

# The **B&E REVIEW**

## Pandemic Creates Opportunities

One might be hard pressed to pinpoint the benefits of a global pandemic, but the rapid rise in the use of video conferencing tools such as Zoom has generated new opportunities for student learning in and out of the classroom. Already established programs were able to cast their nets broader and bring in (virtually) professionals from greater distances whose busy schedules do not allow the time to travel to campus, but do have the time to login. Business & Economics students and faculty have used the fall semester to adapt and grow. Thanks to the “new normal,” students were afforded the opportunity to learn from, and network with, a wider range of professionals.



### Sport Business Association *Lunch & Learns* Bring in Industry Professionals

The Covid-19 pandemic may have limited visitors to campus but thanks to Zoom it opened opportunities for students to meet with industry professionals and discuss opportunities within sport management. The Sport Business Association (SBA), a student organization on campus, sponsored five Lunch & Learns over the course of the semester and brought in (over video) representatives from college athletic departments at the University of Michigan and Arkansas State, professional NFL teams from Cleveland, New England, Cincinnati, and Pittsburgh, as well as a former ESPN executive-turned-consultant.

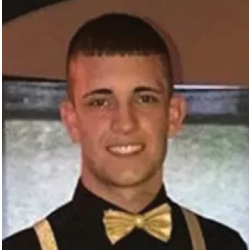
### Meet & Greet Creates Opportunity to Connect with Accountants

With the pandemic limiting visitors to campus, accounting students took to Zoom to meet and talk with individuals working as accountants from Caterpillar, Vertiv, Perry & Associates, Marietta College, Peoples Bancorp, and The Mountain Company. The Accounting Meet & Greet series, organized by Professor Grace Johnson, gave students the opportunity to talk to professionals regarding careers in accounting and seek advice on internships, full time positions, and professional skills. Thanks to all the individuals and businesses that met with students this past semester.



## New MCLA Officers Elected

The 2020 spring semester saw the graduation of the Marietta College Landman Association's (MCLA) officers: Tyler Lajko, Ross Keller, Andrew Barker, and Skylar Secrest. This fall semester has brought new leadership to (MCLA). Here is a little bit about some of the newly elected officers in MCLA.



When I was in high school I started looking into geology or land management because I knew I wanted to go into the oil and gas industry. I decided to study Land & Energy Management because it encompasses all areas of an oil company. One of my goals when I graduate college is to get a job as a landman. I really enjoy being out in the field and building relationships with landowners along with the business and economics side of being a landman. - Aaron Peterman, President (Elizabeth, WV)



I've always had an interest in the oil and gas business. I found the Land & Energy Management program at Marietta College and I was set. I have previously worked for Eastham's & Associates, where I was able to gain a variety of experience. After college, I hope to continue working in some form of land acquisition, but I never turn down an opportunity to try something new. - Brevin Webb, Vice President (Chesapeake, OH)

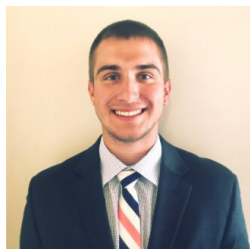


I came to Marietta College to pursue a degree in Petroleum Engineering but figured out it was not the right fit for me. Since joining the Land & Energy Management program, I have found something I truly enjoy studying. Upon graduation from Marietta College I hope to obtain a job in the oil and gas industry. - Drake Neuberger, Treasurer (Norwalk, OH)



My interest in the oil industry is what led me to choose Marietta College. Before coming to Marietta I was unaware of the Land & Energy Management profession. After learning more and more about what the job of a landman entails, it was an easy choice to choose it as my major. After graduating I aspire to become a CPL with the hope of becoming the head of all land operations of a company. - Bryce Hilverding, Secretary (Waterford, OH)

## First Alums Become Registered Professional Landmen



Congratulations go out to Morgan (Rich) Mallet '19 and Chas Miller '17 who both recently passed the Registered Professional Landman exam (RPL). They are the first Marietta College alums to sit for and pass the exam. Recognized throughout the industry as an indicator of competency, proficiency and professionalism, RPL is the second level of certification for a landman. In addition to other requirements, it requires five years of land work experience but one of the benefits of graduating from an

AAPL accredited school is gaining two years of credit toward the experience requirement. Of course, you also learn the material needed to complete the exam! Morgan stated, "the test wasn't too difficult, thanks to the good teaching" received at Marietta College.

