Capstone class. The class worked to create a multi-level marketing strategy for a local business.



After a semester of research and developing a plan, the Marketing 432 Capstone class proposed a marketing strategy to Marietta company, Vanguard Paints & Finishes. Different groups presented comprehensive marketing updates for Vanguard to use in all facets of its business marketing.



Land & Energy Management



Waiting in the John Glenn Columbus International Airport for a flight to Houston, Texas, are Marietta's (Front Row L-R): Bailey Miller '24, Mckenna Hewitt '26, Jake Visnic '25, and Vince Foresta '24; (Back Row L-R): Carson Meckler '25 and Ben Millard '25.



Students from the Land & Energy Management programs enjoy a lunch with Ed '80 and Audre Bailey while in Houston, Texas, for the annual NAPE Summit.



MC Land & Energy Management students and Dr. Ruud are joined by students from Western Colorado University in the Marietta College booth at NAPE Summit 2023 in Houston.

Lunch and Learn

Inroughout the year, the Marietta College Landman Association (MCLA) hosts Lunch & Learn roundtables with industry representatives to learn more about land management and the available opportunities.



Michael Foley, Senior Talent Acquistion Manager with Atwell Engineering speaks with students about alternative energy and oil and gas opportunities in land management.



Robert Greiner, RPL, meets with students about the Michael Late Benedum Chapter of the American Association of Professional Landmen.



Matthew Drayer '16, an Assistant Project Manager of O.R. Colan Associates Utility Infrastructure Land Services, discusses his work as an experienced Right of Way Agent.



Kevin Pierson, founder Blue Duck Resources, discusses his role as an energy advocate.

PioSolve

n Saturday, February 18, 2023, six teams of students competed in the first PioSolve Hackathon on the campus of Marietta College.

The mission of the PioSolve Hackathon is to engage students in problem-based, multidisciplinary learning by providing the opportunity to examine the root causes of local and global social, environmental, political, and economic problems, and find creative solutions that students themselves can put into action.

The top problem was submitted by Julie Wilkes '98. Julie's submitted problem was as follows:

"There is a severe lack of mental health support and providers and the time to care is long and costly. How can more people receive support and mental health in a faster and more efficient manner? How can various special populations (such as black, Asian, women, and veterans who may have specific feelings or needs) have specific support?"

THE PIOSOLVE WINNERS:

Project	Abbreviated Description	Team Members	Award
Pioneer Wellness Group	A student-led group making mental health resources available to the community	Shelby Byland '23 (Finance) Kade Hennacy '23 (Computer Science) Roji Odari '23 (Education Studies)	\$400
Strings Against Stigma (S.A.S)	Hand-made bracelets with colors that signify various mental health conditions accompanied by special tags	Kaleigh Eakle '24 (English) Rebecca Young '24 (Music)	\$300
PIO 202: Break the Stigma	A PIO course aiming to break the stigma of mental health	Nichole Boone '23 (Educational Studies) Emily Jones '23 (Economics) Kanae Yoshida '25 (Communication)	\$200



Emily Jones '23; Kanae Yoshida '25; Nichole Boone '23; Kaleigh Eakle '24; Rebecca Young '24; Kade Hennacy '23; Roji Odari '23; Shelby Byland '23

Junior PioBiz

n Thursday, April 13, students from three local high schools (Belpre, Fort Frye, and Marietta) plus a homeschooled student, presented nine business ideas at the Junior PioBiz Competition at Marietta College. The competition consists of identifying a problem that is worth solving and describing a new product or service that solves the problem. The proposed solution must potentially lead to the establishment of a for-profit or

TOP FIVE AWARD WINNERS

non-profit organization.

Product/ Service	Abbreviated Description	Team Members	Award
Grab-a-Gig	Grab-a-Gig: An online community that connects youth musicians to individual venues that want live music (specifically venues that are not centralized main-stage venues). Facilitated by professionally trained musicians, Grab-a-Gig cultivates musical expertise, as well as leadership opportunities for teenagers by hiring them out so that they can gain professional experience performing in the community.	Sophia Parlin, Home-schooled	\$250 and a free 3-credit hour class at Marietta College
MED B.	Med B. is a QR code you could put anywhere or on anything you can imagine. This QR code is going to allow someone to get access to important medical information that you or any first responder might need in a moment of crisis. Med B. will only have information that the customer themselves feel it is important for them to have.	Avery Varner, Allison Mullins, and Katie Woodford, Belpre High School	\$200
Squaretilla	The Squaretilla is an alternative production method to the traditional round tortilla production. It simply produces square tortillas instead of round tortillas which results in no dough waste.	Jacob Ferrier and Javier Cancio, Belpre High School	\$150
Summer Breeze	Summer Breeze is a water-repellant coating that allows snow and ice to be removed easily from concrete surfaces.	Evan Masselli and Caleb Caldwell, Marietta High School	\$100
The Phoenix Mat The Phoneix Mat is a gaming mouse pad. It is covered in a polyurethane material that is self-healing and includes a spot for wireless charging of phones or mice.		Blake Church and Luke Coyner, Belpre High School	\$50



PioBiz



Sophia Parlin, Home-schooled; Avery Varner, Allison Mullins and Katie Woodford, Belpre High School; Jacob Ferrier and Javier Cancio, Belpre High School; Evan Masselli and Caleb Caldwell, Marietta High School; Blake Church and Luke Coyner, Belpre High School

n Thursday, April 20, two Marietta College students pitched their business ideas in Round 3 of the PioBiz Competition: Business Plan. PioBiz is a 3-Round Business Start-Up Competition open to all Marietta College students and their partners. Round 3 of the PioBiz Competition consists of submitting and presenting a fully developed business plan.

