ONLINE EXECUTIVE MBA #23 in the nation by U.S. News & World Report
AND FULL TIME MBA #92 national ranking
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on the rise in 2014
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The view from the outside in...

THE VIEW OF West Virginia University’s business school is changing, and changing for the better. The College of Business and Economics is working diligently toward excellence, and the outside world is starting to recognize that.

Our formula to make a great school, while all-encompassing and requiring hard work, is simple—we want great students, great faculty and great programs.

Last year we saw our beloved B&E recognized in rankings ranging from our online Executive MBA to ROI (return on investment) to the quality of education we offer to our friends in the military, and from ethics to sales education to social media. That momentum has continued into this year, where we have been ranked #23 in the nation for our online Executive MBA to #92 in the nation for our MBA program—both by U.S. News & World Report. The MBA ranking also showed we were ranked #49 among public institutions.

There are two very important footnotes relating to this year’s rankings: our online Executive MBA has been highly ranked for two years and has only been in existence for three years; and the MBA ranking marks the first time the program has been recognized in the top 100 programs nationally. Further, our MBA ranking has moved upward by an incredible 32 spots in four years: from #124 for the 2012 rankings to #121 for 2013, to #104 for 2014 to #92 for 2015.

For both of this year’s rankings, we are breaking major thresholds. However, it’s not just about rankings, as a highly ranked institution does not live in isolation. We want to be a great school for our constituencies — students, faculty, staff, alumni, donors and friends of the College.

Three of our centers at B&E are great examples, as you will read inside this issue: the Bureau of Business and Economic Research; the BrickStreet Center for Innovation and Entrepreneurship; and the Center for Executive Education. These centers add value to our constituencies, our state, our country and our world.

Our programs also demonstrate this commitment. We have created three new programs integral to the economic well-being of West Virginia: a master of science in finance-energy; an entrepreneurship minor for non-business majors and an area of emphasis in entrepreneurship for business majors; and a full major in hospitality and tourism management.

We are only going to be relevant if we simultaneously strive for excellence at B&E while reaching out to enrich those around us.

Our progress has been remarkable, but we have much to do in our quest to become “Better. Bigger. Ranked.” Thank you for your continued support.

Regards,

Jose V. “Zito” Sartarelli, Ph.D.  
Milan Puskar Dean

Contributing Writers:

PATRICK GREGG is the director of the Office of Communications and Marketing for the WVU College of Business and Economics. He is responsible for communications and marketing strategies for the College, including media relations, public relations, marketing and communication with and to the College’s various audiences. Gregg’s background includes being an award-winning journalist; a former communications agency account executive who worked for a Fortune 10 client; the former marketing communications manager for a half-billion-dollar, publicly traded contract electronics manufacturer; and a former outreach manager for the West Virginia High Technology Consortium Foundation.

RACHEL NIEMAN works in the WVU B&E Office of Communications and Marketing. In addition to writing for B&E publications, she is responsible for the College’s social media strategy and is the point of contact for the B&E Online Store. She graduated Summa Cum Laude from the WVU Perley Isaac Reed School of Journalism and was named WVU’s 2012 Top Scholar of Public Relations. She is a member of the WVU Council for Women’s Concerns and is currently working on her master’s degree in integrated marketing communications.

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Four Economic Lessons from Homer Simpson

If you look close enough, you’ll see that there is a lot of economics you can learn from Homer Simpson. At least that’s what B&E Economics Professor Dr. Joshua Hall thinks, and that’s why he wrote a book about the subject. Dr. Hall’s edited book Homer Economicus: The Simpsons and Economics features chapters from top economic educators around the country who have also used clips from The Simpsons in class to show students that the “economic way of thinking” is everywhere. Here are four economic lessons from Homer Simpson by way of Dr. Hall:

1. People make decisions at the margin. I frequently tell my students that if they want to keep off weight they should stay away from all-you-can-eat buffets because the cost of an extra plate of food is zero once you’ve paid to enter the restaurant. Now, for most of us we reach the point where the benefit we get from another plate is zero pretty quickly, but for Homer that’s another story. In “New Kid on the Block,” Homer discovers that The Frying Dutchman restaurant is all-you-can-eat. Once inside, he tries to eat until the benefit he gets from the last plate is zero, but unfortunately the restaurant runs out of food!

2. Individuals respond to incentives. The episode “King-Size Homer” begins with Homer trying to avoid office calisthenics. He quickly realizes that if he is classified as disabled he can work at home and avoid any strenuous activity. After going through his options, he gains 61 pounds in order to be classified as “hyper-obese.” While not everyone will respond to the same incentives as Homer, we all respond in a predictable way to changes in costs and benefits of an activity.

3. There is no such thing as a free lunch. A phrase frequently uttered by economists, this saying basically means that everything has a cost — it just might not be directly out-of-pocket. A prime example of this concept occurs when Homer finds an overturned sugar truck on the highway in “Lisa’s Rival.” Homer quickly fills his car with this “free” sugar and spends considerable time and money trying to sell this free sugar, including taking an unpaid day off of work.

4. The profit-and-loss system gives valuable feedback about the value of resources used in producing goods and services. Consider The Simpsons episode “Lard of the Dance.” In that episode, Homer decides to make some extra money selling grease. He and Bart fry up $27 worth of bacon to earn $0.63 from the grease buyer. The fact that Homer’s costs are greater than his revenues is important because it sends a signal that he is wasting his (and society’s) resources. We see the same point in “Oh Brother, Where Art Thou?” when Homer designs a car for his half-brother’s company, Powell Motors. At a cost of $82,000, no one is willing to buy it, and Powell Motors loses so much money they go out of business.
Formal wear graciously provided by Daniel’s Men’s Clothing, Morgantown.
Junior marketing student Kevin Langue decided to go to the West Virginia University Mountainlair on a Tuesday last September. He never goes there for lunch on Tuesday. But this day he did, with his friend Evan Berryhill. Evan grabbed a flyer that had been handed to him about Campus Moviefest, the largest college film festival in the world and its first visit to WVU. “The flyer said that all we had to do was make a five-minute movie with their equipment in one week, and the top winners from every school would compete in Hollywood for $20,000 and other prizes,” Langue said. After tossing the idea around, Langue turned to his friend and laughed. “Plus, what are we going to do? Make a movie about us trying to make a movie?” That's exactly what they did.

Fast forward to his preparation for travel in mid-May to the Cannes International Film Festival, held each year in Cannes, France. The “Festival de Cannes,” first held in 1946, previews new films of all genres from around the world and contributes to the “development of cinema, boosting the film industry worldwide and celebrating cinema at an international level.”

World, I’d like you to meet Kevin Langue.

LANGUE’S JOURNEY as a filmmaker began in 1993, when he was born—oddly enough—just outside of Paris, France. He was the firstborn child to mother Haby Ka and father Samba Ka, both originally from the French-speaking nation of Senegal in western Africa and who were no strangers to hard work. He spent most of his time with his mother.

Haby Ka, raised in a Muslim household, was repeatedly punished for sneaking out to go to school. Eventually, Langue’s grandfather allowed his daughter to attend school under one condition: she had to be at the top of her class every year. That’s exactly what she did, and his grandfather was so proud that he sent her to college in France.

“She combination of perseverance, hard work and faith is what helped her achieve her dream. And she has done so much and sacrificed to help my dreams come true,” said Langue.

His father grew up herding cattle, starting when he was 13. Samba Ka worked his way through college, earning a bachelor’s degree, three master’s degrees and, ultimately, a PhD from Johns Hopkins University. He worked for the United Nations and the World Bank for nearly 20 years. “My father’s unbelievable story is one I look up to every day,” Langue said. “A combination of hard work, luck and curiosity is what helped him achieve his dreams.”

