



The **B&E** REVIEW

All Work and Lots of Fun

For eight Sport Management students there was no relaxing on a warm sandy beach during Spring Break. While they did spend the break in the warmer climate of the Georgia coast, there was no chilling in the sun. It was all work. However, spending a week working for the Savannah Bananas has a way of making work loads of fun. The students applied the knowledge they gained at Marietta while working with, and learning from, the Savannah Bananas' fan engagement team. The students shadowed Savannah employees while also gaining experience in the following areas: ticket operations and first impressions, merchandise and retail, fan services, operations and concessions, and in-game entertainment. The students for the week-long positions via a video interview. All eight selected students then underwent a culture training/orientation to acclimate themselves with the workplace and fan-first culture of the Savannah Bananas organization.



Note from the Chair



Dr. Greg Delemeester

The end of the 2021-22 academic year brings us a step closer to a new chapter in business education at Marietta College. Effective July 1, 2022, the Department of Business & Economics will officially join the McDonough Center for Leadership and Business.

Though our initial search for a new Dean to lead the expanded McDonough Center this past year failed to secure a successful candidate, we will re-launch the search this fall with an eye to a summer 2023 start date.

Meanwhile, we will continue to deliver on our mission to provide our students with a solid foundation in business disciplines, with an emphasis on ethics and problem-solving, communication, and analytical skills. We also are excited about the new ventures that our combined strength will enable us to imagine and put into practice over the coming years. Among these ventures are more extensive and focused opportunities for our students and faculty to work with area businesses and organizations, be it in the form of internships, mentorships, consulting gigs, continuing education, and more.

And it can't be said enough, so I want to once again thank Peoples Bank for their generous support of our re-imagined McDonough Center. Their support, along with the support of many B&E and Leadership alumni and friends, makes me confident that Business and Leadership will thrive at Marietta College for many years to come.

As for this past semester, the B&E Department had much to be proud of in our students and faculty—read on to learn about their scholarship, networking experiences, and experiential education activities.

Finally, this academic year also brings my time as B&E Department Chair to a close. It has been my privilege to work with a dedicated and tireless bunch of colleagues these past four years—our successes are due to their ideas, talents, and efforts. Until a new Dean is in place, I am happy to report that Professor Rick Smith will take over the reins as B&E Chair. Onward.

Economic Roundtable of the Ohio Valley

Dr. Casey Mulligan delivered the 38th Annual Milton Friedman Lecture on February 22, 2022 in the McDonough Auditorium. Mulligan, a professor of economics at the University of Chicago and former Chief Economist of the White House Council of Economic Advisors, spoke to students, faculty, and community members on *Public Policy and Substance Abuse*.



Dr. Robert Rich, Director of the Center for Inflation Research at the Federal Reserve Bank of Cleveland, spoke to members of the Economic Roundtable on April 18, 2022 regarding *The Pandemic and the Inflation Outlook*.

Dr. Alexander Wendt, Mershon Professor of International Security and Political Science at The Ohio State University, visited campus on March 21, 2022 and spoke to attendees about his most recent book project entitled, *Dangerous Knowledge? UFO Science and the Last Humans*, as well as taking questions on the conflict in Ukraine.



Accounting

Support for Internal Control Review Alumna Melissa Yusko Clawson '05, director of internal audit for The Wendy's Company, Dublin, Ohio, graciously agreed to work with junior accounting majors in Accounting Information Systems on a semester-long internal control review consulting project. Students met three times via Zoom with Clawson: early in the semester for their introductory meeting, after mid-term to provide Clawson with an update on their work, and at the end of the semester to deliver their consulting work.

"The chance for my students to consult for such a prominent corporation means the world to me," says Professor Grace Johnson. "No textbook case can replicate the experience of working with actual entities, flesh-and-blood clients, and true business situations. My students and I deeply appreciate Melissa's willingness to make The Wendy's Company a living laboratory of practice," Johnson remarks.

Accounting Featured in the Alumni Association's "Connect Four" Series

Current Public Accounting major Ethan Brooker, alumni Troy Cooper '91, XPO Logistics, Charlotte, North Carolina and Ashley Klopfenstein '20, Plante Moran, Chicago, Illinois, plus Professor Grace Johnson served as panelists in the January 2022 offering of the [Connect Four series](#). Sponsored by the Marietta College Alumni Association, the series' purpose is to recognize College academic programs and link current students and alumni. The engaging conversation can be viewed on YouTube.

Plant Visit for Accounting Students

Accounting alumnus Andrew Ware '13 hosted Professor Johnson's students in Accounting Information Systems on a plant tour of the Nucor Skyline Steel facility in Belpre, Ohio. Ware and several employees introduced students to the manufacturing and procurement systems used at the plant, followed by a walk-through of the steel-making processes. After the visit students prepared short analyses of the control environment at the plant, and these were sent to Ware.