# Mid-Ohio Valley Entrepreneurship Expo

Due to the uncertainties created by the Covid-19 pandemic during the 2020-21 academic year, the Riverview Credit Union Mid-Ohio Valley Entrepreneurship Expo (MOVEE) at Marietta College has been delivered virtually (through Zoom webinars) and gradually throughout the semester. During the fall semester six sessions were presented. Sessions will continue throughout the remainder of the academic year. Recorded MOVEE sessions can be found on [The Entrepreneurship Program at Marietta College YouTube channel](#).

## Keynote Address



MOVEE kicked off the year on September 3 with a keynote address given by Adam Markel. Markel, the bestselling author of *Pivot: The Art & Science of Reinventing Your Career and Life* is an attorney, entrepreneur, transformational trainer and executive mentor, who inspires, empowers, and guides organizations and individuals to create sustainable, high performance strategies. Adam is also the CEO of More Love Media and host of The Conscious PIVOT podcast, where he shares his insights on pivoting and resilience in today's fast paced market and interviews experts, innovators and influencers in the areas of business and life.

## PioBiz Business Start-up Competition

On hold for five months, the final round of the PioBiz competition was held on September 17. Four students competed in the final round for up to \$10,000 in start-up funding. Chloe Burianek '23 a Strategic Communication and Graphic Design major entered with her business plan, Rolling Scotty Photo Services. Hannah McKain '23 an Entrepreneurship major presented Focused Fitness. Leah Seaman '21 a Communication Studies and Studio Art major competed with ArtaBella. Rounding out the competition was Karson Snyder '21 a Finance major with his business plan, Hidden Talents.



At the end of the competition Leah Seaman (pictured above) was awarded first place and \$7,000 in start-up funds for ArtaBella. Chloe Burianek's plan Rolling Scotty Photo Services was awarded second place and \$1,500 in start-up funds.

## Launching, Rebuilding, and Growing Your Business

In cooperation with the Chamber of Commerce of the Mid-Ohio Valley this session, held on October 1, focused on how the Impact Innovation Group (IIG) could assist entrepreneurs in the region. The Group includes representatives from area foundations, community developers, impact investment advisors, regional banks, and individual investors from West Virginia and Ohio, along with representatives from Ohio University and the SE Ohio Community Development Financial Institution (CDFI).

Thank you to the panelists:

- Eli Flournoy, Executive Director at Sugarbush Valley Impact Investments
- Tres Ross, Executive Director at The Ross Foundation
- Marian Clowes, Associate Director, Community Leadership Impact Investments at the Parkersburg Area Community Foundation and Regional Affiliates
- John Molinaro, Principle/Founder at RES Associates, Inc.
- Kerry Pigman, Executive Director, Athens County Foundation

## 2020 MOV Entrepreneur of the Year Award

For the third year in a row, Clutch MOV sponsored the Mid-Ohio Valley Entrepreneur of the Year Award. This year the award was presented on October 15 to Anthony Williams, owner/operator of Anthony's Express Mobile Detailing.

Anthony believes everyone should drive a pristine vehicle at an affordable price, without the inconvenience of visiting a traditional detail shop. Anthony's Express Mobile Detailing services public and private vehicle owners in the MOV by caring for their vehicle detailing needs. Anthony has supported local businesses such as: Red Lobster, Antero, and Enterprise, through fleet contracts or strategic marketing partnerships. Anthony contributes to the efforts of the Humane Society of Parkersburg, Boys and Girls Club, Knights of Columbus, Lions Club, WV Breast Health Initiative, Vietnam Vets, and local drug recovery programs to name a few. Anthony holds a detail technician certificate from Detail King and an associate's degree in business management from West Liberty University.



## Doing Business Remotely

An open panel discussion was held on October 19, consisting of human resources, marketing, communication, and media practitioners, explored and answered questions regarding managing remote workers, virtually engaging consumers, and navigating technical challenges during times of crisis.