When Langue was 11, his father was offered a promotion in Harare, Zimbabwe, where he, his mother, brother and sister were reunited with Samba. By age 16, he was ready to pursue the American dream, and researched a U.S. school to attend. He did most of the work on his own, with the help of his mother, and presented a plan to attend the Linsly School in Wheeling, W.Va., to his father. The private school was only a few hours from his uncle, who lived in Columbus, Ohio—this was one of the selling points of his plan.

In two years, he would graduate from Linsly, which led him to WVU and B&E.

LANGUE FELL IN LOVE with video production and editing when he moved to the United States. From age nine, when his uncle paid him to act like a TV meteorologist to his video production debut as a high school junior to his amateur video production at WVU, he was smitten with video. One day when he was in Dr. Jeff Houghton's management class at B&E, Houghton said something that struck him.

“Dr. Houghton said, ‘Turn your somedays into today.’ I went right out and bought my first camera,” Langue said. “I decided right then and there—it was time. No more talking, no more thinking. All doing. Later I got involved in this video and, well, here I am.”

His talent spread to Vine, a mobile video medium that lets individuals submit videos that last six seconds or less in length. His popularity there grew to more than 10,000 followers, and then he was on to YouTube.

This is where Langue’s dream intersected with opportunity: that Campus Moviefest flyer at the Mountainlair.

Langue’s SugarK Productions team had nearly six hours of footage to sift through to create a five-minute movie, but it was worth it. The movie was selected as a top 16 finalist and then won the Best Picture award.

“If your dreams don’t scare you, they’re not big enough.”

DREAM CATCHING

B&E student Kevin Langue rides his dream to the Cannes Film Festival

Written by PATRICK GREGG | Photographed by ALEX WILSON
"It was like a dream come true. For once in my life, as talkative as I am, I was speechless. It just felt like I had finally found my calling," Langue said. "It felt right."

The Campus Moviefest award brought them a ticket to Hollywood in June to compete with the top-three films from each other school in the United States. The winner gets $20,000 and other prizes, and is the culmination of a week full of workshops and meetings at Universal Studios.

In early March, Langue was sitting in class. He had forgotten, in all of the excitement, that the top 58 movies in the video competition from around the world are sent to the Cannes Film Festival. He received an e-mail inviting him to Cannes.

"At first I thought it was an ad or that I read it wrong, so I called Campus Moviefest and they plainly told me that out of 1,600 films submitted worldwide, our movie had been selected to go to Cannes. My heart dropped. I've always believed that if your dreams don't scare you, they're not big enough.

"They said that only 26 people can attend the festival, and that I was picked and I could bring one guest. It all just seemed so surreal, like a dream."

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"The REALITY OF CANNES is trickling into his brain, with the genetics of his parents’ work ethic coming out in their son. "I always said that I had to work my way up," Langue said. "I am prepared to work hard and long at this. I never thought I would be a part of the biggest movie festival in the world. I want to have fun, but this is a business trip for me," Langue said. "I'm there to learn, meet people and make connections."

And though he wants to make the most of this opportunity, he is well aware it will take work. Still, he has dreams of his own.

"Once I graduate, I see myself moving to Los Angeles to be right in the middle of the industry," he said. His love for writing both screenplays and scripts has virtually exploded, and he has a passion for video editing. "My dream is to do movies and to have a long-running sitcom," he said with a laugh. "If I'm able to do it, I want to come back to WVU one day and donate a movie studio. The honor of going to Cannes is for WVU, too.

"I have this vision that one day I win an Oscar. Every day, everything I experience, everything I do is helping me write that acceptance speech."

It would be great if Kevin could catch that dream, too.
BETWEEN THE DAILY HUSTLE of meetings, reports and to-do lists, busy professionals are finding themselves thirsty for more: more knowledge, more opportunities, more skills. And for many of them, the idea of graduate education satisfies that thirst.

Once the idea of graduate education is in motion, the question for so many working men and women is not if they should pursue it, but how they should pursue it. While some may prioritize flexibility, others may value the idea of face-to-face student and professor interaction.

The good news for professionals trying to answer the question of “how” is that West Virginia University’s Online Executive MBA program in the College of Business and Economics skillfully blends both flexibility and engagement to offer a well-rounded graduate education experience. And it’s a concept that’s receiving national recognition for the second consecutive year. B&E’s Online Executive MBA Program was listed at #23 in the Best Online Programs rankings by U.S. News & World Report, up from last year’s position at #29.
Criteria cited by the publication included student engagement, admissions selectivity, peer reputation, faculty credentials and training, and student services and technology.

For Morgantown Area Chamber of Commerce President and CEO and Online Executive MBA graduate Dan Kimble, the mix of flexibility and personal interaction was critical in his decision to return to WVU to broaden his knowledge of business.

“I was an established professional, but I had the desire to learn more,” said Kimble, who was serving as chief counsel and chief-of-staff to the West Virginia Speaker of the House at the time he applied for admission to the program. “I was at a stage of life where I couldn’t step aside from my career to pursue a degree, and the online offering gave me the perfect opportunity to learn business in a classroom setting and manage it on my own terms.”

While the flexibility component was important to Dan, he found the personal interaction with students and professors to be a valuable part of the experience, too.

“The student engagement aspect puts you in a mix of people with different backgrounds,” said Kimble. “That’s really important to the online experience—a certain value of higher education lies in peer learning. I learned just as much from the experiences of my classmates as I did from the curriculum.”

The structure of the program brings students together once per semester via experiential learning residencies designed to give students the opportunity to collaborate on projects, build camaraderie and glean from each other’s experiences.

According to Dr. Paul Speaker, associate professor of finance who has taught in the Executive MBA program since its inception, bringing students together for residencies has been a critical component of the program’s success and national acclaim.

“Combining flexibility with some of the best aspects of the classroom experience via semester residencies really provides students with a real connection to the WVU community,” said Speaker. “It’s what makes the graduate experience a uniquely WVU experience. The face-to-face interaction between teammates and faculty greatly enhances the later interactions in the online environment as students and faculty end up relating as much more than a name.”
The residency aspect of the program is especially a high point for the students in the program logging on from 19 different states. FedEx Sales Executive Amy Donato was transferred from Pittsburgh to Philadelphia for her job as she was vetting MBA programs, and she felt that traveling to campus and beyond with her classmates was an essential component of the academic experience.

“The semester residencies provide you with an opportunity to bond with your classmates,” said Donato. “You start learning from your team from the first residency, and every class throughout the two-year program has a group component. It’s a really similar relationship to what you form in a traditional work environment.”

While the interactive learning component offers students a better experience in the classroom, it’s a skill set that translates well to the workplace, too.

“Employers want professionals who can work well with others,” said Carrie Wood, associate director of Executive MBA Programs. “MBA students learn how to challenge and disagree with each other in a constructive way through the team dynamic, which is important for producing quality results both in the classroom and in the workplace.”

For Kimble, going through the Online MBA program translated to the workplace in a big way: he took the business skills he derived in the program and ventured on a new career path.

“My WVU Online Executive MBA experience was one of the most beneficial educational experiences of my career,” said Kimble. “It prepared me to come back to Morgantown and lead the Chamber of Commerce.”

Kimble takes great pride in his educational experience, and believes that any professional looking at the program will graduate with that same sense of pride and accomplishment.

