Dear Alumni and Friends:

The WVU "A State Of Minds" campaign is in full swing and, thanks to you, great progress is being made toward our goal of $50 million by the end of 2015.

The campaign aims to fund the transformation of B&E from a good school to a GREAT school—a great school that is made up of great students, great faculty and staff, great programs, great facilities and a great name.

To attract great students, we need support for scholarships, fellowships and student enrichment. In this issue of B&E Magazine, three students share how scholarships impacted their lives. Their stories are examples of determination, hard work and pursuit of dreams that touch deep into our hearts.

A great school is made up of great faculty. On page 16, we feature four B&E professors who are making OUR WORLD a better place. To attract more great professors like these, we need support for endowed chairs, professorships and faculty enrichment.

Two B&E programs, sales and economics, were recently ranked (page 12). To continue building these programs and others, such as Forensic Accounting, Corporate Finance and Entrepreneurship, we need your support.

Additionally, this edition of B&E Magazine brings into focus recognition that alumni and friends of the College are getting for achievement in their areas of expertise. Acquaint yourselves with the 2012 Hall of Fame inductees (page 24) and Distinguished Alumni (page 10), and be sure to read our alumni feature on Penni Roll, CFO of a global finance company (page 30). These individuals serve as role models for our students.

Thank you for all the support you have given us in 2012, and may 2013 bring health, success and peace to our families and to the WVU and B&E families.

Regards,

Jose V. “Zito” Sartarelli, Ph.D.
Milan Puskar Dean
WVU College of Business and Economics

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Milan Puskar Dean
WVU College of Business and Economics

EDITORIAL STAFF
Patrick Gregg, Executive Editor
Erica Lindsay, Art Director/Designer
Rachel Nieman, Writer
Tim Terman, Writer

CONTRIBUTING WRITER
Tara Curtis

PHOTOGRAPHIC CONTRIBUTIONS
WVU University Relations/News

EDITORIAL OFFICE
WVU B&E Communications & Marketing
P.O. Box 6025
1601 University Avenue
Morgantown, WV 26506-6025
(304) 293-5131

CHANGE OF ADDRESS
bealumni@mail.wvu.edu

VISIT OUR WEB SITE BE.WVU.EDU

ON THE COVER
B&E faculty travel across the country and all over the world, often with groups of students, for research and outreach. Image by NASA Visible Earth. FULL STORY ON PAGE 16
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WVU is an Equal Opportunity/Affirmative Action Institution. West Virginia University is governed by the West Virginia University Board of Governors and the West Virginia Higher Education Policy Commission.
About the Authors

**TARA CURTIS**
Tara Curtis is director of communications for the WVU Alumni Association where she oversees the organization’s communication and public relations efforts for more than 180,000 proud alumni. She serves as an adjunct faculty in the School of Fine Arts at Fairmont State University. She earned a bachelor’s degree from the Perley Isaac Reed School of Journalism (’93) and a master’s degree in corporate and organizational communication from the Eberly College of Arts & Sciences (’00).

**PATRICK GREGG**
Patrick Gregg is the director of the WVU B&E Office of Communications and Marketing. He is responsible for communications and marketing strategies for the College. He has worked as an award-winning journalist; an account executive for a Fortune 10 communications agency; a marketing communications manager for a half-billion-dollar contract electronics manufacturer; and an outreach manager for the West Virginia High Technology Consortium Foundation.

**RACHEL NIEMAN**
Rachel Nieman works in the WVU B&E Office of Communications & Marketing. She is responsible for communications strategies to the College’s various audiences on social media channels including Twitter, Facebook and LinkedIn. She is also the marketing manager for the B&E Online Store. She graduated Summa Cum Laude from the WVU Perley Isaac Reed School of Journalism and was named the 2012 Top Scholar of Public Relations.

**TIM TERNAN**
Tim Terman is a communications project manager in the WVU College of Business and Economics. He researches and writes a wide variety of topics for internal and external communications vehicles. He is also a public relations and media relations liaison for the College.

**INVESTING IN THE COLLEGE OF BUSINESS AND ECONOMICS: NOW IS THE TIME TO GIVE**

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.

“Giving back is something that every alumnus should think about. We really stand on the shoulders of others that came before us. I think we have an obligation to share those gifts we’ve been able to generate and give back to a place that made a difference for us.”

- Bill Hinchey, Founder of Launch Farm Apps, B&E Class of 1982

**BE.WVU.EDU/GIVE**

Watch more alumni testimonials, read about the College’s fund-raising priorities and make a gift online at [be.wvu.edu/give](http://be.wvu.edu/give).
It’s evident that the cost of living has gone up. Much to the chagrin of consumers, the price of everything—housing, food, books, supplies, gas and entertainment—has increased over time. College tuition is no exception. This reality is obvious at WVU, where 70% of undergraduate students depend on financial aid. When one takes into consideration that 12% of the students on the Morgantown campus are first-generation college students, it’s easy to see that an investment in these students is an investment in our future. The students you are about to meet have credited scholarships for helping them achieve the academic greatness that has prepared them so well for tomorrow’s challenges.
Levi Moore is about to do the unthinkable: complete his degree in economics in a mere three years. Moore says a strong work ethic has been embedded in him his whole life. But as the very first in his family to attend college, scholarships have been the catalyst propelling him to reach his full potential.

In Moore's hometown of Follansbee, W.Va., times are tough for some.

“It's a little town. The main business there was the steel mill, and it's going under. It's not growing,” Moore said. But the resiliency West Virginians are known for has proved true of Moore’s biggest role model: his father.

“Whatever he has to get done, he does it. There's no slacking. He works seven days a week, two jobs, and does what he has to do for his family,” Moore said of his father, who works at the school board at Brooke County Schools and the water plant in Wellsburg, W.Va.

The 2010 Brooke High School graduate said college would have most likely been out of his reach if not for scholarships.

“I'm so grateful. I don't take it for granted. That's money given to me, and it makes me work harder as a student. It has really taken a burden off my family. It's not something they had budgeted for,” Moore said, adding that the scholarship opportunities are what ultimately led him to become a Mountaineer.

Moore said his scholarships, which include the Watts Family Endowment Scholarship and the West Virginia PROMISE scholarship, gave him the chance to work hard to get ahead. One whole year ahead, to be exact.

“That's one more year to have in my career,” he said.

Moore took college courses while in high school and used his free time over the last two summers to complete additional coursework. He took 20 credit hours in the fall 2012 and will take 18 hours, including his capstone, in the spring to graduate in May 2013. While doing this, Moore still makes time to be involved with business fraternity Alpha Kappa Psi, the International Business Club (which he co-founded in spring 2012) and works 15 hours a week at a local Kroger grocery store.

Not only have scholarships enabled Moore to excel, but the classroom and extra-curricular opportunities within B&E have as well.

“I really liked Professional Development with (adjunct professor) Mr. (Frank) Vitale,” Moore said of the Morgantown area banking executive who teaches and volunteers at his alma mater. “He presented information to us in a way that was helpful for real-life situations.” The class covers topics like resume development, the interview process, successful interviewing techniques and strategic networking.

His involvement in Alpha Kappa Psi has also helped his professional development. “In the fraternity you learn interviewing skills, etiquette and ways to dress,” said Moore, who welcomed new pledges last spring when he served on AKPsi’s pledge board.

“There were 40 new pledges, and I know them all personally,” he said, adding that new pledges often come to pledge board members like him for help and advice. “They contact me in classes or the fraternity if they have a question. We were the first people they met, so they often look up to us for guidance and homework help.”

Moore gained leadership experience outside of WVU as well when he was appointed to floor supervisor at his home Kroger in Follansbee.
“You’re controlling the whole front end (of the store),” he said. He makes sure operations run smoothly for customers and employees alike. The position has given him good people management skills.

