

## THE B&E REVIEW

### Marietta Hosts Professor Shi from China

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**Dr. Yadong (Nicole) Shi**, Associate Professor of Economics at the University of International Relations in Beijing, China, joined the B&E department last February to teach a course on Game Theory. This course introduced students to basic concepts and models in game theory such as Nash equilibrium, prisoners' dilemma, sequential games, and games with asymmetric information.

This was Dr. Shi's first time in the United States. She admits that at first she was concerned



that she may not be able to adjust to the new environment. "However, thanks to friends, colleagues and students, it did not take me long to start enjoying my life in

Marietta," Dr. Shi says. While in Marietta, Dr. Shi also had a chance to visit classes and participate in faculty forums. She says "I will definitely modify my teaching pedagogy based on what I have learned at Marietta College. Specifically, I would like to design classroom exercises that enhance the quality and quantity of student participation."

The B&E department appreciated Dr. Shi's contributions toward our curriculum and looks forward to her next visit.

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### Department Welcomes New Accounting Professor

We are pleased to announce that in Fall 2017, **James Karan** will join the Department as an Assistant Professor of Accounting. Professor Karan holds a bachelor's degree in finance along with a master's degree in accounting from Florida State University.

Karan has an extensive background in the accounting field and has



spent several years teaching various courses. Some of these courses

are: Managerial Accounting, Intermediate Accounting II & III, Tax, and Audit. Karan plans to further his education and receive a doctorate in business administration while teaching at Marietta. We welcome Professor Karan to the B&E Department at Marietta College.

Karan feels ready and excited about his new position.

## The 2017 PioBiz Competition Winners: Maciag & Klopfenstein



This year's PioBiz competition produced two winners: **Nathaniel Maciag '18** and **Ashley Klopfenstein '20**.

Maciag is from Marietta, Ohio.

He is planning to graduate in Spring 2018 with dual majors in English and Theater. He was awarded up to \$7,500 in cash and in-kind services to open a bakery in downtown Marietta. The bakery, Slice of Life, will primarily produce cookies, cupcakes, cake pops, and specialty cakes. Maciag plans to open the bakery with his sister, Rebecca Hall, who is currently employed by a bakery in Georgia.

Klopfenstein, from Cicero, Indiana, is planning to graduate in 2020 with dual majors in finance and public accounting and a minor in leadership. Klopfenstein was awarded up to \$2,500 to start a business that connects local businesses with high school students looking to utilize their expertise in social media, web



Maciag and Klopfenstein with President Ruud.

design, and web maintenance for a paid internship. Klopfenstein says the inspiration for creating her business, Prime Resources, was the lack of job opportunities for high school students. "Many high school students are able to help businesses with a variety of tasks including their digital marketing needs," Ashley says, "but businesses tend to overlook high school students when they are looking for help."

This year the panel of PioBiz judges consisted of Faith Knutsen, Bryan Waller and Judy Ruud. Knutsen is the Associate Director of Operations of TechGROWTH Ohio at Ohio University's Voinovich School of Leadership and Public Affairs, Waller is the owner of JaniSource, and Ruud is an adjunct professor of Media Law and Ethics at Marietta College.

## Land & Energy Management Students Visit NAPE

On February 15-16, **Dr. Delemeester and Prof. Thomas** accompanied eight Land & Energy Management students and two Petroleum Engineering students to the 2017 American Association of Professional Landmen's (AAPL) North American Prospector Expo (NAPE) in Houston, Texas. Marietta College, the most recently AAPL accredited land management program, had a booth at

NAPE that was staffed by students who informed the industry participants about the activities of the MC Land & Energy Management program while learning how to network. The day before the exhibit opened, the group had two private information sessions with MC alums: Jason Rebrook and Matt Wurtzbacher. Rebrook, President of Hilcorp, hosted an information session at Hilcorp headquarters.

Wurtzbacher, President and COO at Caerus Energy, had a roundtable discussion with students.



## Annual Tau Pi Phi and Peoples Bank Case Study Competitions



From left to right Finck, Tice, and Walker.

During the Spring semester two teams of B&E students competed against students from other Ohio, West Virginia and Pennsylvania colleges in two case study competitions. The members of the first team were **Brianna Finck '17, Aaron Tice '17, and Taylor Walker '17**. This team participated in the Peoples Bank Case Study competition that was held on the campus of Marietta College in early Feb-

ruary. The case was distributed to 16 competing teams in November 2016. During the three month time span prior to the day of competition, teams analyzed the case, formulated recommendations, and prepared presentations. This year, unfortunately, the Marietta College team did not move to the final round. "I was disappointed in

the results as I felt our team did some really great things, but I gained a lot of valuable knowledge and it was a good experience to have regardless of the outcome," said Finck.