“I take so much personal satisfaction in knowing that I participated in a program that’s achieved such a remarkable status,” said Kimble. “If you’re looking to get your MBA, you won’t find a better experience than WVU.”

For more information on the Executive MBA program, visit be.wvu.edu/emba.

“The student engagement aspect puts you in a mix of people with different backgrounds. That’s really important to the online experience.”

DAN KIMBLE, Morgantown Area Chamber of Commerce president and CEO and Online Executive MBA graduate
What if bright, able-minded students are denied the opportunity to receive their education? How many potential talented accountants, marketers or entrepreneurs have been resigned to a lifetime of what might have been? In these situations, it is impossible to measure what is lost in terms of economic growth and quality of life.

Through the generosity of alumni and friends, WVU’s College of Business and Economics offers roughly 60 scholarships each year to its students. Milan Puskar Dean Jose “Zito” Sartarelli said that scholarships are essential for assisting promising students with financial need, as well as recruiting and retaining the best and brightest. He feels so strongly about it, in fact, that he and his wife Kathy made a $100,000 donation to create the Sartarelli Scholarship last fall.

In an era when the cost of living has increased, State funding has decreased, and student debt is at an all-time high, every gift toward scholarships is important. Here are the stories of three successful alumni who wanted to create opportunity for the business leaders of tomorrow.

Jerry Simpson, owner/president of Borden Office Supply Co. in Steubenville, Ohio, is a 1981 marketing graduate. His company employs 30 people and serves 1,000 customers. He felt compelled to give back after he saw a recent finished product of the College: his own son, 2011 management graduate J.D. After graduation, J.D. joined his father at Borden’s.

“J.D. excelled tremendously. He had a great career (at B&E) and then he came on board with me about three years ago,” Simpson said. “He has done very well, and I attribute that to his education at WVU. He has really come out with some outstanding skills that he is actually implementing in the business world.”

J.D. has brought new ideas from business school to Borden’s, including social media and online ordering. He also came up with the company’s new slogan: “Large enough to provide, small enough to care.”

“That’s what we’re all about,” Simpson said. And it’s evident that’s what he’s all about in his personal life, too, recently establishing the Jerad David Simpson Scholarship in hopes of attracting high-level students who cannot afford college. He explained that he is thankful to be in a position where he can give back to an organization that he strongly believes in.

“I had to work three jobs to get through school,” Simpson recalled. “And that’s okay, but if I can help a student be able to concentrate more on their studies and not worry about the money, then I’m doing the right thing. If I can get an individual to graduate and become a contributing force to the economy, that’s what it’s all about. Maybe 15-20 years down the road, they will want to help somebody else.”

Simpson started at Borden’s in August of 1981 as a sales rep, fresh out of school and newly wed. He worked his way up the ranks and bought the company nine years ago. And while he felt his education was a great foundation that has led him to a fruitful career, he’s even more impressed with the caliber of the business school today.

“B&E has really grown leaps and bounds, not just in numbers but in the commendations they have achieved. Today they’re much more prepared to hit the workforce running – I can see it in the finished product with J.D.,” he said.

“It’s critical for people to give back no matter what they make,” Simpson said. “If we want our school to be stronger, more people need to get involved. I see this next generation might have some difficulties when they (get to the workforce), so if we can train them and educate them better, they might have the edge that might get them that job. I am proud and honored to be able to support B&E. I can see great things happening there, and I want to be a part of it.”
Ann Robinson, a 1985 accounting graduate from Charleston, W.Va., has enjoyed a rewarding career with Catterton Partners, a leading private equity firm with a focus on providing equity capital to small-to-middle market consumer companies. You would recognize some of their portfolio companies: Outback Steakhouse, Restoration Hardware, Cheddar’s Casual Café, Build-A-Bear and Kettle Brand potato chips, to name a few.

“Catterton was named the private equity firm of the year in 2013 by the M&A Advisor. Last year we closed our seventh buyout fund and our second growth fund, so we’re doing well. I’m pretty excited about work,” Robinson said with a smile.

She joined Catterton in 1990, and today serves as controller of the management company. The growth she’s seen there is impressive—in 1990, she was Catterton’s second employee. Today, the company has over 70 partners and staff, and in 2013 it was voted one of three finalists for the Mid-Market Firm of the Year in North America by Private Equity International.

Last year, she founded the A.K. Robinson Scholarship in hopes of enabling a future businesswoman to find the career success she has found.

“The reason I wanted to give back through scholarships was because I know there are still a lot of families that cannot afford to send their kids to school,” she said. “And I stressed for my scholarship to go to a girl, because I know that if only one child in the family can attend college, it’s likely to be the boy. I wanted a girl to get the opportunity to have a career like I did.”

“(B&E) gave me a very good, well-rounded education. It’s different at B&E now because of the four-year school,” she said, “and I think it’s great. I love the current direction of the College. Dean Sartarelli has changed the character of B&E and is getting alumni involved. I am glad to be reconnected.”

Her passion for education stems from her father, the late E. Glenn Robinson, a graduate of the WVU College of Law. He was a World War II veteran whose education was made possible thanks to the GI Bill.

“He always stressed the importance of an education,” Robinson said. Her father’s parents could not afford to send him to college. “If it wasn’t for the GI Bill, he couldn’t have gone. We’ve now had several generations go through WVU,” she said. Her father was able to see all four of his children obtain college degrees.

Robinson’s father’s Charleston-based law firm, Robinson & McElwee, has given support to West Virginia University for many years—including a scholarship fund. Now, Robinson is replicating that support and investing in the education of young people by establishing a scholarship at B&E. Maybe one day, she said, a student will be the recipient of her undergraduate scholarship and then pursue law school and be eligible for her father’s memorial scholarship as well.

“Establishing this scholarship feels good,” Robinson said. “I don’t have any children of my own, but education is very important. I’ve been successful and I’d like to give back.”
Alumnus Phil Rosenthal has maintained and cherished his WVU friendships for many decades, attending football and basketball games and visiting with friends. But he took steps to becoming more formally involved on campus recently.

“When the A State of Minds: The Campaign for West Virginia’s University capital campaign took off, Rosenthal stepped up to serve on B&E’s capital campaign committee. “A few years ago a friend of mine, Stu Robbins, who was formerly on the Board of Trustees at the WVU Foundation, asked me if I wanted to become involved,” Rosenthal said.

Although he and his wife, Gloria, are frequently involved in nonprofits and volunteerism, they hadn’t put much thought into donating for scholarships until Phil joined the committee at B&E.

“Dean Sartarelli has very big goals, and I thought that in some small way I’d like to be able to participate and help with that,” Rosenthal said. “Many people just aren’t involved. They go to school, get an education, get a good job and forget where they got the basics to be able to get a good job, get hired and be successful.”

The major thing he took with him, though, were the friendships cultivated during his time in school.

“It’s just being able to help and give a little bit back where I had the best time of my life—Morgantown. I have friendships that have extended over 50 years. I made those in Morgantown, W.Va., when I was at WVU. As you get older, these friendships become more important. I’m happy to go back and volunteer.”

For folks like Jerry, Ann and Phil, attending the College of Business and Economics has been a life-changing experience. They hope to help provide the same life-changing experiences for future Mountaineers. When a student receives a scholarship, it does more than simply pay the academic bills. It’s an investment in their future and a feather in their cap that makes a meaningful impact on their lives.