And Moore believes all these experiences will be invaluable as he enters the job market. “I hope to take my people skills with me to the market, something that has definitely been helped by my involvement with AKPsi, along with my job at Kroger working with customers each day.”

While he’s open to international career opportunities and a financial job in lower Manhattan, he’s most interested in a career with the federal government as a financial analyst. “If I could help fix the federal budget, I’d be a hero in some people’s eyes,” Moore said with a chuckle.

Moore said his scholarships will continue to help him as he launches his career. “It sets me off on better footing when getting a job. I can start saving for retirement instead of paying back loans. It’s good to start as early as you can,” he said.

Just as Moore recognizes what he has been given, he recognizes the need to give back. That’s why he volunteers with REACH (Reach out with Emergency Aid and Christian Help), a Follansbee non-profit organization, every holiday season. It’s for underprivileged kids and families. They collect the goods from food drives that local businesses have and pass out Thanksgiving dinners and toys for Christmas. Moore’s grandmother and other senior ladies sort out the toys and food. Then, volunteers like Moore help deliver the items to needy families.

“It’s as if they went grocery or toy shopping themselves,” Moore said, adding that it’s a great feeling to see the kids’ faces light up and to provide food for those who would otherwise go without a holiday meal.

This economics student is modest, but he is willing to admit that his family is very proud of him and his accomplishments.

“I’m the first that’s gone to college. They can’t get over the fact that I’m doing this in three years. They’re so proud of me,” he said.

Moore’s diligence in academics, his participation in the B&E community and his willingness to help others are all part of why he is a shining example of his own motto: “Hard work pays off in the end. What you put in, you get out.”

A lesson all Mountaineers can take to heart.
Justin Dunlap is no stranger to hard work. An August 2011 M.B.A. graduate, he earned the John D. May Scholarship and is now out living the dream that scholarship and the WVU College of Business and Economics helped him achieve.

He works for Betchel Plant Machinery Inc., a Pittsburgh-based subsidiary of Betchel, an engineering, construction and project management company. BPMI is a prime contractor for the United States Naval Nuclear Propulsion Program, responsible for the nuclear power plant components in the Navy's submarines and aircraft carriers.

“It’s a blessing to have a job in this market. Many people do not have anything,” he said, thankful for his job in the current economic climate. But even if the economy was faring better, Dunlap said he would still be incredibly grateful, as he is no stranger to hardship, either.

Born and raised in Lincoln County, W.Va., where nearly one-third of the population lives below the poverty line, Dunlap is the first in his family to finish a four-year undergraduate degree — let alone a master’s degree.

“The area is very rural and generally lacks opportunities for advancement,” he said, adding that if you do not enter the coal mines after high school, you probably will not have a job that pays above minimum wage. Nearly all of the men in his family have worked as miners, including his father, who survived an accident on the job during Dunlap’s senior year of high school. He says his father is the inspiration for his motivation to excel in school and in life.

Dunlap received his undergraduate degree at the University of Charleston, where he double majored in business administration and finance.

“There’s literally zero chance that I could have gone to U.C. without all the scholarships,” Dunlap said. As an undergraduate, he benefitted from numerous scholarships including the West Virginia PROMISE Scholarship, the President’s Capital Scholarship, a Leadership and Involvement Scholarship and was a beneficiary of the Gear-Up program, a federally funded program that helps students in 10 high-need counties in West Virginia save money for college from eighth grade on through high school.

“Thanks to scholarships, a lot of students these days who are able to go to college don't come from a lot. It's great to give young people who are trying to better themselves the opportunity to do so. Those are the people who are ultimately going to be the future leaders of this country or world,” Dunlap said. “I admire those who have helped support me. I'm out on my own, so it's nice to have some help along the way. Sometimes college is a little rough, but I made it through.”

Receiving his undergraduate degree on scholarship enabled Dunlap to pursue his Master’s of Business Administration at WVU. As a Mountaineer, Dunlap participated in the M.B.A. Student Association, volunteered at WVU Children’s Hospital and worked 25 hours per week at First United Bank & Trust. He was a member of the 2011 WVU Association for Corporate Growth Cup Team that placed second at the regional competition in Pittsburgh.

He also traveled to Germany with Drs. Dietrich and Christian Schaupp on a two-week trip offered annually as the culmination of the spring semester M.B.A. international business course.
“For me, it was the first time I’d been out of the U.S. That was an experience in and of itself, to see a new culture across the world. We deal with a global market now, so it’s important to be aware that cultures are different and business practices aren’t the same worldwide. You have to be conscientious of that,” Dunlap said.

He says his involvement with the M.B.A. program is what ultimately led him to his career at Betchel. “When Betchel came (to WVU) to recruit, they only recruited from the M.B.A. program,” Dunlap said. He attests that he was well prepared for his job thanks to his courses at B&E, particularly Dr. James Denton’s operations research course.

“We solved extremely complex problems using Excel. That’s what I’ve used a lot in my current job, and I didn’t do any of that in undergrad,” he said. But it wasn’t only Dr. Denton who helped him along his graduate school journey.

“One of the big strengths about the M.B.A. program is that the teachers were very knowledgeable and eager to help. I was nervous about going to a bigger school, but they still cared and tried to help out just as much as my smaller undergrad school. I was pleasantly surprised.”

Although the John D. May Scholarship was awarded to Dunlap post-degree, it was still highly beneficial. He used the funds to move from Morgantown to Pittsburgh to start his new career. “It was definitely a big help and I appreciate it,” Dunlap said.

As proud as he was to receive his M.B.A., Dunlap said his father was even prouder. After a long road to recovery, Dunlap’s father is still gaining health but will never be able to return to work. This has inspired Dunlap to work harder than ever before.

“We have been through many rough times and memories that I would like to forget, but also some that I would never trade in even if I could,” he said. “(This) has taught me responsibility, family and hope, and ultimately made me stronger.”
Maria Browning, a senior accounting student from Oceana, W.Va., has already started giving back. Maria’s hard work has enabled her to succeed at the college level without financial stress thanks to multiple scholarships. But in Belize, where Maria spent one week with PriceWaterhouseCooper's Global Outreach Program, financial accessibility to school is quite different.

“They have to pay for their high school, so not a lot of kids go to high school,” Maria said.

The aspiring tax attorney taught financial literacy to 8-12 year olds, an age group still young enough to be enrolled in free, public education.

“We taught them about budgeting and how to get a loan. We taught them the importance of saving and investing and how to start their own business,” she said.

Maria was one of only 150 interns nationwide selected for PwC’s Project Belize. In her region, she was one of three selected from 67 applicants. She described it as an incredible opportunity.

“(The people there) were very considerate and socially responsible. They were focused on helping the community because they knew it was only going to get better if they all put forth the effort, which is a good attitude that people should have here,” Maria said. “We did a pre- and post-assessment and I was surprised how much information they retained.”

But Project Belize was just part of the internship experience for Maria, a West Virginia PROMISE Scholar who is also a recipient of the Mountaineer Scholarship and the Valedictorian Scholarship through the WVU Foundation. She was one of only four tax interns at the PwC Pittsburgh office last summer. She completed corporate tax returns and quarterly corporate tax provisions. She was a bit nervous going in.

“It was high responsibility. I was prepared though. Professionalism is always promoted in our classes and organizations,” she said of B&E.

Maria, who will graduate in December, is applying to law school. She said her scholarship will help her succeed even beyond graduation. This fall, she received the Vivian Canady Mason Scholarship, which is awarded to high achieving undergraduate accounting students from Fayette, Wyoming or Raleigh counties.

“The (Vivian Canaday Mason) scholarship will allow me to expand my opportunities as to where I want to go for work,” she said. She said the funds will be of critical importance to her post-graduation move to Pittsburgh, where she plans to start her job search.