During the last weekend in March, seniors **Jill Altenburger, Aaron Tice, and Taylor Walker** traveled to Pittsburgh to compete in the Tau Pi Phi case study competi-

tion. On Friday, the team had four hours to read a Harvard Business Review case, create recommendations, and prepare for a presentation in front of three judges. On Saturday the team received another Harvard Business Review article to read and this time met for 20 minutes with judges for a Q&A session. Out of 8 colleges, Marietta went home with the second place title. Both case study teams were advised by Dr. John Fazio.



From left to right Altenburger, Taylor, and Tice.

## PioPitch Wraps up 2017 Presentations



On February 2<sup>nd</sup>, Marietta's own **Courtney Knoch**, owner of *Silver Linings*, came to receive feedback on converting her Front Street location into a mobile traveling bus. Following Courtney

was **Michael Bond**, creator of the app, *Spoken*.

On March 2<sup>nd</sup>, PioPitch brought in the owners of *Stacy Family Farm*, **Bill and Janet Stacy**. **Aaron Dillon and Jon Hinson**, the recipients of the 2016 PioBiz award, also participated in this session. Their presentation focused on the progress that their winning busi-

ness, *Thunder Resources*, had made in less than one year.

On April 27, several **middle- and high-school students** presented their entrepreneurial ideas in the first ever Junior PioPitch

PioPitch plans to return in the fall of 2017.





## Entrepreneurship Minor Update

MC alumni contributed significantly to the inaugural class of Entrepreneurship 301 in the Spring 2017 semester. As part of this class, students were required to complete a comprehensive business plan for an actual business they might like to start. Several alumni con-

tributed by mentoring individuals or teams of students, meeting with them several times throughout the semester. Others traveled to campus to conduct workshops. The B&E Department would like to offer a huge THANK YOU to all those who participated in some way, including: **David Alexander, Pamela Lankford, Dean Maple, Kristin Meeks, Wendy Myers,**



**Rocky Peck (pictured above), and Tina Thomas.** Alumni interested in participating in future sessions of the Entrepreneurship 301 course are encouraged to contact Professor Julie Harding at [jch005@marietta.edu](mailto:jch005@marietta.edu).

## Congratulations!



We congratulate **Alec Shook** (majoring in Land & Energy Management), the 2017 recipient of the AAPL scholarship. This year, there were over

1100 students nationwide eligible for the scholarship and AAPL awarded fewer than 36 scholarships.



We are also proud of **Amanda N. Davis**

(majoring in Economics), recipient of the 2017 Robert Evans Internship Award.

The Robert Evans Internship Endowment awards \$5,000 to one qualified student who participates in a summer internship at a for-profit organization.



Also, Congratulations to **Brett Burns**, MC Class of 2015, for passing the Accounting CPA exam." Brett is currently employed by Perry & Associates, CPAs, A.C.

## Congratulations to Other B&E Awards Recipients:

Jules Bourmorck and Julia Staats Memorial Scholarship—Anna K. Hall  
 The Lewis-Riggs Business & Economics Scholarship—Kexin Shao  
 Douglas C. Greene Scholarship—Molly Dunlap  
 Jack E. Prince Scholarship Fund—Matthew Johnson and Emily Vigue  
 William M. Summers Memorial Scholarship Fund—Hunter Gallagher  
 Bert T. Glaze Scholarship Fund—Stephen True and Dillon Young  
 Wen-Yu Cheng Scholarship Fund—Levito Wulur  
 Edward H. Osborne Scholarship Fund—Lindsey Arnold and Taryn Hicks  
 Bob Duggan '59 Distinguished Scholarship—Adrian Speed  
 The Ford Rinard Memorial Scholarship Fund—Connor Golden and Alec Shook  
 Economics Capstone Award—Amanda Davis  
 Management Capstone Award—Taylor Walker  
 Tau Phi Award—Matthew Bush  
 Bert T. Glaze Business Institute Award—Annie Kubala, Emily Gummere, Sao Shen, & Taylor Walker

## Department Host Speakers

The Economic Roundtable hosted speaker **Jenn Klein**, President of Ohio Chemistry Technology Council on February 13. The title of Klein's talk was "Chemistry: The Science Behind Ohio's Economic Success."

On April 17th **Dr. Robert**

**Litan**, Adjunct Senior Fellow at the Council on Foreign Relations, delivered the 33rd Annual Milton Friedman Lecture on "Economists are More Useful than You Think."