“To be able to convert these gifts into scholarships is so important,” Milan Puskar Dean Jose “Zito” Sartarelli said. “There’s an old saying: ‘If you do not know where you’re going, any road will take you there.’ That’s not the case here. We have laid out very clearly what we want to do: we want to improve the quality of our programs and the quality of what we have to offer our students. I think these donations are a commitment of past generations, our alumni, with the future. It’s a sign of solidarity by the students of yesterday for the students of tomorrow.”
The College of Business and Economics awards more than 50 scholarships each year. Some scholarships are created to honor the memory of a loved one who has passed away. Others are established in honor of individuals or faculty members who made a significant impact in a person’s life. Everyone who creates a scholarship—whether it be for academic merit, financial need, or both—shares a desire to give back to West Virginia University and keep the College of Business and Economics competitive in recruiting and retaining outstanding students. The following is a comprehensive list of our 2013-14 academic year scholarship recipients, with our deepest thanks to those who made them possible.

B&E Scholarship
Brian Thompson
Beta Gamma Sigma
Jennifer Kepple
Blair M. Amole, Jr.
Scholarship
Brian Thompson
Bob (Bobby) E. and Emily N.
Vincent Scholarship
Nicholas Crabtree
Brian Douglas Brick
Memorial Scholarship
Abby Monson and Da Gui (2013)
Godwin Erekaife and Bishal Aryal (2014)
C.B. Shingleton III
Endowed Scholarship
Michelle Corder
Charles Edward Witt
Memorial Scholarship
Leigh Wilkins
Chester Hatfield Curry Jr.
Memorial Scholarship
Lord Walker
College of B&E Scholarship
Colin Thompson
Mitchell Ream
College Endowment
Mathew Dowling
Michael Centritto
CPCE Finance Scholarship
Mitchell Santry
Trevor Demko
Cynthia Ann Keener
Luzier Spirit Scholarship
Megan Pulliam
D. Ray Hall Scholarship Endowment
Amanda Welsh
Jordan Mueller
David R. Greenlee
Memorial Scholarship
Kaleigh Cunningham
David W. and Nancy F.
Hamstead Accounting Scholarship
Nathan Alderson
Emma Coole
Stephen Sadowski
Dean’s Fund
Christopher Hohman
Joseph Hennessy
Nicholas Chepkevich
Samuel Harner
DonMar Scholarship
Corey Hinterer
Douglas H. Tanner
Scholarship
Jacob Mayles
Dr. Gail Shaw
Accounting Student Support Endowment
Jeremy Munza
Dr. Jack Turner Master’s of Business Administration Scholarship
Harry Lake
Dr. Jack Turner Scholarship
Derek Dayley
Dow Professional Development Award
Kayla Kruse
Facemire-Roll Scholarship
Coleman Utelitschy
Christina McGuigan
Cody Koehler
Nicholas Centopani
Francis J. and Mildred
M. Harman Memorial Scholarship
Jakob Rinehart
Fred Haddad Scholarship
Clark Douglas
Jasmine Gonlin
Gary and Renee LeDonne Accounting Scholarship
Jeremy Sealey
GE/Glen Hiner Scholarship for B&E
Jordan McCullough
Gianola & Fulton Family Accounting Education Fund
Kathryn C. Alquist
Zachary R. Bucklen
Eric W. Chow
Joshua Connor
William J. Cook
Elise A. Crowder
Uriah L. Cummings
Amelia K. Frye
Matt Godwin
Cody C. Koehler
Kevin Liu
Jeremy A. Luna
Russell J. Mulley
Jeremy D. Munza
Adam S. Pauley
Fiona L. Perrotti
Paul R. Redden
Chester V. Roberts
Brad M. Ryan
Amanda Scott
Jeremy M. Sealey
Jeremy D. Smith
Shelly R. Stump
Larissa M. Zorn
Hospitality Service Scholarship
Katie Warne
James M. and Kristine B.
Mullendore Award
Brandon DenHoed
Christopher Seal
James Sirockman
William Eastham
John D. May Award
Kristen Potts (2013)
Lauren O’Malley (2014)
John E. Arbuckle
B&E Scholarship
Kendra Welker
John L. and Bette J. Schroder
Endowed Scholarship
Lucas Rubenstein
Sydney Thornton
John L. and Hazel L.
Sutton Scholarship
Tiffany Benjamin
Kaiser Aluminum and Chemical Corporation
Scholarship for B&E
Kathleen Cortes
Amanda Bendix
Biruk Yitayew
Charmaine Loh
Corinne E. Deibel
Kaiser Best Doctoral Student Award
Serkan Karadas
Laroy E. Gorman
Memorial Scholarship
Kyle Abramczyk
Nathaniel Boden
Leo J. and Renee L. Adalbert
College of B&E Scholarship
Zakary Watson
Lise and Andrew
Urbaczewski Scholarship
Sean McDonough
Marathon Petroleum Professional Development Award
Brian Robin
Mary Catherine
Buswell Scholarship
Mathew Caridi
Nicole Gierbolini
Michael P. Cipoletti
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Questions:
(304) 293-7807
DR. THERESA HILLIARD’S professional life has echoed the famous Robert Frost quotation: “Two roads diverged in a wood and I—I took the one less traveled by, and that has made all the difference.”

Her passion to help improve accounting education and contribute to academic literature led her down the road less traveled, the one that started out as a practitioner in the accounting business world and became the one in higher education that prepares students for the world of the accounting profession. Fortunately, it led her to West Virginia University and the College of Business and Economics.

After earning a marketing degree at Western State University of Colorado, Hilliard went to work at General Motors as a program marketing manager. As a result of conversations with an auditor at GM, she decided to pursue a master of science in professional accountancy at Walsh College in Troy, Mich. “I immediately knew I had made the right choice,” Hilliard said. “After the first semester, I started tutoring other students. By the end of the first year of the program, I was a teaching assistant conducting review sessions for students every week. With the encouragement of a professor, I pursued an internship in public accounting during busy season. I was hooked. I thrived on the deadline-driven, client-centric, project-oriented nature of public accounting.”

And she was on her way. Hilliard worked her way up to audit manager during a nine-year stint at Plante & Moran, the 11th largest CPA firm in the United States. But something else important had also happened. “Within a year of embarking on my career in public accounting, I was asked to teach at the college where I earned my master’s degree,” said Hilliard. “This opportunity launched my teaching career in academia and in professional accountancy.”

Her move to Charlotte, N.C., was an opportunity to establish similar professional paths. While working her way up to the tax manager position at
then-Dixon Hughes, the #13 CPA firm in the country, she was also a lecturer at the University of North Carolina-Charlotte. She began reading academic research, which prompted pursuing a doctorate degree at Georgia State University.

“I truly love the profession and desired a role where I could make the greatest impact. Having always perceived myself to be a liaison between the practice and academia, I felt that I could make a greater impact by being in academia,” Hilliard said. Her background and her passion have been magnetic for B&E students. Take Eric Cutright, who, like Hilliard, knows all about a nontraditional path. Cutright, from Fairmont, W.Va., is in the midst of obtaining his second undergraduate degree, this one at WVU and in accounting. With a bachelor’s degree in business administration already under his belt, he will graduate in December and plans to obtain CPA certification and then return to WVU for a graduate certificate in forensic accounting and fraud examination. Ultimately, he is going after certification as a certified fraud examiner.

“I think her real-world application of the subject provides us with a tremendous advantage and as students we are fortunate to have the opportunity to learn from her experience,” Cutright said. “Dr. Hilliard has seen firsthand what the marketplace demands and she is ensuring that we are well prepared to rise to the challenge and become the next generation of accounting professionals.”

“Dr. Hilliard conducts herself in a manner that exudes confidence and ability, and she helps transfer these feelings to us. Dr. Hilliard is a big reason I do not fear graduating and starting a career. I feel well-prepared and I am excited for the next step.”