“It will also help me pay for the C.P.A. exam in the spring. I’m very thankful I won’t have that added financial stress,” she said, noting that the preparation for the C.P.A. exam will be stressful enough.
Maria said involvement in on-campus programs has been critical to her professional growth. WVU Student Employment helped her gain valuable experience while earning money by working at WVU Revenue Services as an assistant accountant. She has also been an involved member in professional business fraternities Beta Alpha Psi and Alpha Kappa Psi, and international business honor society Beta Gamma Sigma.

“One thing I like about B&E is the community it provides, because you can join these organizations and get to know people in your classes,” she said. “I met one of my best friends through these organizations.”

She also took advantage of opportunities through B&E’s Center for Career Development such as the Etiquette Dinner, which she said was monumentally helpful “in the real world.”

“During my internship, we were taken out to lunch by a partner. It was really important to know what you can and can’t do,” Maria said. Without that experience, she said, she would not have been prepared.

Because of the supplemental education and opportunities that extra-curricular activities have given Maria, it comes as no surprise that her best advice to current students is to become involved.

“A lot of people don’t even realize the opportunities you have if you work hard,” she said. “I feel that I’ve taken advantage of every opportunity that’s been given to me, and I’ve succeeded.”

Not only have her scholarships given her funds, but they have also afforded her the time and flexibility to simultaneously participate in student organizations and maintain a high GPA. When coupled with dedication and a strong work ethic, Maria has made the most of her collegiate scholarships, which she believes will help her open doors throughout her career.
Outstanding alumni of the West Virginia University College of Business and Economics were recognized for their achievements at a ceremony September 28 in Morgantown. WVU’s business school inducted seven highly successful individuals into its second annual Roll of Distinguished Alumni.

Inductees included W. Marston Becker, president and CEO of Alterra Capital Holdings Ltd. and chairman of West Virginia Media Holdings; John Chambers, chairman and CEO of Cisco Systems Inc.; Karen S. Evans, former presidential appointee as administrator for E-Government and information technology at the Office of Management and Budget for the Executive Office of the President; William F. “Bill” Kennedy, former executive vice president of U.B.S., Switzerland’s largest bank; Parry Petroplus, president of Petroplus and Associates Inc.; Douglas Van Scoy, former deputy director and senior executive vice president of Smith Barney, and owner and partner of Pit Partners, a hospitality business in South Carolina; and Henry C. “Hank” Wagner III, former president and CEO of Jewish Hospital Healthcare Services, in Louisville, Ky.

“The Roll of Distinguished Alumni was developed to celebrate the successes of our graduates,” said Jose V. “Zito” Sartarelli, Milan Puskar Dean, WVU College of Business and Economics. “These seven individuals are honored through this induction by their alma mater because of their highly successful careers in the U.S. and around the world. They are representative of the countless careers B&E has molded in areas such as business, academia and government, and the impact they have had on our state, our region, the country and the world is significant. We are happy to recognize their great achievements.”

Marty Becker has led insurance, reinsurance and insurance brokerage organizations both publicly traded and privately held, leading to his current appointment as chairman and CEO of Alterra Capital and its predecessor, Max Capital, which he has held since October 2006. Becker also serves as chairman of West Virginia Media Holdings, a statewide media company he co-founded in 2001. WVMH has eight television stations and a newspaper that reach 90 percent of West Virginia’s population.

John Chambers joined Cisco Systems, the worldwide leader in networking for the Internet, in 1991. He has been commended by government leaders for his visionary strategy, ability to drive an entrepreneurial culture, and his warm-hearted, straight-talk approach. He has served former presidents Bill Clinton and George W. Bush, twice received the ACE award, which is the U.S. State Department’s top honor for corporate social responsibility, and the first Clinton Global Citizen Award. Since his arrival at Cisco, he has helped grow the company from a $70 million enterprise to a global company of more than $40 billion.

Karen Evans earned a Master’s of Business Administration degree in 1992. She worked for the federal government for 28 years, ultimately serving as the administrator for E-Government and information technology at the Office of Management and Budget within the Executive Office of the President under President George W. Bush, where she oversaw the federal IT budget of nearly $71 billion. She now serves as the national director for the U.S. Cyber Challenge, a nationwide skills development program focused on the cyber workforce, and as a voice of authority for Safegov.org, an online forum focused on cloud computing policy issues.

Bill Kennedy joined Kidder, Peabody & Co. in 1980 and moved up the ranks to chief operating officer. The company later merged with Paine Webber, where he was appointed executive vice president, a position he continued to hold after the company’s purchase by Union Bank of Switzerland in 2000. Upon his retirement, UBS renamed their management training program the William F. Kennedy Leadership and Development Program in honor of his commitment to the development of future leaders. Along with his wife Mary, Kennedy has given generously to a number of philanthropic projects.

After receiving his degree in Business Administration, Parry Petroplus founded his company, Petroplus & Associates Inc., in 1976. He has won many awards, including the 2003 U.S. Small Business Administration’s Business Person of the Year for the State of West Virginia and the 2001 Ernst and Young Entrepreneur of the Year. Petroplus has served in a number of organizations, including the WVU Board.
of Governors, West Virginia Roundtable, CentraBank and United Bank Board of Directors and the Foundation for Mon General Hospital, and has been a driving force behind the development along the Monongahela River in the Wharf District of Morgantown.

**Doug Van Scoy** finished a nearly 30-year career with investment firm Smith Barney as deputy director and senior executive vice president in 2001. He has served as a board member and chairman of the WVU Alumni Association and currently serves on the WVU Foundation Board. Van Scoy is also owner and partner of Pit Partners, a hospitality business in South Carolina and serves on the Board of Directors of Sterling Asset Management. He and his wife Pam have contributed generously to the College, kicking off WVU’s “A State of Minds” capital campaign. He also serves as B&E’s national capital campaign chairman.

**Hank Wagner**, a Charleston, W.Va., native, served in the Medical Service Corps before becoming president and CEO of the Jewish Hospital Healthcare Services. During his 32 years there, he grew the organization from a single medical center to a regional network. The organization pioneered 75 medical firsts in Kentucky, as well as the world’s first artificial heart implant and cadaveric hand transplant. He helped establish the Kentucky “Bucks for Brains” Professorships, which have created over 75 endowed professorships to date. Wagner currently serves on the WVU Medical Center National Advisory Board and is a visiting professor for Sullivan University in Louisville, Ky.

“These alumni are perfect examples that hard work coupled with a quality degree can propel a person into a successful career, both locally and nationally,” said Bonnie Anderson, director of alumni relations at B&E.

“The inductees into the Roll of Distinguished Alumni are fantastic role models for our students,” Sartarelli said. “I continually remind students that they are the future inductees into this honored and cherished group.”

**VISIT** be.wvu.edu/distinguished_alumni
RANKINGS AREN’T EVERYTHING
...OR ARE THEY?

It’s hard not to put emphasis on something that has an effect on all other facets of a college, its students and its faculty. The B&E administration, faculty and staff have been working hard to make the College recognized as one of the best in the country, and it’s starting to pay off.

The impending retirement of baby boomers means that companies will need four to six million salespeople over the next five years, yet fewer than 100 of the more than 4,000 colleges and universities in the U.S. have established a professional sales institute. Opportunity is calling.

In June, the University Sales Education Foundation (USEF) named West Virginia University, home to the newly established WVU Professional Sales Institute, as a Top 60 University for Professional Sales Education. The professional Sales Institute is housed within B&E.

“This ranking shows that our students are highly proficient with these invaluable skills,” said Jose V. “Zito” Sartarelli, Milan Puskar Dean, WVU College of Business and Economics.