"When students write up a homework exercise for me," notes Johnson, "it doesn't carry the same weight as authoring a memo for the plant manager of the facility you've just toured." By sending the analyses to an outside professional, the format, tone, and content of the written material needs to meet the expectations of a seasoned manager. "Students need to shape their communications for a business reader, and this assignment helps them," Johnson explains.

Accounting Meet & Greet

The Accounting Meet & Greet series for Spring 2022 welcomed six guest speakers at in-person and virtual events. Professor Johnson extends her thanks to these professionals for their service as guests this semester:

- **Ellen Crawford**, Account Manager, Becker Professional Education, Cincinnati, Ohio
- **Monica Wright '02**, Corporate Controller, Transtar Industries, Cleveland, Ohio
- **Brie Siciliano**, Managing Director, KPMG, Chicago, Illinois
- **Lindsey Monek '08**, senior manager, Vontier, Raleigh, North Carolina
- **Jenna Burns**, Manager, Perry & Associates, CPAs, Marietta, Ohio
- **Brett Burns '15**, Manager, Perry & Associates, CPA, Marietta, Ohio

Experiences such as the Accounting Meet & Greet program help the accounting majors learn about various career opportunities from accounting professionals across corporate accounting, public accounting, and government-and-non-profit accounting worlds. Meet & Greets offer casual, conversational environments for our students to hone their business communication skills as well as establish meaningful professional connections.

AAPL Scholarship



Cole Hammond, Land & Energy Management '23, was awarded a \$5000 scholarship from the AAPL. The AAPL Landman Trust Scholarship committee felt that, "he was very deserving of the award."

Entrepreneurship

PioPitch

The theme for the March PioPitch was *Creating Community: Using Social Entrepreneurship to Build Skills & Create Jobs for Vulnerable Populations*. Dr. Nicole Johnson from ReFrame Community, LLC, along with Tonya Davis and Jared Wittekind from BB2C Makerspace, were invited to describe their products and services and seek feedback on how to best engage their stakeholders, including their customers, clients, and communities. Attendees were able to learn about unique products and services and how they meet community needs. They were also asked to assist these social entrepreneurs in identifying and reaching their target markets, addressing client outcomes, and encouraging businesses to work with the migrant and recovery communities.



Jared Wittekind
BB2C Makerspace



Tanya Davis
BB2C Makerspace

Babson College's Entrepreneurial Mindshift

Jamie Kendrioski, MC '01 & '04, made a contribution to the Entrepreneurship Program that partially supported the participation of four Marietta College students in Babson College's week-long course on Entrepreneurial Mindshift.

Kendrioski, who is currently the Director of Babson Collaborative & Babson Build at Babson College, graduated from Marietta College in 2001 with degrees in Public Relations and Studio Art. Immediately after receiving his BA, Jamie started working as the Assistant Director at Marietta Colleges' International Programs while also pursuing a Master's degree in Education. Since his departure from Marietta in 2007, Jamie has been working in various positions at Babson College, a private business school in Wellesley, Massachusetts, that is internationally recognized for its strong Entrepreneurship Program.

The four scholarship recipients, Thad Graham, Allysssa Hagenbaugh, Zach Klein, and Aditya Shah, were selected based on their level of interest and the degree of commitment to completing the course.



Dr. Nicole Johnson
ReFrame Community, LLC.

End of Another Academic Year



On April 19, 2022, following an abbreviated Advisory Board meeting in the Jack Prince Forum, the Entrepreneurship Program welcomed board members, mentors, faculty, and students to a celebration of the end of the academic year. During this event, PioBiz awards were distributed, and graduating students were recognized.

PioBiz Competition

On Thursday, March 3, 2022, eight business ideas were presented at PioBiz. The PioBiz Competition is supported, in part, by the Riverview Credit Union Mid-Ohio Valley Entrepreneurship Expo. Round 1 of the PioBiz 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 non-profit organization. The winners of the competition were jointly determined by over forty-five members of the community and four judges; John Bokar, President, Compliance Services, Nikki Butler, Artist and Founder, Nikki Butler Design, Alex Hogan, Sales Manager, Malta Dynamics, Faith Knutson, Director, Social Innovation & Entrepreneurship at Ohio University Voinovich School.