Emily Smerdell is a senior accounting major from Fairview, W.Va., and will also graduate in December. Upon graduation, Smerdell plans to start studying for—and taking parts of—the CPA exam. As she prepares for a summer internship at PricewaterhouseCoopers in Pittsburgh, she said students are the beneficiaries of Hilliard’s experience and commitment to education.

“My biggest takeaway from Dr. Hilliard was hard work and dedication,” said Smerdell. “Through sharing her own personal experiences from the world of academia and the workplace, it’s easy to see that all of her accomplishments stem from her hard work, perseverance and dedication.”

“In class, she gave very insightful information regarding clients she worked with in the past. By doing this she was able to make what we were learning in the classroom apply to situations that we could potentially face in the business world. Dr. Hilliard was able to tie it all together.”

Hilliard said, “For me, the accounting profession is the gift that keeps giving. I am grateful to have navigated my way toward a rewarding career, which satiates my voracious appetite for learning. I stress to my students that it is vitally important to identify a career for which you have a passion.”

“Would I have sought out a more traditional path to academia? The answer always comes back to ‘no.’ There isn’t any aspect of my professional journey I would have changed because what I can offer to academic research, students (future practitioners) and the profession would be slighted if I did not have the variety of experiences to draw from. In my mind, anything of value requires significant effort, and the journey to meet your goals is far superior to the destination.”

With the impression Hilliard has made on WVU students, you can probably bet there will be some CPAs-turned-college-professors from B&E in decades to come.
ENGAGING OUR Mountain
Institutions of higher education provide countless benefits to the communities in which they exist. And one could argue that West Virginia University makes a bigger impact on its community than most. As the state’s flagship institution, the University is an economic powerhouse for not only the community where the bricks and mortar belong, but for the entire state.

By educating bright, young West Virginia minds, the gathering of scholars and students leads to economic prosperity, creates good jobs, and helps young people succeed in the workforce. But the effects reach further than the classroom. Engaged universities are essential for a bright economic and social future. They interact with their communities in demand-driven ways, acknowledging and addressing needs. In West Virginia, this means playing a role in areas like energy, healthcare, tourism, government and entrepreneurship. In fact, a major goal of the University’s 2020 Strategic Plan is to “enhance the well-being and the quality of life of the people of West Virginia.” Achieving this goal will rely on expanded outreach efforts, meeting with state and industry leaders, and strengthening relationships with stakeholders – all of which are happening at the WVU College of Business and Economics.
THE COLLEGE HAS ALWAYS done a good job of trying to adapt to where we can provide the greatest contribution,” said Dr. Paul Speaker, associate professor of finance. And one new initiative that his department is undertaking, an area of emphasis in energy finance for the MS in finance graduate degree program, seeks to contribute even more to West Virginia.

“We’re doing with the energy finance is a very strong reaction to where we can play a part in helping the development of the business in this region,” Speaker said. A boom in the natural gas industry here has equated to an increase in the number of professional jobs in the state. And while increased demand and widespread growth has led many companies to come to West Virginia for the drilling and extraction portion of their business, not as many have set up their headquarters here. Dr. Speaker said that this program is part of a larger effort to change that.

“You need to be able to put the right kind of brainpower in place, and we’re able to contribute that. We can provide an opportunity for a business to put its roots here—to keep the jobs here and the decision-making here in West Virginia,” he said. “It’s a very exciting opportunity.”

The area of emphasis will add to an already excellent program—the MS in finance program was ranked 43rd in the nation by Masters Degree Online in the summer of 2013. New courses will focus on risk management and students will become knowledgeable and prepared for the energy sector.

“Not only will we be able to train those people who will be engaged directly in trading and finance, but beyond that. Engineers that are working in these companies that move into managerial positions will need the knowledge of how energy markets work. So this new curriculum was a very good fit for the College, and I think it’s a tremendous opportunity, particularly for those going into decision-making capacities in the energy sector,” Speaker said.

HEALTHCARE

HEALTHCARE IS AN EMPLOYER in the Mountain State worth $4.4 billion in annual wages. It’s also expensive, consuming a significant chunk of the state’s GDP. And while the College of Business and Economics might not have any doctors, nurses or patients strolling down its halls, B&E still plays a big role in the state’s healthcare industry.

“Whether or not people are healthy affects their ability to work, which further affects the productivity of the labor force. That has an indirect impact on the overall economy of the state,” said Dr. Jane Ruseski, associate director of the Bureau of Business and Economic Research (BBER). The BBER has provided influential research for health-related organizations including the American Cancer Society, the West Virginia Department of Health and Human Resources-Bureau for Medical Services, and the Charleston Area Medical Center.

The Bureau recently completed a study that documents the likely impact of expanding Medicaid’s Aged and Disabled Waiver on the West Virginia economy. The goal of the waiver is to help the members of the aged and disabled population out of nursing homes and into in-home care programs.

“The idea from the federal side is that it’s likely to be less expensive overall and also more desirable for patients and their families. So we evaluated what it would be like if West Virginia infused more funds into the waiver program, what impact that would have on the state in terms of direct revenues, tax revenues and employment," Ruseski said.

Ruseski is also involved in the University’s interdisciplinary research team that works to address healthcare disparities—her area of economic expertise.

“We’re talking about differences between the health outcomes of people and their access to healthcare and healthcare insurance by socio-demographic characteristics. There’s a disparity if people with higher incomes or education levels have access to better healthcare and have better health outcomes than people with low incomes or lower education levels,” she said. The problem is nationwide, but particularly difficult in West Virginia, where much of the population resides in rural areas with poor access to healthcare.

“One of my main goals is to move that research agenda forward and produce some useful research for the state so we can design policies that will effectively close the gap,” Ruseski said. “The BBER has the ability to do that kind of research at a rigorous level.”

Another way B&E has influenced the healthcare industry in West Virginia is by training healthcare leaders in business and management through the Center for Executive Education. It began when WVU Health Sciences asked the Center to provide a professional development program in leadership, management and financial management for their faculty in leadership positions. A certificate program called Academic Healthcare Administration was created—and it was noticed.

“After we offered the Academic Healthcare Administration program, the West Virginia Primary Care Association came to us to develop a program for their leaders,” said Martina Bison-Huckaby, director for the Center for Executive Education. The WVPCA consists of roughly 30 organizations—representing over 200 clinical sites employing more than 3,200 people—with a mission of assuring accessible, high-quality and cost-effective health services for all West Virginians. B&E’s Center for Executive Education educated the CEOs, CFOs and COOs of WVPCA member institutions, which reach into just about every nook and cranny in the Mountain State.

“Very often, people find themselves in a position of leadership because they’ve been promoted,” Bison-Huckaby said. “They sometimes find they need to complement their strong technical background with courses in business and management. Essentially we bring the College and all our expertise right to their door. We have a lot of expertise in management in the healthcare industry.”
“People find themselves in a position of leadership because they’ve been promoted. They sometimes find they need to complement their strong technical background with courses in business and management.”

MARTINA BISON-HUCKABY
Director of the Center for Executive Education
“Our presence and services allow us to provide data and analysis that influence everyone from small business owners to state legislators.”

DR. JOHN DESKINS
Director of the Bureau for Business and Economic Research
TOURISM

THE MOUNTAIN STATE IS HOME to wild forests and rivers, historical landmarks and rich culture that predates the American Revolution. It also boasts great ski resorts, the best whitewater rafting east of the Mississippi, zip-lining and canopy tours, as well as racetracks and casinos. It should come as no surprise that hospitality and tourism initiatives have become a major economic driver for West Virginia—the industry is the fourth-largest employer in the state, and total revenues for 2013 exceeded $5 billion.