WVU officials said the ranking is “an astounding achievement” for a novice program, which began offering sales courses in Fall 2011, but should not be novice for long. Dr. Andy Wood, Director of the WVU Professional Sales Institute and chair of the Marketing Department, believes the creation of the WVU Professional Sales Institute, along with the top 60 ranking from USEF, has led to a marked increase in Fortune 500 companies visiting WVU for student recruitment and will lead to recruitment of top-notch faculty.

“I’m following in the footsteps of people who have done this thing very well,” Wood said, referring to Dr. Richard McFarland, Assistant Director of the WVU Professional Sales Institute and associate professor of marketing, who started the sales center at Kansas State University before coming to WVU. “His joining the faculty at WVU was monumental (in starting the Sales Institute),” Wood said.

According to Wood, companies such as Coca-Cola, AT&T, U.S. Cellular and McAfee have begun to recruit on campus since the Institute’s creation. Sartarelli believes this is not only beneficial for the WVU Professional Sales Institute, but also for the College as a whole.

“We have a distinct set of priorities we have outlined for the further growth and development of the College,” Sartarelli said. “The Professional Sales Institute is helping us in two very important areas: recruiting outstanding faculty and attracting more Fortune 500 companies to visit us. This is important because it shows us that when we excel, the College benefits overall. In this case, we benefit in student skills, student recruitment, graduate placement and faculty recruitment. All of that is critical to the growth of the College.”

McFarland agreed, noting that the Institute can accomplish the goals of B&E’s Mission Statement.

“...OR ARE THEY?
Named a top-ranked school attracts quality students, improves student education, and increases student outreach. Alumni encouraged to give back, increasing morale and funds new programs, centers, technologies, and facilities. More networking opportunities and more students recruited by Fortune 500 companies attract top-notch faculty, which leads to improved student education, faculty invited to participate in national competitions, and alumni invited to participate in national conferences and seminars. Improved student education leads to more networking opportunities, increased work production, increased work production, and increased quantity of students. Alumni become company executives, alumni recruit on campus, and graduates get good jobs in high demand fields. Funds new programs, centers, technologies, and facilities, which increases work production and quality of students. Faculties create new programs and do innovative research, which attracts top-notch faculty and attracts quality students.
pared for that, it meets the educational goals,” McFarland said. “It also helps us meet our research and outreach objectives, because the Institute can be used to fund research in targeted areas once we get it fully up and running. Some sales centers are involved in outreach education and training seminars. That’s down the road for us.”

McFarland hopes to replicate his success at Kansas State. “I saw a need, based on employers and students (for a sales center),” McFarland said. “We’re offering well-trained students, and that’s going to bring more recruiters.”

“We’re offering well-trained students, and that’s going to bring more recruiters.”

- Richard McFarland, Ph.D., Associate Professor of Marketing

The Institute offers a four-course sales track with courses in personal selling, sales management, selling with digital media and one of three electives: business-to-business marketing, negotiations or an internship accompanied by an academic component.

Upon completion of the track, students receive a sales certification from the University Sales Center Alliance (USCA), a national organization that seeks to advance the sales profession through teaching, research and outreach. The certification recognizes students for outstanding academic and professional achievement in professional selling. The one and one-half-year track is rigorous, with academic, extracurricular and experiential components, but four B&E students (Sarah Cartwright, Caitlyn Steele, Ryan Franks and Brian Winowich) have already complemented their degrees with USCA certification, and another five are currently enrolled.

Wood, who has been published in numerous journals including the Journal of Personal Selling and Sales Management, said that this certification provides a tangible advantage to students in their job search.

“All four of the students who have graduated and completed the USCA track have received jobs in sales,” Wood said. “Two have found employment at Cisco Systems, one at Total Quality Logistics and one at a commercial roofing company in Pittsburgh. We’re ahead of the curve. Employers don’t just need salespeople. They need professional salespeople.”

Jeanne Frawley, USEF executive director, also believes that employers are paying close attention, not only to the USCA member schools, but to the USEF rankings as well. Among the 60 top-ranked schools, “We see a 90 percent job placement compared to 43.7 percent nationally, on average,” she said. “(Employers) are beginning to see the science behind a sales education, aside from the art as it has always been considered.”

McFarland said participation in the sales track can expedite the process for recent graduates entering the workforce. “It might be three to six months of additional on-the-job training if they don’t have a professional sales background. Offering this certification has a strong impact on how external constituents see us. People are going to want to come back and hire more students—and they won’t only interview for sales positions. It has the ability to snowball,” McFarland said.

Wood, who said the ultimate goal is to send 50 to 60 students through the program each year, coached nine WVU students as they participated in the World Collegiate Sales Open last fall. Three of them advanced to the quarter-finals, an impressive accomplishment for first-time competitors.

“We’re expanding that,” Wood said of increasing WVU’s participation in sales competitions. Competitions are a great way to hone personal selling skills, but ultimately it’s about networking. In a two-day competition, participants often spend hours between rounds. During this downtime, there’s always a massive job fair. This is how two of the USCA certified students, Sarah Cartwright and Caitlyn Steele, found employment at Cisco Systems Inc.

“There are 50 to 60 companies that will have seen all of the participants’ resumes, and they are looking for specific students,” Wood said. “It’s not uncommon for a company to take a student into a room, interview and hire. It’s like college football recruiting.”

AFTER A STELLAR FIRST-YEAR PERFORMANCE, WHAT’S NEXT?

“In my mind, I think we really take off in the academic year of 2014-15,” Wood said of the emerging program. He said a few things must be done to become one of the best schools in sales. First is to increase student interest, a task that has been made easier by implementation of the four-year college where students are now admitted to B&E as freshmen instead of as juniors. Another vital component is to increase available internships—something that can be done by the increased on-campus recruitment and job fairs at competitions. Additional educational and technological resources are crucial as well.

“We need alumni and other volunteers to pass on some of their knowledge by participating in mentorship roles and role-plays with students, guest speaking and being on educational or executive advisory boards,” McFarland added.

Preparing students for the global marketplace and encouraging experiential learning opportunities are worthy goals of any college. But the creation of the WVU Professional Sales Institute is just one of many steps taken to accentuate our strengths and allows B&E to stand out. The future is bright.
Alumni and faculty of the Economics Department at the West Virginia University College of Business and Economics have been nationally ranked for their publication in high-ranking journals.

A recent study titled “Ranking US Economics Programs by Faculty and Graduate Publications — an Update using 1994-2009 Data” by Dr. Michael A. McPherson of the University of Northern Texas, ranked WVU #78 in terms of published alumni and #111 in terms of published faculty out of 240 economics departments across America.

“In economics, a department's reputation is based on its research and its faculty publications,” explained Dr. Clifford Hawley, chair of the Department of Economics.

In fact, while the department’s ranking of #111 ranks WVU in the middle of the Big 12, our graduates’ ranking is third among all Big 12 schools, trailing behind only Texas and Iowa State — two schools with significantly larger economics departments.

Hawley emphasized that this was no small accomplishment. “It’s very difficult to publish in ‘A’ or ‘A+’ journals. When you write a paper that is, in essence, producing new knowledge, you send it off to the journal and referees, who are scholars in the field, to examine the paper and see if it’s worth publishing. It’s very difficult.”

But many of our faculty members have published in these highly esteemed journals, including Dr. Shuichiro Nishioka (Journal of International Economics), Dr. Stratford Douglas (The Energy Journal), Drs. Andrew Young and Roger Congleton (Public Choice), Dr. Brian Cushing (Journal of Regional Science), and Dr. Amanda Ross (Journal of Urban Economics, Journal of Regional Science and Urban Economics).

Currently, the Economics Department is seeking to fill four faculty positions. “We are recruiting as we speak to hire new faculty who will continue to enhance the economics reputation in the College,” Hawley said.