Thank you to the panelists:

- Mary Roberts, Video Producer at Marietta College
- Gabby VanAlstine, Director of People Operations at Emplify
- Cheryl Bolyard-Ferrebee, Owner of TGG Brand Marketing and Design
- Tom Perry, Vice President for Communications and Brand Management at Marietta College
- Debra Wayland, Assistant Vice President for Administrative Services at Marietta College

## A Conversation with a Serial Entrepreneur



On November 12 invited guest Kaeya Majmudar spoke with webinar attendees about being an entrepreneur. She started out with a deal on the Season 5 Finale of ABC's "Shark Tank" with a prototype for her first product, BZbox, a collapsible storage box. To her surprise, a frenzy of web traffic, media coverage, and sales ensued. This sparked Kaeya's passion for social commerce, and she became fixated on figuring out how to most effectively leverage social media to drive sales. After graduating college, Kaeya co-created multiple viral eCommerce brands with celebrities and influencers from NBA #1 Draft Pick, Derrick Rose, to famous French Bulldog, Manny the Frenchie. Along this journey, the lightbulb went off for Kaeya to start treating social media posts as currency for her storefronts. She spun this idea out into its own product, Swaypay - a payment plugin that lets shoppers seamlessly split their payment in part money, part social media posts directly at the point of sale for any online retailer.

## PioPitch Video Podcasts

During the 2020-2021 academic year, the PioPitch program is being delivered in the form of a video podcast series. [PioPitch Video Podcasts](#), a series of short one-on-one interviews with area entrepreneurs, are produced by Marietta College students and interns. This year's theme focuses on Covid-19 related challenges and opportunities facing local entrepreneurs.

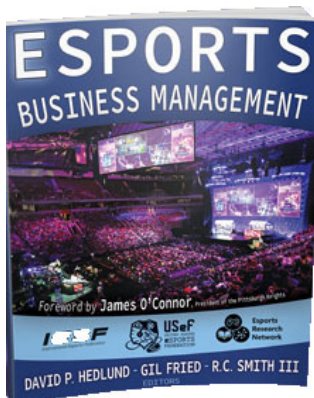


## Faculty Activities

**Professor Grace Johnson's** research on Zero Trust Networks was published in the ISACA Journal in November 2020. "The Unintended Consequences of Zero Trust on Enterprise Culture" examines how the information systems security approach known as Zero Trust can have an unanticipated negative impact on corporate culture.

Although she was unable to present her research at the cancelled North American Accounting Society annual conference in Chicago (March 2020), Johnson found another outlet for her work in the Journal of Accounting and Finance. "How Meaningful is the Latest Addition to the FASB Conceptual Framework?" appeared in its November 2020 issue. This research critiques the newest section of accounting standard-setting guidance from an historical, conceptual, and practical point of view.

Johnson's research will be directly integrated into two of her courses: Accounting Information Systems (AIS), and Accounting Research. In AIS, students discuss behavioral and cultural aspects of information technology's use; her Zero Trust research is relevant for that course. Students in the accounting capstone seminar, Accounting Research, will benefit from Johnson's work on the FASB's Conceptual Framework as they learn about this often-neglected collection of standard-setting guidance.



**Professor Rick Smith** recently served as an editor and author on the first textbook focused on the business of esports, *Esports Business Management*. The book gives readers a glimpse of many aspects of the esports industry — stakeholders, governance, marketing and business concerns. The book is targeted to undergraduate college classes that are teaching the business of esports. Smith teamed up with David Hedlund (Chairperson of the Division of Sport Management at St. John's University) and Gil Fried (University of New Haven professor) to write and edit *Esports Business Management*, which is being published by Human Kinetics.

Rick Smith and the Sport Business Association (SBA) were recognized in April for their contributions to the campus. Smith was awarded Advisor of the Year and SBA was given an the Student Organization Award of Distinction.

## Economic Roundtable of the Ohio Valley



The Economic Roundtable of the Ohio Valley started off the 2020 Speaker Series with Dr. Gordon Gee (left), President of West Virginia University, in a moderated Q&A forum, via Zoom, on October 6. Marietta College President Bill Ruud served as the moderator for a wide-ranging discussion on the current state of higher education as it pertains to the pandemic, college sports, and building relationships with regional institutions.