Additional growth in the field is expected as business increases with national and international hospitality and tourism activity within the state. And B&E plans to play an influential role.

The College established its newest major, hospitality and tourism management, and will begin admitting students this fall, making WVU the only public West Virginia school with a four-year degree in the subject.

“We’re going to develop potential leaders for this state in the hospitality and tourism industries,” said Frank DeMarco, hospitality and tourism program coordinator. “It’s a broad industry with many career opportunities.”

The College has offered an area of emphasis in hospitality and tourism through its management department. The recent upgrade to a full-blown major will provide positive benefits for both students and the state. Not only will the state gain qualified business leaders, but students will be able to jump right into the workforce because of the new internship requirements—students must complete two before graduating.

“As we created our H&T advisory board, we all felt that a unique and important part of this program would be the internship opportunities,” DeMarco said. “We give the students opportunities,” he explained, saying that the College has built great relationships with properties and businesses throughout the state, such as the Waterfront Place Hotel, Taziki’s Mediterranean Café, Martin’s BBQ Joint, Stonewall Resort, The Greenbrier, Glade Springs, Canaan Valley and the Greater Morgantown CVB—just to name a few. “But they have to seek their own internship opportunities, too, which is an important part of developing their career.”

Another way this program has been influential throughout West Virginia is through DeMarco’s involvement with state training and development programs.

“I was part of a collaborative organization, including WVU Extension, West Virginia Hospitality and Tourism Association and West Virginia Hospitality Education and Training, where we created a guest service training program for entry-level employees of hospitality called ‘West Virginia Welcome,’” he said. Educational materials such as these go beyond the borders of WVU campuses to help the industry statewide.

GOVERNMENT

GOVERNMENT EMPLOYEES ACCOUNT for approximately 20% of all employees in West Virginia, and the College of B&E has trained many government leaders and conducted research that plays an instrumental role in state and local policy. What government agencies do with this information not only affects their jobs, but the lives of all West Virginians.

The College’s Center for Executive Education, which offers customized training for organizations and companies, has worked with organizations throughout the state. In particular, they have a long-standing relationship with the West Virginia Department of Environmental Protection.

“We were able to offer training for 145 of their managers,” said Bison-Huckaby. “We have been successful and keep going back to offer new training. Topics range from communication, leadership, dealing with difficult people, working with employees with disabilities, personal financial management and investment, retirement—we have covered a lot of topics.”

Educating state leaders is just one important way B&E has been influential throughout the state’s government. There is also a great deal of activity conducted through the College’s Bureau of Business and Economic Research (BBER) that has influenced state departments such as the West Virginia Department of Commerce, West Virginia Department of Revenue, West Virginia Department of Transportation, the West Virginia Higher Education Policy Commission, and the West Virginia Legislature.

“We are all about serving the state by providing reliable data and economic analysis that helps guide the state’s business leaders and policy makers,” said Dr. John Deskins, BBER director. The BBER hosts a series of Economic Outlook Conferences throughout the state that have provided a detailed and reliable economic forecast, analysis of recent economic trends, and informed of other economic issues of interest for thousands of West Virginians.

“We have completed numerous projects that help our leaders understand the nature and importance of various industries and policies for West Virginia’s economy,” Deskins said. “Our presence and services allow us to provide data and analysis that influence everyone from small business owners to state legislators.”
ENTREPRENEURSHIP

Perhaps One of the Best examples of B&E’s collaboration with the state has been through its focus on entrepreneurship. It’s a case where the business community and College are genuine partners, applying the College’s resources to address the aspirations of the business needs in the state.

“Unfortunately, West Virginia is rated virtually last or next-to-last in every major economic indicator,” said Steve Cutright, director of the BrickStreet Center of Innovation and Entrepreneurship. “But WVU has become focused on entrepreneurship, and it’s become a major facilitator for the rest of the state. We’re coming together, and we’ve seen huge leaps in the entrepreneurial initiative throughout West Virginia.”

One way the College has made an effort to encourage entrepreneurship throughout the state is through its Center for Executive Education’s STEM Entrepreneurship Essentials course, developed for Ph.D. students in the science, technology, engineering and math fields who do not wish to pursue academia.

“In getting a Ph.D., you’re prepared to become an academic, but not necessarily to start a business,” said Bison-Huckaby. “These individuals may have had an idea they wanted to commercialize, so we developed this program to give them the skills to write a business plan, and to understand intellectual property laws and the whole technology transfer process.”

But you don’t have to have your Ph.D. for B&E’s entrepreneurial pursuits to make an impact. One major way the College affects the state is through the programs it offers through its BrickStreet Center for Innovation and Entrepreneurship, most notably the West Virginia Collegiate Business Plan Competition.

The annual competition, which just completed its eighth year, is open to roughly 80,000 students at West Virginia’s 19 four-year colleges and universities. The 2013-14 event saw a record 235 entries in three categories of competition, with one winner in each category taking home a $10,000 cash prize and a $5,000 prize package.

The catch? The business must start and be headquartered in West Virginia. Since its inception, the competition has prompted 33 start-ups: 16 were BPC winners and 17 were non-winners who decided to start their businesses anyway.

The BPC’s success has spun off to the West Virginia High School Business Plan Competition, made possible as part of a $3 million gift from Charleston, W.Va.-based BrickStreet Insurance. Launched in August 2013, the competition is open to roughly 37,000 West Virginia high school juniors and seniors from 157 schools. The inaugural competition saw 103 entries, and the winner will receive a $10,000 scholarship to one of 11 West Virginia colleges and universities.

“The BrickStreet gift has allowed us to diversify and get into new programs,” Cutright said. “By having this competition in the high schools, we can give West Virginia students an opportunity to participate in the BPC for six consecutive years—two in high school and four at the collegiate level. We think if we introduce the entrepreneurship initiative at a younger age, we’ll influence the entrepreneurial activities and economic development of privately owned businesses within the state.”

Not only do these competitions provide learning opportunities and financial assistance for promising West Virginia start-ups, but they also foster positive relationships with the business community. Roughly 150 business leaders are needed annually to volunteer with the competitions as judges and advisors.

The Center works with other entities on campus and throughout the state to further the entrepreneurial spirit.

“We’re engaged with the Small Business Development Center network based in Charleston, W.Va., to assist in business and entrepreneurship coaching,” Cutright said. “We’re also raising funds to invest in new and emerging businesses coming out of the University and out of the state itself.”

One such partnership is with the WVU Research and Economic Development Office’s LaunchPad, which works to find students and other community members the financial assistance they need to launch their venture. Another is through involvement with the WVU Experiential Learning Center, which allows faculty-led student teams to contract with private industry and governmental entities to perform elementary and semicomplex studies that can help companies either start or become more efficient.

“It allows us to engage with private industry and local and state government agencies to perform consulting services, feasibility studies, business plans, commercialization plans, organizational reengineering and marketing studies,” Cutright said. “To date, we’ve completed eight studies using about 40 students. By the conclusion of 2014, we will have completed 15-16 studies utilizing around 80 students within the undergraduate, master’s and Ph.D. programs at WVU.”

Cutright stressed that it is imperative to work proactively with entrepreneurs to create businesses throughout the state, and to influence state legislative initiatives to make it more user-friendly to start businesses in West Virginia.