Also, two Accounting Meet and Greets were

held in Spring 2017. The first session was held on February 15 with **Rebecca Hixen**, Senior Manager, Student & Young Professional Engagement for the Ohio Society of CPAs, and **Jeff Welch**, Senior Vice President, Settlers Bank (and member of the WV Society of

CPAs).

The second session was held on April 19th with **Emilie Burnside**, Regional manager for Becker Professional Education.

## Job Shadowing Experiences Provide Opportunity for Students to see Sports from a Different Angle

The void between academic material taught in the classroom and a student's first job is filled by doing an internship: it's a good balance between doing hands-on work while applying the things they learned in class. But there's another void that needed filling: the space between classroom material and internship. Job shadowing has provided that. In Spring 2017, several students majoring in sports management had the opportunity to attend sporting events and learn the "behind the scenes" aspect. This attractive opportunity also appealed to one finance major and one marketing major.

The experiences were priceless. One student touched the famous "Play Like A Champion Today" sign at Notre Dame and watched

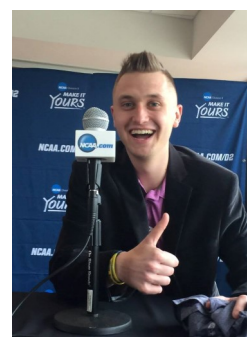
some of the football game from the sidelines and the press box; that followed a previous day's agenda that included a basketball game, hockey game, football pep rally, and meeting with administrators from Notre Dame and Virginia Tech.

Four students went to the West Virginia vs. Baylor football game and received a tour of the facilities, helped with the pre-game entrance, assisted with the in-game lottery tickets giveaway, and then toured the press box and talked with members of their staff.

Other job shadowing experiences included a behind-the-scenes experience with the Columbus Blue Jackets, a West Virginia Mountaineers basketball

game, an experience with the Pittsburgh Steelers guest services and corporate relations staff, and ticketing at the University of Akron.

Perhaps the experience that **Professor Rick Smith** was most excited about was the opportunity to work with the Columbus Sports Commission (CSC) and the NCAA Championships. Last March, four students and Professor Smith worked with the CSC for the Division II Women's Elite Eight basketball tournament which laid the groundwork for a larger volunteer base helping at next year's Final Four basketball tournament hosted in Columbus. Our goal next year is to retain the current job shadow experiences we have and create new ones. Some of the offers we had last year that didn't work out include ex-



Brett Mattson at NCAA Elite 8

periences at East Carolina University, Temple, and collegiate licensing at a few area colleges (branding, merchandising, etc.).

These experiences were provided by the generous support of on-campus resources, but the College unfortunately cannot sustain the growth and popularity of the job shadowing experiences in perpetuity. We are currently examining funding models and seeking an underwriter (or a few) to fund the job shadowing experiences for the students.

## Faculty Activities

### Founders Day Awards

On February 16, 2017, Marietta College celebrated the 182<sup>nd</sup> anniversary of its founding. During the Founders Day ceremony, Marietta College recognized faculty, staff and community members with a variety of honors and awards. The Business & Economics Department was fortunate enough to have two members of its faculty honored with awards.



The Research Award was presented to **Professor Grace Johnson, McCoy Professor of Accounting.**



The Highest teaching award voted on by Marietta College faculty is The Edward G. Harness Outstanding Educator

Award. This year it was presented to three professors Dr. David Brown, Professor of Biology and Environmental Science, Andy Felt, Associate Professor of Theatre, and **Julie Harding, Assistant Professor of Marketing.**

### Promotion



Congratulations are also in order for **Dr. Duong Le**, on her promotion to Associate Professor of Finance.

### Student/Faculty Research



On March 22-24, two of **Dr. John Fazio's** students presented papers at the MBAA International Conference in Chicago. **Aaron Dillion's** paper was entitled "Evaluation of the Effectiveness and Methodology of Strategic Alliances and Collaborative

Partnership within Energy and Energy-Related Companies."

**Ashley Klopfenstein's** joint paper (with Dr. Fazio) was entitled "Animal Spirits and the Groundhog Effect: Assessing the Impact upon Stock Prices." Dr. Fazio also presented his own work entitled "Situational Followership: Extending Fiedler's Contingency Theory and the Situational Leadership Model" at the same conference.

Congratulations to Dr. Fazio and his students.

### Meet the New Chair



Congratulations to **Dr. Greg Delemeester** for becoming the new Chair of the Business & Economics Department starting in the 2017-2018 academic year.

**We're on the Web!**  
<http://www.marietta.edu/business-economics-department>

### Save the Dates:

**Mid-Ohio Valley Entrepreneurship Expo—September 29**  
**B&E Department Honorary Advisory Council Meeting—October 20**