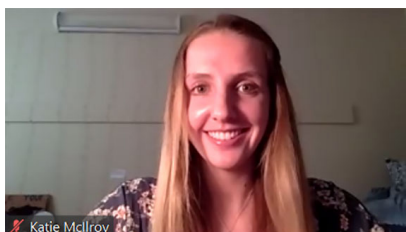
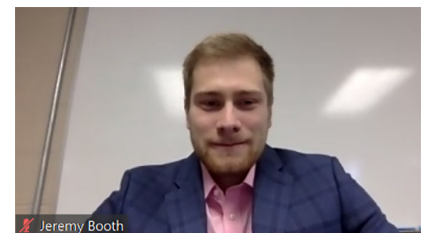
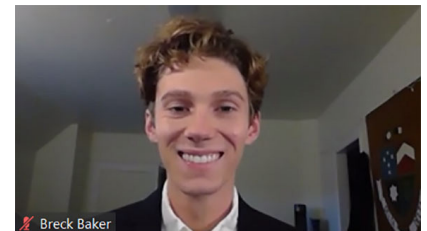
In celebration of National Community Foundation Week and in partnership with the Marietta Community Foundation, Mike Deegan (right), Head Baseball Coach at Denison University and 2001, Marietta College graduate spoke to students and members of the community on the topic of, "Creating Change: Developing a Process for a Purpose Driven Life" on November 17.



## Economics Capstones

Economics students finished off their capstone projects and semester with presentations over Zoom. Guided by their faculty advisor, Dr. Bizuayehu Bedane, the five students presented their empirical research projects on November 18.

- Breck Baker: *The U.S. Federal Deficit and Its Implication for the Future Economy.*
- Jeremy Booth: *Is It Economically Worth It to Host the Olympics?*
- Katie McIlroy: *How Do Misery Index Levels Impact Income Inequality in the United States?*
- Will Rafferty: *How a Quarterback's Contract Impacts a Team's Ability to Win in the NFL?*
- Patrick Taylor: *Is the Land Value Tax a Recession-Proof Alternative to the Income Tax in the State of Ohio?*



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

**Katie Bailey**, Chief Financial Officer and Treasurer, Peoples Bank

**George Bloomfield**, CPA, Accounting Manager, Aduro Advisors

**Brett Burns**, CPA, Manager, Perry & Associates

**Chris Burns**, Stadium Events Manager, Pittsburgh Steelers

**Jenna Burns**, CPA, Manager, Perry & Associates

**Andrew Carver**, Internal Audit IT Consultant, State Auto Insurance

**Paul Dunlop**, Associate Athletic Director - Facility Operations, University of Michigan

**Josh Fryd**, Facility Manager, University of Michigan

**Mike Malley**, Consultant, Former Executive at Disney's ESPN Wide World of Sport

**Charley Maghes**, Director of Tax Accounting and

External Reporting, Vertiv

**Michele Marra**, Vice President for Administration & Finance, Marietta College

**Kyle Millen**, Director of Scoreboard Operations, Cleveland Browns

**Sarah Munoz**, Associate Athletics Director for Marketing & Fan Engagement, Arkansas State Athletics

**Morgan Spradling**, Staff Accountant, Caterpillar Inc.

**Jake Stocker**, Associate Director of Event Presentation & Fan Experience, University of Michigan

**Seth Tanner**, Director of Content, Cincinnati Bengals

**Abigail Thelin**, Director of Event Presentations, New England Patriots

**Aaron Tice**, CPA, Controller, The Mountain Company

## Upcoming Events

**Jan. 27**, Accounting Meet & Greet: Ryan Korner & Jason Gandee, IRS Criminal Investigation

**Feb. 2**, Milton Friedman Lecture: Bart Watson, Chief Economist, Brewers Association

**Feb. 4**, PioBiz Workshop: Where Do Worthy Entrepreneurial Ideas Come From?

**Feb. 18**, Accounting Meet & Greet: Randy Preston, President, WV Society of CPAs

**Feb. 25**, MOVEE: The Five Pillars of Digital Campaigns with Dan Grech of BizHack Academy

**Feb. TBA**, Supply Chain Management Lunch & Learn: Todd Knapp, ThermoFisher Scientific, and George Cleary, ALDI USA.

**March 11**, PioBiz Round 1: Problem/Solution

**March 18**, PioBiz Workshop: How Do You Prove Your Business Concept?

**March TBA**, Accounting Meet & Greet: Accounting alumni from the Bureau of Fiscal Service

**March TBA**, Tau Pi Phi Case Competition

**April 5**, Zach Kerns, WVU Medicine East

**April 8**, Junior PioBiz Competition: Problem/Solution

**April 19-23**, B&E Endowed Scholarship Award Ceremony (as part of All Scholars Week)

**April 19-23**, ODE Induction Ceremony (as part of All Scholars Week)

**April 19-23**, TPP Induction Ceremony (as part of All Scholars Week)

**April 22**, PioBiz Round 2: Proof of Concept



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