Since many Ph.D. students collaborate with their professors on research, additional high-quality faculty who have been published in ‘A’ and ‘A+’ journals will be nothing but beneficial. The students, who upon graduation are in high demand in the work force in places like the U.S. Department of Labor, the World Bank, academia and agencies of international focus, may already be published by the time they graduate, increasing their marketability.
B&E: Making WVU, West Virginia, and the WORLD Better
You often hear that an organization is no stronger than its people. If that is the case, West Virginia University’s College of Business and Economics has Herculean strength.

In an effort to provide a look inside the College, B&E Magazine decided to bring together four faculty — unquestionably different in their backgrounds, methods, interests and personalities. But decidedly similar in one respect: They all have undertaken research and related projects to markedly improve their world.

“These four individuals are examples of faculty who go far beyond the call of duty,” explained Jose V. “Zito” Sartarelli, Milan Puskar Dean. “There is so much more to them than teaching and researching. There is a nearly unexplainable, yet undeniable, passion to make this world a better place using their talents, and it is truly remarkable.”

The faculty include Roger Congleton, Ph.D., BB&T Distinguished Chair of Free Market Thought and Professor of Economics; Paula Fitzgerald, Ph.D., Nathan Haddad Professor of Business Administration; Presha Neidermeyer, Ph.D., Accounting Professor and Accounting Graduate Program Coordinator; and Bill Riley, Ph.D., Chair of the Department of Finance, Director of the Center for Chinese Business and Professor of Finance.

And while these four come at the world from completely different angles, it’s quite clear they want to improve it.

“Many of our faculty are more than just research and more than just teaching,” said Dr. Karen France, Associate Dean of Academic Affairs. “There’s a whole host of things that are going on here at WVU and B&E that students and other faculty may not be aware of that are really cool and interesting. These activities impact students but also impact the state, and really have a greater impact on the world as a whole.”

Congleton’s efforts are in the area of constitutional research that have drawn a decade and a half of his work and have affected the way scholars think about constitutions from the European Union (EU) to Japan. Fitzgerald’s studies encompass women’s health in the Amazon, Appalachia and southern Georgia, including which specific outreach programs have helped yield off-the-charts success and targeting women as the focal point of health interventions. Neidermeyer’s research focuses on helping not-for-profit organizations in Africa as they work to fight the HIV and AIDS pandemic. Riley’s interest is instilling financial literacy in middle and high school students in an effort to help them deal with the financial challenges of today’s world.

During this interview, they talk about how they came to be involved in their respective areas of interest, their challenges and rewards, goals and the value those interests bring to B&E.

There is a nearly unexplainable, yet undeniable, passion to make this a BETTER PLACE using their talents, and it is truly REMARKABLE.

- DEAN JOSE V. “ZITO” SARTARELLI
WHAT SPARKED YOUR INTEREST AND GOT YOU STARTED?

Neidermeyer: My first blush at this came in the form of a challenge that was actually issued by someone who later became a very close friend of mine. He called to action individuals who were getting graduate degrees in engineering, education and business, for help in the situation that was going on at the time in Africa with the HIV and AIDS pandemic. And I thought that was interesting because, as an educated person, I’d never really considered the full import of what a business person could bring to the table in terms of fighting that pandemic. I had lunch with him almost immediately afterward because I was so intrigued by what he said with regard to the need for individuals of all disciplines to be called to action on this particular topic.

We took the first students abroad almost one year later to the day to South Africa to initially do a tour of the situation and then, later, a lot of the back office work for the not-for-profits in Africa. Obviously, you need to think about the need for doctors in Africa but you think of M.D., not Ph.D. My initial thought was that I am a doctor, but of course the wrong type.

I subsequently found that what was also desperately needed was individuals to help raise money so that marketers could help put together a fundraising campaign to help with the accounting records, etc., that the not-for-profits have in Africa. This is a really good marriage of an opportunity. Not-for-profits need that (business) skill set but frequently can’t afford it. Students need the experience. I think we provide a nice win-win scenario.

Fitzgerald: That’s funny because mine is curiosity that began it. And then the helpfulness followed. A developing region in the Amazon is undoubtedly different than the rest of Brazil. I was curious about what a developing nation actually is and what a developing area actually is. That has parlayed into an area of emerging schools starting their research agenda. The universities in the Amazon are quite outreach oriented. Extension is the biggest part of what they do and educating their own for jobs that are in the area.

Access is extremely limited to other cities—36- to 48-hour boat rides to the next city and most people cannot afford air fare. And we are talking about a distance from, say, Morgantown to Atlanta, not far by U.S. standards at all.

So, I started with the curiosity, and through Amizade (a global service-learning organization) I have been able to meet professors there, finding out that these professors have a huge impact on health—women’s health, children’s health and changing malnutrition. They’ve been able to help decrease malnutrition rates from 42 percent to about three percent in less than 10 years. So they’ve got ‘street cred’ (recognized credibility).

We at WVU have ‘street cred’ because of our outreach and Women’s Center for Excellence in Health. We are the only center of excellence in women’s health for outreach for rural women. We know from the World Trade Organization that focusing on women in the household has the biggest impact on the overall health of the household. They tend to handle the food. They tend to be the care providers. They tend to be the people who say, ‘You’ve got to go to the doctor.’

The curiosity leading to these opportunities, leading to what I hope turns into a sabbatical, is to connect WVU’s women’s rural health and Amazonia’s women’s rural health, and do some very qualitative research on places with limited access to health care, limited education for many and limited resources.

Riley: The interest in financial literacy started with annoyance. I was really annoyed over decades that universities don’t tackle the problem of teaching financial literacy. Most finance departments think it is beneath them to teach financial literacy in class. They just assume people are going to know about it, and yet it’s a huge problem in colleges.

A typical college student ends up graduating with $25,000 in debt: around $20,000 in student loans and another $4,000-$5,000 in credit card debt. And so he or she is never really taught how to manage money. I’ve always enjoyed teaching classes to people who actually pay attention and are interested in these topics. But it occurred to me about 10 years ago that it’s really kind of late by the time you get to college. You really need to tackle that problem in high schools and middle schools.

It’s a ‘teach the teacher’ idea. High school teachers don’t teach financial literacy in their classes because they’re intimidated by it. They don’t understand it themselves. Until you get them comfortable with these topics, they’re not going to teach it to their students. So we developed a program for high school teachers in West Virginia, and we’ve been doing that for the past 10 years — a one-week, intensive session on financial literacy. And funding through the West Virginia State Auditor’s Office makes it so that these teachers can come for free, and they get professional development credit for it.

What got me into it was making a difference. I really think people need to understand how to manage money. We cover everything from basic budgeting and financial statements to insurance, investments, retirement planning, credit and fraud.

Congleton: My projects are much more academic. I got into this constitutional line of research because someone asked me to write a paper on Swedish constitutional reform back in the late 1990s. I made the mistake of reading Swedish history rather than just saying it should look more like the United States. I got excited by that history, and I started to work on
Through **OUTREACH**, I would hope to get more people to **THINK** about **CONSTITUTIONS**... how they function and what they mean for a **SOCIETY**.

**ROGER CONGLETON, PH.D.**
*BB&T Distinguished Chair of Free Market Thought and Professor of Economics*

Dr. Congleton earned his Ph.D. degree in economics at Virginia Polytechnic Institute and State University. Before coming to WVU, he was professor of economics at George Mason University and a senior research associate at the Center for Study of Public Choice. He was a visiting fellow at the Amsterdam Center for Law and Economics, University of Amsterdam, a Fulbright distinguished professor of American studies in Odense, Denmark, and was the Adam Smith Professor of Economics and Philosophy at Universitet Bayreuth, Germany. His most recent book is *Perfecting Parliament: Liberalism, Constitutional Reform, and the Emergence of Western Democracy*.