“We’re trying to take the resources we have within the College and take them external of the College to help companies and
businesses outside of the University start and grow,” Cutright said. “I think the biggest way we can affect the state is through participation by businesspeople who are interested in interfacing with the College in a way that we can influence the outcomes of the educations for our students. We certainly welcome anyone’s participation so we can continue to grow them and provide career opportunities, and also provide economic development and entrepreneurial initiatives for our constituents in private industry and local and state government agencies.”

AT THE COLLEGE OF B&E, community engagement has become an essential activity — not an afterthought. The College has always developed business leaders, but as the business landscape in West Virginia changes, so must the College’s response. By providing intellectual leadership, we are addressing areas of state interest and concern.

“We offer so many critical business pieces for the state, and I’ve really seen it take off in the past couple years,” DeMarco said. “Many businesses and organizations in government are relying on our expertise, which says a lot.”

“We have certainly increased our engagement with the state,” said Milan Puskar Dean Jose “Zito” Sartarelli. One of the ways he has facilitated this increased engagement is through the expansion of centers like the BBER, Executive Education and BrickStreet.

“We are in the business of creating evidence for good that enables legislators, governors and private enterprise the ability to make better decisions,” he said. “My ultimate goal is not only to produce great students who are becoming great professionals, who are going to stay in the state and initiate businesses in the state, but also to make sure that decision-makers are better informed, to make sure that business executives get recycled with their skills and tools. We’ve become better at providing help for the state, and for forming and developing human capital. We’re also reaching more people. We’re basically covering the whole state, and that is very important.”

The West Virginia Business Hall of Fame recognizes, celebrates and displays these exemplars who have made significant and lasting contributions in one or more of these categories: national/international businesses, state-based enterprises, and entrepreneurial and family businesses.

WESLEY BUSH
Chairman, CEO and President
Northrop Grumman Corporation

JOHN MORK
President and CEO, Energy Corporation of America

MIKE ROSS
Owner and Chairman of the Board
Mike Ross, Inc., Ross & Wharton Gas Co.

Inductees are pictured above with Dean Jose Sartarelli.
IT’S NO SECRET that B&E has much to offer. Whether a student aspires to be a financial analyst, an accountant, a marketer, an economist or a CEO, B&E can provide the tools and resources necessary for business success. With a variety of programming, extracurricular activities and internal resources, there is no shortage of opportunity for B&E’s 2,000-plus students.

In the 2013-14 academic year, B&E assembled a team of dedicated and enthusiastic students to share and explain these benefits to new, incoming and prospective students through the B&E Student Ambassadors Program.

“Our student ambassadors represent the College of Business and Economics with enthusiasm and professionalism, especially when meeting with prospective students and guests,” said Christine Giel, coordinator of undergraduate recruitment, who organized and now oversees the program. “Our student ambassadors are
Not only do these students play an influential role as they volunteer their time to B&E, they benefit from the opportunity. The role gives them a chance to build relationships with administration, faculty and staff members, and the duties they are asked to take on help them develop valuable skills in leadership, teamwork, diversity and communication.

Aside from recruitment initiatives like assisting with college fairs, writing letters to and calling prospective students, and hosting prospective students and their families at University events, B&E student ambassadors also lead tours of the College, assist with convocation and graduation, and organize activities at B&E events.

Junior accounting student Lauren Griffith guided incoming freshmen during the B&E New Student Orientation last summer and served as a student panelist at the Dean’s Open House, an event for prospective students and their families to learn more about life at B&E.

“I wanted to be a student ambassador because I love helping new students get acquainted, answering questions and sharing my perspective on my experience here at B&E,” Griffith said.

“I’ve had a really successful career here so far, and I feel very proud to represent my school to newcomers.”

Griffith, an accounting student from Avon, Conn., has landed an internship with Big Four firm PricewaterhouseCoopers. Her personal experience provides a great real-life example to prospective students hoping to find success.

“I have talked with students about getting internships,” Griffith said. “There are a lot of firms that come to recruit at B&E, which is very important because one of the main things you want to do after graduation is get a job. Prospective students need to know that they want to go to college somewhere where they will not only be successful in college, but successful afterward, too.”

It might be true that just about anybody at B&E could tell a new student how important getting an internship is. But hearing it from the mouths of student ambassadors like Lauren makes it so much more meaningful.

“(Administrators and faculty) are not living the educational process as the students are,” said B&E Milan Puskar Dean Jose “Zito” Sartarelli. “The student ambassadors are more equipped to represent to certain audiences because they are living it. They are living the mission of the College, and they are receiving the impact of that mission as it’s offered. It adds a dimension of realism that’s hard to replicate. There’s no better spokesperson or testimonial than from someone who’s going through it.”

“There are so many options here, and I love explaining to students that they can go down any kind of business path they want. It’s great to push B&E so it can continue to become better and better.”

GABRIELLE SCHWIND
freshman from Levittown, New York
Each and every one of us has a story to tell. In the world of business, a particular story often comes to mind—that fated story of how we learned about a certain opportunity. How we got our foot in the door. How we landed that first job. The way we maneuvered our way up the career ladder, and the values that guided us. The decisions we made that built our credibility – or shredded it. The story about the hard lessons learned in leadership, perseverance and decision-making, about the risks we took, and about initial disappointments that eventually led to greater opportunities.

Although none of us is without a story, some of us go on to write best sellers. These folks hold leadership positions within industry, government or academia, or pursue their own entrepreneurial passion. They are at the top of their game. It is important to note that no two people travel the same road to find their superstar success, and, therefore, no two stories read exactly the same.

For the rest of us still yearning for our superstar success, a price cannot be placed on hearing their best seller firsthand. This is especially true for students at the WVU College of Business and Economics for two reasons: 1) it is invaluable counsel, and 2) it is a free and highly encouraged opportunity offered through the WVU College of Business and Economics Distinguished Speaker Series.

The Series, sponsored in part by Wells Fargo, began in fall 2011 under the direction of Dean Jose “Zito” Sartarelli. It features company presidents, executives, deans, entrepreneurs and other business leaders from all over the world. Some notable speakers have included John Chambers, chairman and CEO of Cisco Systems, John Allison, president and CEO of the Cato Institute, and entrepreneur Verl Purdy. The presence of these great minds on campus sparks ideas and encourages conversation and debate within the University community.

“My major reason for expanding and deepening the B&E Distinguished Speaker Series is that young people today are so in need of role models,” said Sartarelli. “Students learn from their books, their professors, their family and friends, and I also wanted to incorporate and add to that people who can serve for them as examples.”

The Series has been very well received, with hundreds of students in attendance for each speaker. The students have been engaged in these events, often asking questions and staying after the lecture to continue the conversations.
“Anybody can make a lot of money. But a person who is successful and really changes their world through that success is rare.”

LYNNE FRUTH, President and Chairman of the Board for Fruth Pharmacy

“The idea that change can be an opportunity as well as a risk is something you’re going to live with your entire lives.”

RALPH BAXTER, former Chairman and CEO of Orrick, Herrington & Sutcliffe LLC

“Honesty and integrity, you should take them very seriously. It will be essential to your success.”

VERL PURDY, Entrepreneur/Philanthropist

“Celebrate differences. That’s not necessarily about skin color or gender, but about understanding different points of view.”

LARA HERNANDEZ, VP of Distribution and Relationship Marketing for the Americas, InterContinental Hotels Group

Watch full lectures and see a list of upcoming speakers at be.wvu.edu/speaker_series.
The following individuals, corporations and foundations have provided gifts to the West Virginia University College of Business and Economics from January 1 to December 31, 2013. On behalf of the students, faculty and staff, your generosity is greatly appreciated.

