

# The B&E REVIEW



## Students Honored via Zoom

From across the region, around the state, and stretching across the country, Business & Economics Department students were inducted into the department's two honorary societies and endowed scholarships recipients were recognized in a ceremony via Zoom on April 16. In a first for the department, students, their invited guests, and faculty gathered around computers to spotlight the achievement of these eighteen students. Three students were inducted into Omicron Delta Epsilon, the international honor society for economics, and nine students into Tau Pi Phi, a business honorary society. Eleven students were honored with endowed scholarships. For more information about the students honored see page 5.

### Student Accepts Prestigious Internship

Elizabeth Nedved '20, a strategic communications major and a sport management minor, has accepted an internship with the National Association of Collegiate Directors of Athletics (NACDA) located in Cleveland, Ohio. Only four interns are selected each year from a very competitive candidate pool. Elizabeth will start her internship with NACDA in August. She will work directly with college athletics administrators all across the country, from schools of all sizes on a daily basis. The internship culminates with NACDA's convention in June 2021.

### 100% Placement Rate for Accounting

Graduating seniors in Marietta College's accounting and public accounting programs have reached 100% placement prior to Commencement. This feat has not been achieved since 2016. Of the seven graduates, one is heading to graduate school, four have accepted positions in public accounting, and two will be working in industry. The majority of them gained valuable work experience through accounting internships during their junior and senior years.

## Accounting Students Experience State-of-the-Art Manufacturing; Tackle IT Resiliency

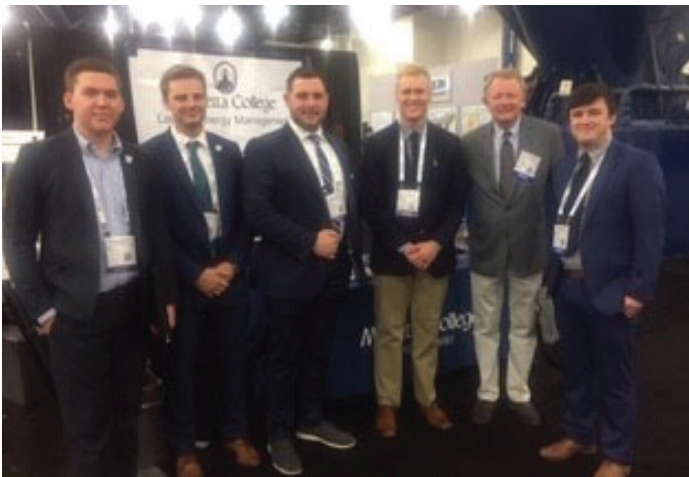
**S**tudents in ACCT 320 (Accounting Information Systems) worked on two experiential learning assignments in the second half of the Spring 2020 semester.

On March 5, 2020, they toured the Hino Motors Manufacturing facility in Mineral Wells, West Virginia. In addition to the plant tour, students met with inventory control and human resources leaders as part of this experiential learning event. After their site visit, students prepared memos that outlined the facility's internal control strengths, identified areas of weak controls, and suggested steps to mitigate the weaknesses. The memos were presented to the HMM leaders who met with the students.



With the COVID-19 pandemic as the backdrop for their second assignment, students wrote memos to Marietta College's CIO, Aaron Cowdery, recommending ways to increase the resiliency of the College's information technology infrastructure in the event a physical disaster shuts down its systems.

## Marietta College at NAPE Summit 2020



**T**his past February students from the Land & Energy Management program attended the NAPE Summit in Houston, Texas. Held annually, NAPE Summit Week is a networking event that provides a marketplace for the buying, selling, and trading of oil and gas prospects. It is the largest and most successful event of its kind in the world. In addition to networking themselves, while in Houston students had the opportunity to run Marietta College's booth in the exhibit hall and meet with recruiters from Halliburton.

## Alumni Speak with Capstone Students

**E**ven before the COVID-19 pandemic moved all classes online, students in the accounting capstone seminar were using Zoom to interact with accounting alumni across the country. On February 24, 2020, Melissa Clawson, director of internal audit, The Wendy's Company, and Emily Kochevar, internal controls analyst, Dana Incorporated, connected with students to talk about the role internal audit plays in large corporations. On March 6, 2020, alumni Caleb Hester (Columbus, Ohio) and Stephen True (Tyson's Corner, Virginia) of PwC engaged students in a conversation about how data analytics and artificial intelligence is changing the work undertaken by public accountants.



