

# The **B&E REVIEW**

## Internship Showcase Features Over 40 Internship Experiences

Over 40 students shared their internship experiences with faculty, fellow students, and internship supervisors at the Business & Economics Internship Showcase, held on November 4. The student presenters either had completed an internship over the summer or were wrapping up fall internships. A trade show atmosphere that gave the student interns the opportunity to individually discuss their internship experience was followed up with a panel discussion examining students' experiences. The interns represented eight (Accounting, Economics, Finance, Land & Energy Management, Marketing, Management, Sport Management, Supply Chain Management) of the department's eleven different majors. In addition to meeting graduation requirements for many of the department's programs, an internship can also fulfill the college's experiential learning requirement. If you are interested in learning more about internship requirements, opportunities, or providing an internship for a Marietta student, reach out to Professor Rick Smith.



## Peoples Bank Donates \$1 million



On November 2, Chuck Sulerzyski, President and Chief Executive Officer for Peoples Bancorp Inc. and Peoples Bank, presented Marietta College with a pledge of \$1 million. The gift is to enhance the merger between the Department of Business & Economics and the McDonough Center for Leadership and Business. The merger between the two campus departments was

announced on September 27 and aims to enhance student preparation to succeed in both the for-profit and non-profit business environment. A search is currently underway for a Dean of the newly merged Center. The gift is also a part of the \$100 million *This is the Time* comprehensive campaign.

## Marketing PSA Earns Recognition



Six teams from the Marketing 388, Global Marketing, class participated in a public service announcement (PSA) contest held by the Mid-Ohio Valley Climate Action Organization. The students created and submitted 25-second videos focused on the theme “Climate Change: Change the Future.” Teams from Marietta College won both first place and runner-up and were awarded with cash prizes of \$300 and \$150 respectively. The team taking first

place consisted of Anna Callow, Garrett French, Justin Reynolds, and Alexis Scadden. The runner up team included Elijah Balek, Sydney Huffman, Chelsea Luciano, Austin Meese, Keita Saito, Cleveland Wilder, and Carsey Wilder.

## Marketing Guest Speaker

Many thanks to Emily Martin, Marketing Manager at Dimex Corp, for speaking with all three sections of Visiting Professor Nicole Byrd’s Marketing 201, Principles of Marketing, this past semester.

## 2021 Accounting Graduates Achieve 100% Career Placement

All five Accounting or Public Accounting graduates secured fulltime employment prior to Commencement. Kate Dreas and Gage Herb (May 2021) and Eric DeLong, Evan Scott, and Alyssa Shawger (December 2021) are all employed by organizations that span the Big Four, large national firms, and smaller local firms. “We are delighted for them and celebrate their successes in a competitive job market,” says Professor Grace Johnson, lead instructor for Marietta’s two accounting programs. Congratulations!

## Accounting Meet & Greet

The Accounting Meet & Greet program offers students an opportunity to hear from and talk with accounting professionals across corporate accounting, public accounting, and government-and-non-profit accounting worlds. The informal, conversational style of each Meet & Greet is conducive for students to practice and develop business communication skills and make meaningful connections with accounting professionals. During the fall semester four Meet & Greet programs were held in a combination of

virtual and in-person formats. Many thanks to the professionals for their service as guest speakers.

- Mitchell Davidson, senior vice president – AlixPartners, Las Vegas, Nevada
- Vincent Joseph, recruitment manager – Ohio Auditor of State, Columbus
- All the accounting alumni who attended the Homecoming Accounting Meet & Greet
- Jason Collier, principal – Plante Moran, Cleveland, Ohio

## Alumni Support in Intermediate Accounting I

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

- Brittany Kidd Alexander, assurance manager – Plante Moran, Cincinnati, Ohio
- Michael Piatt, assistant controller – American Electric Power, Columbus, Ohio
- Rachel Worthington Burnham, owner – Rockstar Wellness, Marietta, Ohio
- Jeremiah Kuhn, partner – Hall Financial Advisors, Marietta, Ohio

These alumni evaluated students’ LinkedIn pages, voice-mail messages, and in-person accounting conversation skills.