**TALK ABOUT SOME OF THE CHALLENGES YOU’VE FACED.**

**Fitzgerald:** I’ve been able to figure out funding. I’ve been able to figure out resources. I’ve been able to find bilingual students in the Amazon who want to work on things. Too many ideas, too much fun, too little time.
It changes the lives
and academic experiences of my STUDENTS. It changes what GOES ON in the CLASSROOM

PAULA FITZGERALD, PH.D.
Nathan Haddad Professor of Business Administration and Professor of Marketing

Dr. Fitzgerald earned her Ph.D. from the University of South Carolina. She specializes in consumer behavior, public policy and marketing ethics. Her research has focused on consumers’ use of dietary supplements and their interpretation of claims made on supplement labels. She also studies how consumers make trade-offs between short-term pleasures and long-term goals. Her research has been accepted in Journal of Consumer Affairs, Journal of Retailing, Journal of Public Policy and Marketing, MacroMarketing, Journal of Business Ethics, Journal of Advertising Research, Journal of Business Research, Journal of Consumer Research and Journal of Marketing Research, among others.

Congleton: I tend to agree with that. With time, juggling all of these things in one day is difficult. You may have a rough plan as to how things will work out, but things always pop up. Managing time is always a juggling act, but there is the satisfaction of pushing ideas forward and getting people to think seriously about constitutional issues.

Neidermeyer: There is always a resource constraint whenever you’re dealing with not-for-profits, particularly in developing nations. You always have that stretch with what can be done versus what should be done.

Fitzgerald: And occasional uncertainty when your partner is in the other countries. We’ve all had those experiences when you’re not sure what just happened in that conversation, just because of cultural differences. Never anything that has created a barrier, but some very funny anecdotes to come back home with.

Riley: I believe incentives, financial and non-financial, work. Until school boards think this is really important and make it one of the basic skills students need to graduate, you’re probably not going to get the kind of effort you’d like from teachers. The surveys on financial literacy are pretty grim about what students know coming out of high school. So, the challenge is instilling the importance in this.
It’s interesting to watch students’ world view increase when they realize that the output of a break-even analysis can determine whether or not 28 orphans continue to be fed and sent to school.

*Dr. Neidermeyer earned her Ph.D. from Virginia Commonwealth University with a specialty in international accounting. Her research investigates the way culture impacts auditor decision making. She is also interested in gender studies and has co-edited a book studying work life balance. Dr. Neidermeyer is a member of the AICPA and as part of her service effort on behalf of West Virginia University, is an active participant in various organizations benefiting charities in Africa. She has led multiple teams of practicing professionals and students interested in using their special skills to Africa to help minimize the impact of the AIDS Pandemic.*

**WHAT DO YOU FIND MOST REWARDING ABOUT YOUR WORK?**

**Riley:** I find working with these high school teachers to be a hoot. They’re neat people, they really believe in what they do, and they work hard at it. I just always leave feeling good after working with them. Additionally, we get the teachers to talk to one another about innovative things in the classroom. They learn from each other a great deal.

**Congleton:** One of the main benefits from what I do is simply the opportunity to exchange ideas with a larger network of colleagues around the world. Another is that I get to see changes first hand that occur in many places. The EU is always tinkering with their constitutional treaties. The Swedes also, at least, discuss seriously the possibility of constitutional reforms. Election law reforms in Japan and Italy were partly driven by this line of research.

**Neidermeyer:** The expansion of the classroom is rewarding. I think it’s interesting that students have done seminars on entrepreneurship in Malawi. I’ve listened to my former students teach break-even analysis and budgeting on a level ranging from novice entrepreneurs to speaking to entrepreneurs who are succeeding and starting second businesses. It’s very rewarding to see that information you have presented to the students has been taken and subsequently broadened.

It’s interesting to watch their world view increase when they realize that the output of a break-even analysis can determine whether or not 28 orphans continue to be fed and sent to school, which is a circumstance we had this past year. They got to make a recommendation as to which would be a better crop to plant — corn or beans. One of them had a significantly higher return, so we made the recommendation. They were blessed with a 300 percent return on investment.

**Fitzgerald:** The reward to me is the curiosity of seeing what may actually benefit people in a health environment. In southern West Virginia, we have struggling families, and in our state we have significant health issues. It’s rewarding to look at those issues and then look at Amazonia, trying to compare and what outreach programs are working in each place. I’d like to...
get some generalities of things that are effective. There is a disconnect between what we’re doing and whether or not it’s effective. To look at effective systems and determine whether they are information-based or behavioral-based — that’s rewarding.

**WHAT IS YOUR ULTIMATE GOAL?**

**Riley:** I would hope that someone would think this is important enough to continue.

**Neidermeyer:** One of the reasons I was very supportive of the Ph.D. program at B&E was to get at least 10 of my former students through the program. I am sitting on four-and-a-half at the moment, so I have a little ways to go. That’s my goal so that we can have that continuity because clearly there are issues that are going to go on longer than I’ll be around.

**Congleton:** I don’t really think about retirement. I want to push on and see how long it goes and hope it changes how people think about constitutions and constitutional design. Hopefully, my work will help create something that is sustainable.

**HOW DOES YOUR WORK BENEFIT B&E?**

**Fitzgerald:** It changes the lives and academic experiences of my students. It’s kind of an odd thing for a marketing person to be focused on these things, but it changes what goes on in the classroom.

**Congleton:** All this type of work also increases the visibility of the University and B&E. And hopefully, it brings more students in, especially higher quality students who may be interested in the things that we are doing here that are not done elsewhere. In a few areas, they can learn more here than they can anywhere else.

**Riley:** The more you do interesting work like this, the more people you meet who are doing interesting work. So this networking kind of snowballs and is very beneficial in what you’re doing in a number of ways.

**Neidermeyer:** There’s a lot of gold and blue in Blantyre, Malawi. Malawi is the warm heart of Africa, as it’s said, and I’m just hoping there’s a place in their hearts for West Virginians. I think that there is after a lot of the work we’ve done there.

**Riley:** It’s pretty cool hearing “Country Roads” in other parts of the world.
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* WVU’s Online Executive MBA was ranked in 2012 by U.S. News & World Report.
The newest class of the West Virginia Business Hall of Fame was inducted in November in Morgantown and welcomed three new members to its ranks. On November 8, J. Thomas Jones, Dr. Julie M. Smith, and J. Brett Harvey were inducted at the Morgantown Event Center at the Waterfront Place Hotel.

The WVU College of Business and Economics initiated the Hall in 2001 to recognize those whose impact in the realm of West Virginia business is truly worthy of acclaim. Nominees must demonstrate extraordinary leadership, illustrate a commitment to their community, and have strong West Virginia ties. They are people who have made a significant impact on the landscape of business. Having earned a college degree is not a requirement for this honor.

Public recognition for renowned business leaders, as well as establishing a record of their great achievements, is important for a number of reasons. These individuals and their contributions to society serve as a reminder of the constant need for renewal and change in order to stand out and remain competitive, the value in striving for only your very best and the opportunity for economic success, particularly in West Virginia. They also serve as role models for our state’s business students, those just beginning their careers and for new entrepreneurs.

J. THOMAS JONES

J. Thomas Jones is the president and chief executive officer of the West Virginia United Health System, the state’s largest healthcare system, encompassing WVU Hospitals in Morgantown, United Hospital Center in Clarksburg, WVU Hospitals-East and Jefferson Memorial Hospital. With more than 11,000 employees, the company is the second largest employer in the state and has an annual budget of $1.5 billion and assets of $1.9 billion.

A native of Glendale, W.Va., and a 1971 graduate of the College of Business and Economics, Jones has been involved in West Virginia health care since 1973, when he began his career at the Wheeling Hospital. Before acquiring his current post in 2002, he served in various leadership positions such as CEO of Genesis Hospital System, CEO of St. Mary’s Hospital in Huntington, and chief operating officer of Wheeling Hospital.