## Economic Roundtable of the Ohio Valley



Rounding out this year's Economic Roundtable speakers series were Allison Schrager and Oren Cass.

Dr. Schrager, economist, journalist, and co-founder of Lifecycle Finance Partners, visited on February 3, 2020 to deliver the 36th Annual Milton Friedman Lecture. Her topic was "Managing risk in an uncertain economy: What we can learn from surfers, studs and sex workers."

On March 3, Oren Cass, author and Executive Director of American Compass, spoke to a group of students, faculty, and community members on topics from his most recent book, "The Once and Future Worker: A Vision for the Renewal of Work in America."

The final speaker of the year, Dr. Gordon Gee, President of West Virginia University, had to cancel due to the COVID-19 pandemic.

## Marketing Students Present Projects

Students from the Marketing capstone course presented their projects (carried through from the fall semester Marketing Research class) to the Marietta Country Club. Four groups of three students each presented their recommendations for a comprehensive marketing plan via Zoom to the Marietta Country Club Board of Directors on Tuesday, April 21. Students were located throughout Ohio, Pennsylvania and even Texas during the presentation. The improvised presentation plan, due to Covid-19 precautions, proved an excellent opportunity for the students to practice their remote presentation skills.

## Lunch & Learn Brings Interest in Supply Chain Management Program

In January students gathered for lunch and an opportunity to learn about supply chain management from industry professionals. Students and faculty met with Bobb Kornmiller, Director of Operations, Profusion Industries, and Troy Nesselrode, Director of Procurement Quality and Supply Development, Airbus America for an open Q&A session.

# Entrepreneurship

**D**r. Jacqueline Khorassani, Director of the Entrepreneurship Program, traveled to Massachusetts in January to participate in a week-long symposium for Entrepreneurship Educators at Babson College.

During the Spring semester, the Entrepreneurship Advisory Board met twice, on January 28 and April 21. Information about current members of the Board, can be found at, [marietta.edu/entrepreneurship-advisory-board](http://marietta.edu/entrepreneurship-advisory-board). If you are interested in joining the group, email [entr@marietta.edu](mailto:entr@marietta.edu).



## PioBiz Competition

**E**ight ideas were presented in Round 2 of the PioBiz Competition (Proof of Concept). Students had five minutes to prove the feasibility of their idea. Following their presentation, each team was given five minutes to respond to the judges' questions. The judges assigned a score of 0-5 to each project in four categories: Worthiness of Problem/Solution, Feasibility of the Project, Quality of Presentation, and Quality of Q&A. The top five business ideas were then determined by a combination of the judges' scores and votes received from the members of the audience.

Thank you to the competition judges:

- Michael Bond, Founder of Spoken
- Wendy Myers, Founder and Owner, Mitcham Group Apartments and Superior Rent-to-Own
- Chris Pfeiffer, Founder and President, Sourdough LLC
- Tres Ross, Executive Director, The Ross Foundation

Congratulations to the top five winners:

- First Place: Leah Seaman (Communication and Studio Art, Junior) "Artsy Apparel", \$230.
- Tied for the Second Place: William Bates (Petroleum Engineering, Senior), Dustin Hale (Petroleum Engineering), Alex Petrovski (Petroleum Engineer), and Seth Legraen (Petroleum Engineering), "Deep Analytical Well Services (DAWS)", \$200.
- Tied for the Second Place: Chloe Burianek (Strategic Communications and Graphic Design, Freshman), "Rolling Scotty Photo Services", \$200.
- Fourth Place: Karson Snyder (Finance, Junior), "Hidden Talents", \$170.
- Fifth Place: Nathan Hanning (Management, Junior), "Plywood Floor Company", \$150.



Round 3 of the PioBiz Competition (Business Plan) which was scheduled for Thursday, April 16, 2020 was postponed to September 24, 2020. In this round of the competition, up to \$10,000 will be allocated among the top three plans.



## Entrepreneur-in-Residence

The second Visiting Entrepreneur-in-Residence, Angie Stocklin (pictured left) was on campus February 25-28. Angie is the co-founder and former Chief Operating Officer for One Click Internet Ventures. One Click is an ecommerce eyewear company that she helped grow into a \$20 million a year revenue venture. The company was sold to FGX International in 2018. While on campus, Stocklin appeared as a guest lecturer in 18 classes, participated in the PioBiz business plan workshop and assisted students with their projects on an individual basis.