## Economic Roundtable of the Ohio Valley

The Economic Roundtable kicked off this year's speaker series with **Dr. Heidi Neck**, Jeffry A. Timmons Professor of Entrepreneurial Studies at Babson College. Dr. Neck also serves as the Academic Director of the Babson Academy, a dedicated unit within Babson that inspires change in the way universities teach entrepreneurship and build entrepreneurship education ecosystems. The event was co-sponsored with the annual Mid-Ohio Valley Entrepreneurship Expo.



On October 6, **Dr. Anna Harvey**, President of the Social Science Research Council; Professor of Politics, Affiliated Professor of Data Science and Law, and Director of the Public Safety Lab at New York University; and Co-Director of the Criminal Justice Expert Panel, spoke on Criminal Justice Reform. The Public Safety Lab works to support more effective and equitable criminal justice practices.



The Economic Roundtable hosted **Dr. Eli Dourado**, Senior Research Fellow at the Center for Growth and Opportunity at Utah State University, at a Leadership Q&A on November 2. Dr. Dourado's research focuses on identifying and eliminating the barriers to the hard technology innovations needed to drive large increases in economic growth. He has worked on a wide range of technology policy issues, including aviation, space, geothermal energy, and cryptocurrency.



## Economics Capstones



Left to Right: Alex Page, Fangwei Xu, Dr. Bizuayehu Bedane, Tyler Warner, and Trent Anthony

On December 1, economics students presented their capstone research. As the instructor for the class, Dr. Bizuayehu Bedane guided the students as they researched and prepared to present their findings. Presenters and topics were::

- Trent Anthony: How Does Unrest Influence Consumer Spending?
- Fangwei Xu: The Impact of Husband's Income on Female Labor Force Participation in the U.S.
- Tyler Warner: Effect of Poverty and Food Insecurity on Obesity.
- Jeffrey Page: Does the Economic Benefit of Legalizing Marijuana for Recreational Use Outweigh the Costs?

## MOVEE at Marietta College

The Riverside Credit Union Mid-Ohio Valley Entrepreneurship Expo (MOVEE) returned to a one day, in-person event. Held on September 23, the event kicked off with speaker Dr. Heidi Neck, Professor of Entrepreneurial Studies at Babson College (see Economic Roundtable speakers for additional bio). Addressing attendees in the Dyson Baudo Recreation Center, Dr. Neck's keynote was entitled, *Entrepreneurial Energy: What it feels like to think and act entrepreneurially and all the things you can do with that!*

Participants could choose one of five tracks, each consisting of three sessions: Growth and Expansion, Management and Strategy, Stand Out & Speak Up, Social Entrepreneurship & Non-Profits, or Law & Order.

The Expo closed out with a Business After Hours & Networking event in collaboration with the Belpre Area Chamber of Commerce, Chamber of Commerce of the Mid-Ohio Valley, and the Marietta Area Chamber of Commerce. During the Business After Hours, Sarah Arnold of CLUTCH MOV presented the 2021 Award for Entrepreneur of the Year to Zak Huffman of The Cocktail Bar. The finalists included; Dean Ponchak - Old Bridge Brewing Co., Sebastian Cruells -740 Social, Zak Huffman - The Cocktail Bar, Eric and Kayla Gibson



## Visiting Entrepreneur-In-Residence

Jeremy Turner, Founder and Managing Director of EPIC Mission is serving as this year's Executive Entrepreneur-in-Residence. His Huntington, West Virginia-based coaching and consulting firm aims to help build and restore thriving, resilient, hope-filled communities across Appalachia and beyond by providing strategy, sustainable innovation, and capacity building services to community change agents across the United States.



In addition to his work with EPIC Mission, Jeremy is an entrepreneurship instructor in the Brad D. Smith Undergraduate School of Business within the Lewis College of Business at Marshall University and has served as a Business Coach for the West Virginia Governor's School of Entrepreneurship. Jeremy is the Co-Founder of Huntington's first coworking space, CoWorks, and Jewel City Jumpstart, a 12-week program where entrepreneurship students at Marshall design and launch new ventures and pitch to local investors for funding to fuel their passion. His personal mantra is to serve others and those who serve others, and he looks forward to learning how he and EPIC may be of service to Marietta College

The Visiting Entrepreneur-in-Residence in program allows for entrepreneurs to spend an extended period of time on campus interacting with students, faculty, mentors, the advisory board members, and the community members. During Mr. Turner's visit to campus in the fall, he was a guest lecturer in entrepreneurship classes, met and advised students, and evaluated programming. We are looking forward to his return to campus in the spring.