Jones was the first health care executive to chair the West Virginia Business Roundtable, and has served on numerous boards locally and statewide. These include the West Virginia Hospital Association, where he is a former chair and has received the Excellence in Leadership Award, the West Virginia Higher Education Policy Commission and the Morgantown, Wheeling, Huntington and West Virginia Chambers of Commerce.

His hospitals have received national recognition, including Top 100 Hospital, Best Employer in West Virginia, Magnet Nursing Hospital and AARP Best Employer. Jones is a Fellow in the American College of Healthcare Executives, the highest professional level of achievement in health care administration, and has continued learning through executive education at the Wharton CEO Program for Hospital Leadership from the University of Pennsylvania. He also holds a master’s degree from the University of Minnesota.

DR. JULIE M. SMITH

After graduating from WVU with a Ph.D. in behavioral science, Dr. Julie M. Smith cofounded the Continuous Learning Group (CLG) based directly on the concepts she acquired during her graduate education. The company is now a global leader in behavior-based strategy execution and performance improvement counseling that employs 140 consultants located on six continents.

Through her entrepreneurial sense, Smith has also founded or
cofounded three other ventures in north central West Virginia: LifePath, LLC, a provider of personal change products to help readers progress from change resistance to change resilience, ChangeMatters LLC, a creator of workshops and materials to help employees deal with major change throughout their company, and Heston Farm Winery and Pinch Gut Hollow Distillery, an entertainment venue in Marion county, W.Va.

Smith, who has also served as an adjunct faculty member at WVU since 1993, applies her vast knowledge of behavioral science to improve the performance at her client companies, many of which are Fortune 100 companies. She has led her clients, including AT&T, 3M, Chevron, Dow, GE Plastics and JPMorgan Chase to achieve outstanding results on improvement initiatives.

Her businesses, which gross over $30 million annually, have resulted in significant financial success and created jobs since 1993. Smith is also an accomplished author, speaker and thought leader in the field of organizational behavior management, serving on boards of directors for organizations such as the Cambridge Center for Behavioral Studies, West Virginia Clinical and Translational Science Institute, the WVU Eberly College of Arts and Sciences Advisory Board and the WVU School of Medicine Visiting Committee. She has endowed the CLG Scholarship Fund to give back to future generations of students in psychology and has also been featured as a B&E Distinguished Lecturer.

Smith arrived in West Virginia in 1981 from Minnesota for graduate school. She never left and has called the state her home for 30 years.

J. Brett Harvey is chairman, president and chief executive officer of CONSOL Energy Inc., who along with its predecessor companies, have operated in West Virginia since 1902. Under Harvey, who joined CONSOL in 1998, the company is the leading coal and natural gas producer in the Appalachian Basin. By establishing safety as a company value, Harvey has become an energy industry thought leader.

A fourth generation coal miner, Harvey believes that “safety trumps production and profit” and has outlined a zero tolerance policy for injuries, illnesses and deaths in the company’s 20 bituminous coal mining complexes. He attests that the $200 million the company spends on safety efforts each year makes the company more productive. While buckling down on safety, Harvey has been able to simultaneously increase the value of CONSOL tenfold, with approximately $3.7 billion in annual revenues. Under Harvey, the company realized a total shareholder return of approximately 616 percent.

Harvey is a 2009 member of the West Virginia Coal Hall of Fame, a recipient of the John E. Wilson Distinguished Alumnus Award from the University of Utah, and a recipient of the Percy Nicholls Award, which is jointly presented by the Society for Mining Metallurgy and Exploration Inc. and the American Society of Mechanical Engineers.

Harvey has served on numerous boards including the National Coal Council, Executive Committee of the Allegheny Conference on Community Development, Allegheny Technologies, the U.S. Center for Energy Leadership and the National Executive Board of the Boy Scouts of America. Under his direction, CONSOL Energy was named one of America’s most admired companies in 2005 by Fortune magazine and was named to Forbes’ 2010 “100 Most Trustworthy Companies” list. Harvey holds an honorary doctorate from Duquesne University.

We welcome these three inductees from 2012 and look forward to receiving your nominations for the 2013 class. Visit be.wvu.edu/hall_fame for more information.
Long-time accounting professor to retire

Robert S. Maust, professor of accounting, probably knows more history of the College of Business and Economics than just about anyone.

Maust, who grew up in Pennsylvania approximately 30 miles from Morgantown, is the longest serving professor teaching at the College and has held continuous tenure at WVU since August 16, 1963.

That was the year President John Kennedy was killed, The Beatles released “I Want to Hold Your Hand,” the Dow Jones ended at 762 and a gallon of gas cost 29 cents.

He will retire on January 1, 2013.

“Forty-five years ago I would not have foreseen my career taking the path that it did, nor as long as it has. My wife and I are planning to do considerable traveling,” he said. “I have truly enjoyed working with students and watching their careers evolve into major leadership positions in accounting, business, education and government. I have been fortunate to have great colleagues in the Department, College, and University. It has been a great ride!”

A certified public accountant, Maust has probably taught most of the CPAs in West Virginia, and he can recall when many B&E faculty had offices in Zevely House, a wooden structure that used to stand behind Purinton House, then-President Irvin Stewart’s home. Maust recalls that their offices moved to the basement of Woodburn Hall in the late 1960s or early 1970s.

“Bob Maust has had an impact on the lives of countless people, students and faculty alike,” said Jose V. “Zito” Sartarelli, Milan Puskar Dean. “He has served our College, WVU and the state of West Virginia as an educator and administrator for many years, and the impact of his teaching is widespread. Certainly we will miss him, as will many, and I wish him well in his new life as a retired professor.”

Maust earned undergraduate and master’s degrees at WVU and studied at the University of Michigan. He has served the College of Business and Economics and the University in various positions, including the Louis F. Tanner Distinguished Professor of Public Accounting for 20 years, director of the Division of Accounting for 15 years, interim dean for one year, director of the M.B.A. program for six years, coordinator of the Master of Professional Accountancy degree program for eight years and interim chairperson of accounting for the past year.

At the University level, he has served as a member of the University Senate, the Senate Executive Committee and numerous other committees. The College named him as Outstanding Teacher on several occasions, and the West Virginia Society of CPAs recognized him twice as Outstanding Accounting Educator in West Virginia.

He also served a variety of roles in professional organizations at the state, regional and national levels, including president of the West Virginia Society of CPAs, president of the West Virginia Tax Institute, member of the Council of the American Institute of CPAs, member of the Council of the American Accounting Association, vice president of the American Accounting Association for the Mid-Atlantic Region and president of the National Council of Beta Alpha Psi (national professional accounting fraternity).

Maust completed two terms on the West Virginia Board of Accountancy, including one year as president, and the West Virginia Society of CPAs honored him with its first Distinguished Service Award.
France elected to AACSB steering committee

Dr. Karen France, associate dean for academic affairs, has been named to the Associate Dean Affinity Group steering committee of the Association to Advance Collegiate Schools of Business (AACSB), the international accreditation organization for business schools.

She is part of a 12-member group that organizes programs for conferences and other activities for associate deans. The group also coordinates professional development seminars for associate deans. Members serve three-year terms and meet three to four times per year.

AACSB accreditation represents the highest standard of achievement for business schools worldwide. Fewer than five percent of the world’s 13,000 business programs have earned AACSB accreditation. AACSB has 655 member institutions from 44 countries and territories.

France, who also is an associate professor of marketing, earned a Ph.D. in marketing from the University of Pittsburgh’s Joseph M. Katz Graduate School of Business. Her research interests are in the area of public policy including topics in pricing perceptions, promotional practices and packaging perceptions.

Former B&E administrator passes in July

Richard M. “Dick” Gardner served 35 years at West Virginia University and was professor emeritus in the College of Business and Economics. He was the assistant dean and adjunct assistant professor, where he taught large introductory courses in management. Before becoming assistant dean, Gardner served 19 years as the WVU budget director and chief financial officer.