## PioPitch

On Thursday January 23, 2020, members of the Mid-Ohio Valley community participated in the PioPitch program. The theme of the program was “Social Profit”. The presenters were William Reynolds and Jann Adams from the Washington County Historical Society and Bea Corra from the Mid-Ohio Valley Multicultural Festival. The March 19, 2020 program, focusing on “Energy & Life”, was postponed to Fall 2020. For more information on PioPitch, visit [marietta.edu/piopitch](http://marietta.edu/piopitch).



## Junior PioBiz

Open to all high school students in the Mid-Ohio Valley, the Junior PioBiz competition is co-sponsored by the Marietta Community Foundation and Marietta College, with a final award of up to \$200 in cash and three free Marietta College courses. On February 21, twenty students from Belpre High School and Veritas Classical Academy in Marietta, Ohio presented nine business ideas in Round 1 of the competition at the Gathering Place on the campus of Marietta College. Competing teams presented posters featuring their identified problem and the product or service that solved the issue. The team members discussed their solutions and answered questions with judges and other members of the community. The members of the audience were also able to vote in this competition by investing their 1,000 PioBiz dollars in their favorite projects.

Thank you to the competition judges:

- Michael Fleak, Mid-Ohio Valley Division President, Premier Bank
- Dr. Craig Howald, Associate Professor of Physics, Marietta College
- Hannah McKain, Marietta College Class of 2023, Business and Graphic Design Major
- Dr. Cheongmi Shim, Assistant Professor of Communication, Marietta College

Congratulations to the top six winners:

- Walker Feick, Cody Daugherty, Brady Clem, Ethan Coyner, and Enrique Sobrino from Belpre High School for “Belpre Recreation Center”
- George Carter, Gavin McCartney, Courtney Copeland, Halee Williams, and Brylee Vanmeter from Belpre High School for “Snack Shack Gives Back”
- Hannah Lovejoy, Dallas Bolen, and Sara Ellem from Veritas Classical Academy for “Fold-A-Pot”
- Aidan Nayak and Andrew Smith from Veritas Classical Academy for “Kings of Comedy”
- Sara McElroy from Veritas Classical Academy for “The Glider Slider: A Lefty’s Bestie”
- Liam Ritter and Andrew Hensler from Veritas Classical Academy for “Enhanced Vehicle Security”





# Business & Economics Student Honorees

Congratulations to the B&E students that were inducted into honorary societies, earned an endowed scholarship, or received a capstone award this past year. A special congratulations to the department's four Phi Beta Kappa inductees and Aaron Peterman on earning a national scholarship from AAPL.



**Brecklin Baker**  
Economics  
*Omicron Delta Epsilon*  
*Tau Pi Phi*



**Nick Camino**  
Sport Management  
*Capstone Award - Sport Management*



**Cameron Cantley**  
Accounting  
*Phi Beta Kappa*



**Rosey Cao**  
Economics / Marketing  
*Capstone Award - Economics*  
*Phi Beta Kappa*



**Kacee Deer**  
Finance  
*Tau Pi Phi*  
*Phi Beta Kappa*



**Eric DeLong**  
Public Accounting  
*Tau Pi Phi*



**Patrick Elliot**  
Political Science  
*Jack E. Prince Scholarship*



**Kendrick Foreman**  
Marketing  
*Capstone Award - Marketing*



**Hannah Garofolo**  
Marketing  
*Tau Pi Phi*



**Rachel George**  
Accounting / Finance  
*Capstone Award - Accounting*



**Reagan Haas**  
Management  
*Tau Pi Phi*



**Autumn Heddlestone**  
Marketing  
*Lewis-Riggs Business & Economics Scholarship*



**Jessica Hill**  
Finance / Economics  
*Omicron Delta Epsilon*



**Brooke Hirsch**  
Management / Marketing  
*Capstone Award - Marketing*



**Ashley Klopfenstein**  
Public Accounting / Finance  
*Tau Pi Phi Award*  
*Phi Beta Kappa*



**Tyler Lajko**  
Land & Energy Management  
*Capstone Award - Land & Energy Management*



**Brandon Larsen**  
Sport Management  
*Capstone Award - Sport Management*



**Elizabeth Lebar**  
Marketing  
*Wen-Yu Cheng Scholarship*



**Gavin Linkous**  
Marketing / Sport Management  
*Jack E. Prince Scholarship*  
*Tau Pi Phi*



**Katie McIlroy**  
Economics / Political Science  
*Jules Bourmorck & Julia Staats Memorial Scholarship*  
*Omicron Delta Epsilon*  
*Tau Pi Phi*