Alexis Summers and Lilly Posti earned the top place prize with their business idea, The Big Blue, a campus thrift store. The other products or services presented that evening included:

- CNC Services, Oil & Gas Well Service: Caleb Craig, Colton Neptune, & Dow Cameron
- MyTherapist, Group Therapy for College Students: Hannah McKain
- Catch-A-Can, Recycling Sorting Robot: Noah Coleman
- Culture to Classroom, International Students Providing Cultural Activities: Yutaro Ito & Isaiah Mitchell
- Velcro Fit, Preventing Fitted Sheets from Ever Coming Undone: Nathaniel Stellfox
- Exercise with US, Bringing Like-Minded Individuals Together for Group Exercises: Drew Ultican
- Car Pals, Matching Drivers and Passengers: Lauren Giles & Alyssa Sims



Junior PioBiz



Baleigh Holbert and Brooklyn Harvey, Belpre High School, were awarded first prize honors at this year's Junior PioBiz, held in April, for their product idea, Sick INK. A tattoo made from color-changing ink that reacts to hyperglycemia. The color changing ink would change from an invisible color to a bright red, alerting others that the tattoo recipient needs medical attention. The Junior PioBiz Competition is supported in-part by the Riverview Credit Union Mid-Ohio Valley Entrepreneurship Expo. The competition consists of identifying a

problem that is worth solving and describing a new product or service that solves the problem. Four other products or services were honored: Dallas Bolen, Veritas Classical Academy, Ctrl X-plicit; Cody Hess and Mason Sampson, Belpre High School, Linked; Makayla Carmichael and Allison Mullins, Belpre High School, Find Your Way Light; and Jack Tindall and Webb Hall, Marietta High School, Curb Appeal. The winners of the competition were jointly determined by four judges and over sixty members of the community. Many thanks to the judges for the event, Allison Barnes, Nathaniel Berger, Michael Bond, and Julie Harding.

Business & Economics Student Honorees

Endowed Scholarships

On April 14, fourteen students were awarded ten departmental endowed scholarships. The following students were recognized for their academic achievements:

- Micaela Bradley '24 - Wen-Yu (Frank) Cheng Scholarship
- Ethan Brooker '24 - Edward H. Osborne Scholarship
- Gabriel Davin '24 - Bob Duggan '59 Distinguished Scholarship
- J. Andrew Elliott '24 - Bert T. Glaze Scholarship
- Vincent Foresta '24 - Ford Rinard Memorial Scholarship
- Jacob Gutberlet '24 - Bob Duggan '59 Distinguished Scholarship
- Cole Hammond '24 - William M. Summers Memorial Scholarship
- Gabriel Hehr '23 - Jules Bourmorck and Julia Staats Memorial Scholarship
- W. Tyler Johnston '24 - William M. Summers Memorial Scholarship
- Rachel Schofield '23 - Jules Bourmorck and Julia Staats Memorial Scholarship
- Haylee Mott '23 - Douglas C. Greene Scholarship
- Artemii Stepanets '23 - Lewis-Riggs Business & Economics Scholarship
- Elizabeth Vigue '23 - Jack E. Prince Scholarship
- Kaylie Ward '24 - Ford Rinard Memorial Scholarship

Capstone Award Winners

- Tyler Warner - Economics
- Jackson McGill - Finance
- Tess Nicholas - Marketing
- Jacob Theiman - Marketing
- Amelia Thompson - Marketing
- Josh Mudgett - Sport Management

Tau Pi Phi

Fifteen students were inducted into the Gamma chapter of Tau Pi Phi, the national business honor society. Tau Pi Phi, honors outstanding students in majors in the Business & Economics Department. Requirements are 15 hours in courses taught in B&E with a 3.2 GPA, plus a 3.2 overall GPA with a minimum of 60 overall hours completed. Tau Pi Phi officers (Logan Isner, Sydney Amore, and Orv Taylor) initiated the inductees (pictured left to right) Artemii Stepanets, Fredley Tynan, David Fruner, Jonathan Elliott, Kaylie Ward, Nathan Ritchie, Ryunosuke Ishii, Gabriel Hehr, Chase Taylor. Not pictured; Shelby Byland, Emily Callam, Cade Gandor, Maris Kaiser, Hina Kasugahara, and Anna Swierczewski.



Omicron Delta Epsilon

Marietta College's Rho chapter of Omicron Delta Epsilon, the International Economics Honor Society, celebrated its fiftieth year with the induction of four students (pictured left to right, Dr. Delemeester in the center) Fredley Tynan, Artemii Stepanets, Natalie Payton, and Ryunosuke Ishii. Undergraduate membership is open to those who are making the study of economics one of their major interests. The minimum qualifications for undergraduate membership are: Junior standing or higher. Students must be in residence at least one semester, twelve semester hours of economics with an average grade of at least a 3.0, a overall average of at least a 3.0, and a class standing in the upper one-third.



Sport Management Runs Successful Community Day Events

For their Capstone project this year Sport Management students fund raised, planned, organized, and ran the Baseball and Softball Community Day events. The Capstone class was assisted in their efforts with a little help from the Sports Marketing course. Collectively the students raised over \$18,000, the most ever. To help market the two events the class also worked with Marietta Main Street and The Original Pizza Place and held a fan engagement event during First Friday. During the event the baseball and softball players were available to meet fans from the community and sign autographs.