## PioBiz Competition



Allison Barnes/Art on the Move

Allison Barnes '24 took First Place in this year's Pio Pitch competition and won an award of \$6,000 toward her business idea. She pitched her business concept, "Art on the Move." Her concept is to help individuals develop artistic skills and connect artists with buyers.

Second Place, and \$3000, was awarded to the BTP Environmental team consisting of Caleb Bradford '22, Orv Taylor '22, and Jacob Parsil '22, with a business plan to plug and remediate orphan wells in Southeast Ohio. Third place, \$1000, went

to Haylee Mott '23 for Mott's CrossFit.

PioBiz is a three-round business start-up competition with a final award of up to \$10,000 open to all Marietta College Students and their partners. Rounds 1 and 2 were held in the spring of 2021.

Thank you to our Final Round judges:

- Bret Allphin '01, Director of Community Development, Sixmo Architects + Engineers
- Michael Fleak, Vice President for Business Development, Williamstown Bank
- Wendy Keenan Myers '92 (Head Judge), Founder and Owner of Mitcham Group Apartments and Superior Rent-to-Own
- Mike Williams, President/Owner at iTech/Advance Alarm Tech



Jacob Parsil, Caleb Bradford, & Orv Taylor/BTP Environmental



Haylee Mott/Mott's CrossFit

## Entrepreneurial Mindset

Dr. Jacqueline Khorassani, Director of Entrepreneurship Program, would like to thank all those that guest spoke in the Entrepreneurship 101, Entrepreneurial Mindset, classes.

- Angie Stocklin, Co-Founder at One Click, Mentor, and Investor
- Milt Haynes '97, Commercial Credit Officer at Riverview Credit Union & Entrepreneur
- Kristin Meeks '04, Owner of WV Social Media Consultants
- Suzanne Schultz, Owner at Canvas Fine Arts
- Nathaniel Berger, Director at LIGHTS Regional Innovation
- Nikki Butler '99, Artist and Founder, Nikki Butler Design
- Barb Close, Community President/Branch Manager, Huntington National Bank

## Faculty Activities

Congratulations to **Dr. James Karan** who with the completion and acceptance of his dissertation has earned a Doctorate in Business Administration with a focus in accounting from George Fox University. Dr. Karan's dissertation was entitled, "Ethical Attitudes of Accounting Faculty and Public Accountants."

**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). In a nationwide competition open to accounting faculty teaching undergraduate and graduate courses, four prizes were awarded: first prize and honorable mention each in short-case and long-case categories.

Her "Superstore Memo" assignment uses the Sample-Superstore dataset available with Tableau academic licenses. Students communicate their observations from visualizations and formulate questions for Superstore's director of sales and marketing. Students role-play a member of the financial analysis team at the fictitious retailer Superstore, and communicate their observations and questions through a memo. Objectives of the assignment include identifying matters of interest, framing inquiries using language appropriate to a senior member of the Superstore leadership team, and writing professional memos.

"What a surprise and honor it is to be selected by the judges at the AICPA," Johnson stated when she found out she received the award. "There are so many creative and talented faculty teaching accounting at colleges and universities around the nation. My assignment is but a small one developed to aid our accounting majors' fundamental understanding of data analytics."

Johnson, along with the other three award winners, will present their assignments at the AICPA's monthly Faculty Hours webinars in January and February 2022.

As a member of the Recruiting & Opportunity Committee of the West Virginia Society of CPAs, **Professor Johnson** took part in two online seminars for West Virginia college students. The first, in September 2021, had Johnson role-playing a student interviewing for a fulltime position. But this was no ordinary interview; she portrayed the underprepared, unprofessional student lacking self-awareness. The second seminar, in October 2021, had Johnson taking a more typical role: faculty presenter. She spoke with students about the upcoming initiative to alter the format of the Uniform CPA Examination and resulting changes in undergraduate accounting education. Her presentation, "The CPA Evolution Model Curriculum's Impact on Undergraduate Accounting Programs", included excerpts from her research recently completed on the subject.



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