**Hannah McKain**  
Management  
*Douglas C. Greene Scholarship*



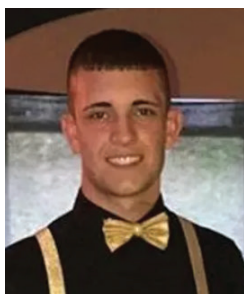
**Justin Moser**  
Accounting / Marketing  
*Tau Pi Phi*



**Natalie Payton**  
Management / Marketing / Political Science  
*Tau Pi Phi*



**Joshua Pennington**  
Sport Management  
*Ford Rinard Memorial Scholarship*



**Aaron Peterman**  
Land & Energy Management  
*William M. Summers Memorial Scholarship*  
*AAPL Scholarship*



**Ryan Reidy**  
Marketing  
*Bob Duggan '59 Distinguished Scholarship*



**Taylor Rinard**  
Finance  
*Capstone Award - Finance*



**Alyssa Shawger**  
Public Accounting  
*Edward H. Osborne Scholarship*



**James Orv Taylor**  
Finance / Petroleum Engineering  
*Bert T. Glaze Scholarship*



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

**Denise Blair**, Ohio Auditor of State  
**Rachel Brown**, Western Michigan University Athletics / Aspire Group  
**Kimberly Benoit**, Inspector General's Office, NASA  
**Melissa Clawson**, Wendy's Company  
**Bobb Kornmiller**, Profusion Industries  
**Tekla Colón**, Inspector General's Office, NASA  
**Zachary Cutler**, Goldman Sachs

**Caleb Hester**, PwC – Columbus, OH  
**Chris Long**, Northwest Mutual  
**Emily Kochevar**, Dana Incorporated  
**Troy Nesselrode**, Airbus America  
**Kaitlin Nieberding**, Sugar Land Skeeters  
**Melissa Shockley**, HINO Motor Manufacturing  
**Shane Statler**, Ohio Auditor of State  
**Stephen True**, PwC – Tyson's Corner, VA  
**Natalie Wittman**, Ohio University

## Faculty Activities

**Julie Harding, Associate Professor**, will be on sabbatical for the 2020-21 academic year. While her sabbatical agenda includes three different projects, the highlight will be a comparative study of the "sales" process used by private pay senior living residences and those of institutions of higher learning. What does a 17-18-year-old high school student's decision about attending a certain college have in common with an 80+-year-old's decision about moving to a given private pay retirement or assisted living community?" At a glance, perhaps not much . . . but, digging below the surface, quite a bit.

With this project, Professor Harding will attempt to contribute to sales, marketing and higher education literature, as well as present at conferences serving the same constituents. She also intends to share her findings with the Marietta College Admissions Office and the students in her Principles of Selling (MKTG 325) class.

**James Karan, Assistant Professor**, completed coursework and comprehensive examinations towards his DBA with a concentration in accounting at George Fox University this past December. He plans on presenting his dissertation, a comparison of the ethical attitudes of accounting faculty and public accountants, in the spring of 2021.

**Rick Smith, Assistant Professor**, presented at two conferences during the spring semester. At the Applied Sport Management Association conference hosted by Baylor, Rick presented on his use of academic reflections to make a more meaningful connection between academic content and real-life experience for students, whether it was their experience with a job shadow, an internship, or an event they planned or attended. At the Football Bowl Association conference, Rick presented on academic reflections, how he uses them for Marietta College sport management students, and how they, as industry professionals who hire interns and manage volunteers, can help make the experiences of their volunteers more academic.

Rick Smith is a co-editor and a contributing author of the first-known esports business management textbook. Currently being edited and reviewed, it is set to publish later this year.

## Visiting Scholar



Dr. Niya Liu joined Marietta College this spring as a visiting scholar. Dr. Liu came from the Hebei Finance University located in Baoding, Hebei Province, China. While here she taught a course in Economics & Application in China.