Management Consulting Projects Serve Three Local Clients

In the second half of their year-long senior capstone experience, 18 students in the Management capstone course, Business Consulting, put management theory and concepts into practice as they engaged in consulting assignments for three local non-profit organizations. Dr. Greg Delemeester, chair of the Department of Business & Economics, thanks the leaders of these organizations for working with the students:

- Karissa Reynolds at the Humane Society of the Ohio Valley
- Reed Byers with the Parkersburg Jaycees
- Shelene Shrewsbury of the Consumer Credit Counseling Services of the Mid-Ohio Valley

For all three clients, students' consulting work generally focused on marketing plans for various fundraising events and organizational awareness.

Professor Grace Johnson guided the student teams through these consulting projects. "All of the teams exhibited professional interactions with their clients, and in the end, capably fulfilled their responsibilities to these clients," she says. "I am very proud and satisfied with their efforts. As soon-to-be graduates, the consulting



Marketing and Marietta Main Street

Marketing Capstone students spent the semester working with Marietta Main Street Street, a local nonprofit charitable organization focused on community & economic development on a foundation of historic preservation. The students divided the consulting efforts into three teams: Social Media, Advertising, and Sales. The social media team worked to update information and photos across platforms. The Marietta Main Street website was organized and business info and photos updated by the advertising team. The sales team met with local businesses to explain the benefits of membership and made a sale, bringing a check back to the Executive



Director. Capstone students also participated in two other Main Street events throughout the semester by creating an "MC Peep" sculpture for the First Fridays Peep Show, as well as volunteering with the group's [Clean Sweep](#) event.

Accounting Senior Research

Five senior Accounting majors undertook their semester-long capstone research projects in Spring 2022. They included:

- Isaac Butts – "Risks and Benefits of Offshoring Accounting Operations"
- Daisy Cowdery – "Remote Auditing: Do the Risks Outweigh the Potential Benefits?"
- Danyel Dimmerling – "Auditors and Professional Skepticism"
- Logan Isner – "GAAP Interpretation: Accounting for Crypto Assets"
- R. Michael West – "COVID Relief for Small Businesses and Fraud"

Students were required to communicate their research through short oral presentations and formal written reports. Junior Accounting majors were invited to the presentations to get a sense of the expectations to which they will be held next year in the capstone seminar.

Summer Internships

As the term comes to an end and students scatter back to their hometowns or onto their next adventure, some students will spend the summer fulfilling internship hours and gaining practical experience. Each semester Business & Economics students work with the Career Center and the Internship Coordinator to secure themselves internships. The list of organizations B&E students will be interning with this summer continues to grow. If you or your organization are interested in having B&E students intern in the future, reach out to [Rick Smith](#).

Faculty Activities

During March 23-25, 2022, **Professor Grace Johnson** presented two papers and led one panel at the 53rd annual Midwest Business Administration Association – International conference. About a dozen academic associations are part of the MBAA-I group; Johnson presented at the North American Accounting Society as well as the Academy of Business, Society, and Government.

At the North American Accounting Society, she led the panel discussion and workshop “Preparing for the CPA Evolution Model Curriculum: Four Views” with co-panelists Essam Elshafie (Northeastern Illinois University), Adrian Mayse (Howard University), and Bob Russ (Northern Kentucky University). Panelists described the ways their institutions are responding to the CPA Evolution initiative and CPA Evolution Model Curriculum changes. Also at the NAAS section, Johnson delivered her research paper, “The CPA Evolution Initiative: Initial Reactions of Undergraduate Accounting Faculty”. Her work reviewed the factors shaping the call for a new format and structure of the Uniform CPA Examination, described the format for the new examination, presented the results of a faculty survey on the format, and explored a series of unintended consequences of the new examination format.

For the Business, Society, and Government group, Johnson presented her research paper “Qufu to Yorkshire: The Business Relevance of 2,500 Years of Virtue Ethics”. She developed the assignment while on her most recent sabbatical leave. The paper explains why she created the assignment, the process of choosing materials and writing the assignment, the experience of using the assignment over the last four years, and an evaluation of its effectiveness. Her assignment requires students to study and analyze historical figures (Confucius and Zhu Xi) and the fictional characters of Downton Abbey in their effort to apply virtue ethics. Johnson says, “whether students will start their work careers in government, non-profit organizations, or the corporate world, they come to realize that some virtues are timeless and locationless; this is the goal of the assignment.”

At the annual meeting of the members of the North American Accounting Society, Johnson was elected to serve on the organization’s Board of Directors.

Professor Grace Johnson’s Tableau-based data analytics assignment for junior accounting majors was awarded Honorable Mention in the short case category by the Association of International Certified Public Accountants (AICPA). She presented her assignment in a live [webinar](#) on January 28, 2022, at the AICPA’s monthly Faculty Hour (registration required to view).



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