Place	Award	Product/Service	Competitor(s)	Major(s)	Class
First	\$1,750	740 Pressure	Gavin Ott '23	Management	2023
		Washing			
Second	\$1,250	Jovial Counseling	Rylie Wahl '19,	Graduate Program in	2023
			CMHC'23	Clinical Mental Health	
				Counseling	

The two winners were also recognized at the end of the year awards ceremony for Entrepreneurship that took place on April 27. The winners of PioBiz were recognized as well as the first class of students to graduate with an Entrepreneurship degree.



Gavin Ott '23, who graduated with a BA in Management, finished first in the PioBiz Competition: Business Plan.



Rylie Wahl '19, CMHC'23, who graduated with a MA in Clinical Mental Health Counseling in May, finished second in the PioBiz Competition: Business Plan.



Five students represent the inaugural class of Entrepreneurship graduates are Maddy Jones '23, Bastian Gehrer '23, Haylee Mott '23, Alison Loose '23, and Allison Barnes '23.

Business & Economics Student Honorees

ENDOWED SCHOLARSHIPS

On April 20, 17 students were awarded 10 departmental endowed scholarships. The following students were recognized for their academic achievements:

- Brett Gandee '24 and Evan Wells '25 Bert T. Glaze Scholarship
- Anna Allison '25 Wen-Yu (Frank) Cheng Scholarship
- Aurora Bernhardt '24 and Jacob Gutberlet '25 Lewis-Riggs Business & Economics Scholarship
- Laney Carpenter '25 Edward H. Osborne Scholarship
- Jacob Stern '25 and Luke Wallace '24 Jules Bourmorck and Julia Bourmorck Staats Memorial Scholarship
- Grace Wharton '23 and Sarah Wallenfelsz '24 Jack E.
 Prince Scholarship
- Alexis Sommers '25 Douglas C. Greene Scholarship
- Cole Hammond '24 and Ben Teasdale '23 William M.
 Summers Scholarship
- Gabriel Davin '23 and Caspen Ford '24 Bob Duggan '59 Distinguished Scholarship
- Andrew Lovin '24 and Viktoria Schilling '25 Ford Rinard Memorial Scholarship

CAPSTONE AWARD WINNERS

- Economics Elizabeth Vigue
- Finance Shelby Byland
- Marketing Aaron Alvarez
- · Marketing Rhys Thatcher
- Marketing Kaitlyn McClead
- Marketing Rachel Scholfield
- · Marketing Jaden Scholfield
- Sport Management Hannah Kroft
- Sport Management Tyler Johnston
- Sport Management Micaela Bradley

OMICRON DELTA EPSILON INDUCTEES

International Economics Honor Society -

David Beattie, Aurora Bernhardt, Emily Callam, Gabriel Hehr, Benjamin Hrovat, Elizabeth Vigue

TAU PI PHI INDUCTEES

Business & Economics Honor Society -

Anna Allison, David Beattie, Aurora Bernhardt, Laney Carpenter, Brett Gandee, Cole Hammond, Charles Herman, Kaitlyn McClead, Jillian Middleton, Ryan Riccillo, Jaden Schofield, Rachel Schofield, Melissa Szawranskyj, Benjamin Teasdale, Elizabeth Vigue



Dr. Greg Delemeester welcomes the 2023 Omicron Delta Epsilon inductees.



The 2023 Tau Pi Phi inductees.

Business & Economics

arietta College's Department of Business & Economics recently inducted 15 students into Tau Pi Phi, the business and economics honor society for students of high academic achievement.

The students who were inducted include Anna Allison '25, Davie Beattie '23, Aurora Bernhardt '24, Laney Carpenter '25, Brett Gandee '24, Cole Hammond '24, Charles Herman '23, Kaitlyn McClead '23, Jillian Middleton '25, Ryan Riccillo '24, Jaden Schofield '23, Rachel Schofield '23, Melissa Szawranskyj '24, Benjamin Teasdale '23, and Elizabeth Vigue '23.

Membership in the honorary is open to those students who have:

- Completed at least 15 hours of B&E courses with a 3.2 GPA
- Earned a 3.2 overall GPA
- Completed a minimum of 60 hours overall at Marietta College

Tau Pi Phi honors outstanding students in majors in the Business & Economics department. Requirements are 15 hours in courses taught in the Business & Economics department with a 3.2 GPA, plus a 3.2 overall GPA with a minimum of 60 overall hours completed.

Tau Pi Phi was founded in Springfield, Ohio, at Wittenberg University in 1931.



The 2023 Business & Economics scholarship winners.



Finance Graduates First Destination



Ashton Binegar '23 Hall Financial Advisors



Shelby Byland '23 Northwestern Mutual, Columbus, Ohio



Emily Cottrell '23 CVS Pharmacy



Joseph Friedl '23 ABF Freight



Jalen Greiser '23 Northwestern Mutual, Cincinnati, Ohio



Gabe Hehr '23 Ohio Northern Pettit College of Law SUMMER INTERNSHIPS

PricewaterhouseCoopers

Ohio Auditor of State Northeast Region

Middleburgh Heights Rec Department

Gahanna Parks and Rec

Diversified Oil and Gas

Burning River Lacrosse

American Junior Golf Association

Licking County Settlers

Sports Force Parks

EQT Corporation

Royse Partners Limited

Western & Southern Open

Indian Valley School District

Middlesex FA

Prospect Select

Licking County Settlers

Bordas Mineral Management

MC Office of Diversity and Inclusion

Licking County Settlers

Bismarck Larks

American Consolidated Natural Resources

Potesta and Associates, Inc

Akron RubberDucks





Department-of-Business-Economics-at-Marietta-College