CORPORATE AND FOUNDATION GIVING

LOYALTY INVESTOR
$5,000 to $9,999
Marshall Miller Foundation
Mylan, Inc.
Pinney Holdings Inc.
The Greater Kanawha Valley Foundation, Joseph Amos

LOBALITY INVESTOR
$10,000 to $24,999
Mr. & Mrs. Stephen E. Beck, Sr.
Mr. & Mrs. Shelley L. Bias
Mr. & Mrs. Thomas D. Bone
Dr. Thomas P. Breslin
Marcia & Stephen Broughton
Mr. & Mrs. Thomas W. Campbell
Mrs. Cathy D. Cipoletti
Mr. & Mrs. Donald R. Conley
Mr. & Mrs. George G. Couch
Mr. & Mrs. Kim Craig
Mr. & Mrs. Charles H. Deremer
Mr. & Mrs. Edward J. DiPaolo
Mr. Vincent J. Doblas
Mr. Chris W. Durbin
Dr. & Mrs. Arron S. Fleming
Mr. & Mrs. Thomas F. Hardman
Mr. Hobart M. Harvey &
Ms. Kimberly A. Maskell
Mr. & Mrs. Jon T. Heames
Mr. & Mrs. Jack T. Heyl
Mr. William M. Hinchev
Mr. & Mrs. William R. Hutchison
Mr. & Mrs. James C. Inman, Jr.
Mr. & Mrs. Robert D. Johnson
Mr. Vincent P. Kania
Mr. Bryan J. Katchur
Mr. & Mrs. Mark V. Kurtz
Mr. & Mrs. John Lanchianese, Jr.
Ms. Wendy A. Lawrence
Mr. David L. McCormick, Jr.
Mr. Christopher McElroy
Ms. Mary-Margaret B. Meadows
Mr. & Mrs. R.W. Mendenhall
Mr. L. Scott Phillips
Mrs. Mary E. Plevich
Mr. & Mrs. Edmund Podeszwa, Jr.
Mr. & Mrs. S. Michael Polanski
Dr. & Mrs. William B. Riley, Jr.
Mr. Rodney L. Ritter
Mr. & Mrs. Stewart M. Robbins
Mr. & Mrs. Joseph S. Robertson
Mr. Mark N. Roth
Mr. Mark D. Sobray
Mr. & Mrs. Mark D. Solomon
Mr. Thomas L. Thomas
Mr. Marc S. Tiano

INVESTOR
$1,000 to $4,999
Mr. James S. Arnold
Mr. & Mrs. Gregory S. Babe
David & Beverly Bashaw

DEAN’S INVESTOR
$10,000 to $24,999
Mr. & Mrs. D. Stephen Walker

LOYALTY INVESTOR
$100,000 & Above
Mr. & Mrs. Philip E. Rosenthal

INVESTOR
$5,000 to $9,999
Mr. & Mrs. James C. Inman, Jr.

DEAN’S INVESTOR
$10,000 to $24,999
Mr. & Mrs. Gregory S. Babe
David & Beverly Bashaw

LOYALTY INVESTOR
$10,000 to $24,999
Mr. & Mrs. D. Stephen Walker

INVESTOR
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Mr. James S. Arnold
Mr. & Mrs. Gregory S. Babe
David & Beverly Bashaw

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David & Beverly Bashaw
INDIVIDUAL GIVING
In Memory

Alumni comprise a significant portion of our B&E family, so we feel compelled to let our readers know when we have lost a member of the Family. We extend our most heartfelt sympathies to the families and friends of the following B&E alumni who passed away from September 2013 through February 2014.

Mr. Russel T. Keith, Jr. B.S. 1954 d. 7/24/2013
Mr. Kenneth W. Dotson B.A. 1959 d. 10/6/2013
Mr. Charles R. Sigman B.S.B.A. 1950 d. 12/31/2013

Mr. George W. Kuhns B.S. 1949 d. 9/3/2013
Mr. Roy H. Nickell B.S. 1951 d. 10/12/2013
Mr. Harold R. Amos B.S. 1949 d. 1/4/2014

Mr. Keith D. McLaughlin B.S. 1974
Capt. Jeffrey P. Lucas B.S. 1978 d. 10/22/2013
Mrs. Catherine D. Raese B.A. 1940 d. 1/4/2014

Mr. Herschel S. Kessler, Jr. B.S.B.A. 1959 d. 9/9/2013
Mr. Sam N. Isaac B.S. 1958 d. 10/31/2013
Mr. Robert E. Lavelle, Sr. B.S.B.A. 1961 d. 1/24/2014

Mr. Edwin M. Nestor B.S. 1951 d. 9/11/2013
Mr. William L. Nice B.S. 1951 d. 11/3/2013
Mr. John G. Riley B.S. 1957 d. 1/25/2014

Mr. Phillip S. Snyder B.S. 1966 d. 9/20/2013
Mr. Paul C. Crago B.A. 1969 d. 11/23/2013
Mr. Robert L. Pennington B.S. 1965 d. 1/26/2014

Mr. Michael J. Crake B.S. 1984 d. 9/22/2013
Mr. Robert B. Gillooly B.S. 1948 d. 11/23/2013
Mr. Jack A. Bolton B.S.B.A. 1950 d. 1/27/2014

Mr. Carl Stuvek B.S. 1949 d. 9/22/2013
Mr. John J. Richter B.S. 1970 d. 11/23/2013
Miss Cora S. McElwee B.S.B.A. 1956 d. 1/3/2014

Mr. Richard D. Trent B.S. 1970 d. 9/23/2013
Mr. Harold Klein B.A. 1942 d. 11/26/2013
Mr. Larry A. Haines, Jr. B.S.B.A. 1990 d. 2/4/2014

Mr. Rayburn M. Morrison B.S.B.A. 1958 d. 9/24/2013
Mr. Todd J. Hayes M.S. 1990 d. 12/8/2013
Mr. Sidney H. Gillis, Sr. B.S.B.A. 1949 d. 2/5/2014

Mr. David C. Anderson, Jr. M.B.A. 1962 d. 9/26/2013
Mr. David A. Fogle B.S. 1970 d. 12/9/2013
Mr. James D. Larosa, II B.S.B.A. 1948 d. 2/5/2014

Mr. Richard S. Keighron B.S. 1952 d. 9/28/2013
Mr. William C. Garrow B.S. 1967 d. 12/17/2013
Mr. Penny E. Maynard B.S.B.A. 1986 d. 2/23/2014

Mr. Richard A. White M.A. 1990 d. 9/29/2013
Mr. Donald R. Ebner B.S. 1952 d. 12/21/2013
Mr. Randy R. Moodispaugh B.S.B.A. 1965 d. 2/24/2014

Mr. Larry D. Vanderbeek M.B.A. 1972 d. 10/4/2013
Mr. Shane T. Raines B.S. 1998 d. 12/25/2013

**NOTE:** Gifts do not reflect company matches.
INVESTING IN THE COLLEGE OF BUSINESS AND ECONOMICS: NOW IS THE TIME TO GIVE

“We wanted to contribute to a fund that would directly impact WVU’s MBA students. We’re thrilled to be able to give back to a program that we respect and a university that we love.”

Joey and Laura Robertson

Joey is a 1994 marketing grad, and Laura graduated in 2003 from the MBA program.

The WVU College of Business and Economics has never been stronger, more global or more engaged with our state. As we have made great strides toward our vision of “Better. Bigger. Ranked.” we have been steadfast in our goal: join the list of America’s finest, first-choice business schools.