“Dick was one of the people here at the College who was always upbeat, friendly and positive,” said Jess Mancini, associate dean for administrative services. “He contributed a great deal to the College and University. I know that we all will miss him.”

Gardner was born August 4, 1934, in Cumberland, Md., but grew up in Shinnston, W.Va, graduating from Shinnston High School in 1952.

He served in the United States Navy as a sonar technician and attended the United States Naval Academy. He was a graduate of Fairmont State College and received an M.B.A. from West Virginia University.

During his tenure at WVU, he was involved in many University service activities and was the face of West Virginia University at high schools in the state for the “WVU Day across West Virginia” program. He served as College Scholarship, Honors and Awards Committee chairman, WVU Alumni Association board of directors, WVU Foundation Scholars Selection Committee, the Mountaineer Mascot Selection Committee, Mr. and Ms. Mountaineer Selection Committee, WVU Faculty Leaders Program, WVU Athletics recruiter and, for more than 10 years, was Santa Claus for the WVU Faculty/Staff Holiday Celebration. He was a member of Mountain, the WVU service honorary.

Outside of WVU, Gardner was a fixture in Morgantown. A Paul Harris Fellow, he was a member of the Morgantown Rotary Club since 1974, serving as president in 1985. Additionally, he served on the Morgantown Utility Board for 20 years, the American Cancer Society board of directors, the Black Diamond Girl Scout Council board of directors, the Morgantown Chamber of Commerce, and the United Way of Monongalia County. He was basketball coach at First Ward Elementary School for nine years and led the commencement of elementary girls’ basketball in Monongalia County. He was inducted into the Shinnston High School Hall of Fame in 1996.

An avid trout fisherman, Gardner loved the natural beauty of West Virginia and on his many travels around the world could always be seen sporting the Blue and Gold insignia of West Virginia University.
B&E welcomes eight new faculty

NOEL BROCK
Noel Brock earned a law degree from the WVU College of Law in 1996 and was editor-in-chief of The West Virginia Law Review. He received a bachelor's degree in business administration from Concord College, a master's degree in professional accountancy from WVU and an LL.M. (tax) degree from Georgetown University Law Center.

Before joining the College of Business and Economics, Brock worked in international law and accounting firms and was the partnership tax practice leader in Grant Thornton’s Washington national tax office.

He is a certified public accountant in West Virginia and Washington, D.C., and he is a member of the bars of California, Washington, D.C., and West Virginia. He has published numerous articles on tax issues and has spoken at national tax conferences.

MARK GAVIN, Ph.D.
Mark Gavin is coordinator of the Management Ph.D. program and an associate professor of management.

He earned a Ph.D. in organizational behavior/human resources at Purdue University and an undergraduate degree in psychology from Indiana University.


He teaches organizational behavior and related undergraduate and graduate courses and structural equation modeling and research methods at the Ph.D. level. He also regularly conducts workshops on structural equation modeling and multilevel research/modeling.

Gavin is the past president of the Southern Management Association and is a former chair of the Research Methods Division of the Academy of Management. He is serving a three-year term on the Board of Governors of the Academy of Management. He is on the editorial boards of several journals and is a fellow of both the Southern Management Association and the Center for the Advancement of Research Methods and Analysis and also serves on the international advisory board of the latter.

JODI GOODMAN, Ph.D.
Jodi Goodman is an associate professor of management. She earned a Ph.D. in management from the Georgia Institute of Technology and an undergraduate degree in psychology from Binghamton University.

She has taught graduate to doctoral level classes in research methods, statistics, organizational behavior, training and development and small business consulting. Goodman’s current research interests include learning processes that contribute to the development of adaptive expertise; organizational responses to public policy, competitive and market environments; and research methodology. Her work appears in scholarly journals such as Academy of Management Journal, Journal of Applied Psychology, Journal of Management, Journal of Organizational Behavior, Organizational Behavior and Human Decision Processes, Organizational Research Methods, and Personnel Psychology.

She is a founding member of the Evidence-Based Management Collaborative and contributed to the newly published Oxford Handbook of Evidence-Based Management.

MATT MARVEL, Ph.D.
Matt Marvel is the Coffman Chair of Entrepreneurial Studies and an associate professor. He earned a Ph.D. in human resources from the University of Illinois Urbana-Champaign, a master’s from Eastern Illinois University and an undergraduate degree in marketing from Southern Illinois University.

His current research interests include how knowledge, motivation and learning promote entrepreneurial outcomes...
such as discovery, innovation and venture growth. Marvel’s research has been published in *Entrepreneurship Theory and Practice, Journal of Management Studies, Journal of Small Business Management*, and he is the editor of the *Encyclopedia of New Venture Management* by Sage Publishing. Current projects involve entrepreneur gender and learning in high technology ventures.

Marvel serves on the board of the United States Association of Small Business and Entrepreneurship, and he is a recipient of the Kauffman Foundation Dissertation Fellowship. He has worked in a variety of consulting and leadership roles in high technology.

**SALMAN NAZIR, Ph.D.**

Salman Nazir is a visiting teaching assistant professor. He earned a Ph.D. in management information systems (MIS) from McGill University and a master’s in information systems from the University of Texas, Arlington.

Nazir’s research explores the effects of electronic integration enabled by enterprise systems on organizational sensing and responding capabilities. His broad research interests include the impacts of ambidextrous information systems, supply chain flexibility, business intelligence and knowledge management.

His research has appeared in several conferences and he received a best paper award in the enterprise systems track at the 14th Americas Conference on Information Systems, 2008. Nazir has also been published in the *Journal of Association for Information Systems*. He teaches undergraduate and graduate level MIS courses and serves on several departmental and college level committees.

**RINALDO PIETRANTONIO, Ph.D.**

Rinaldo Pietrantonio is a visiting assistant professor. He earned a master’s and a Ph.D. in economics from George Mason University, and a doctorate in managerial engineering from the University of Naples. He has an undergraduate degree in system engineering from the University of Calabria, Italy. His research areas of interest are public economics, public choice, and political economy and monetary economics.

Pietrantonio has published in *The Journal of Information and Knowledge Management Systems*, among others.

**JENNIFER SEXTON, Ph.D.**

Jennifer Sexton is a management and industrial relations assistant professor. She received a Ph.D. in strategic management and a master’s degree from Florida State University, and an undergraduate degree in German from Vanderbilt University.

Her research and teaching interests include innovation, organizational learning, top management teams, mergers and acquisitions and entrepreneurship.

Sexton has experience in several industries including education, health care and music. At FSU, Dr. Sexton was a 2008 BB&T Graduate Fellow and a 2011-12 Leslie N. Wilson–Delores Auzenne Fellowship recipient. She received the Doctoral Student Research Award and the Outstanding Teaching Assistant Award. She has presented her research at the Strategic Management Society, the Babson College Entrepreneurship Research Conference and the Southern Management Association.

**ANCA-IOANA SIRBU, Ph.D.**

Anca-Ioana Sirbu is a visiting assistant professor. She received a Ph.D. and master’s degree in economics from the University of California, Riverside, and an undergraduate and M.S. in finance from the Doctoral School of Finance and Banking, Academy of Economic Studies, Bucharest, Romania.

Her research interests are in the area of macroeconomics, with a focus on news-driven business cycles. She searches for models able to deliver qualitatively and quantitatively realistic cyclical fluctuations when news is about various fundamentals (i.e., productivity, preferences, and income tax rates) that have high potential in explaining business cycle volatility.
Growing up in Summersville, W.Va., Penelope (Penni) Facemire Roll couldn’t imagine going to any school other than West Virginia University. “WVU is the best school in the state with high visibility. We have great sports teams and a ‘big’ college setting surrounded by a town which was built around the school. It was the only place I wanted to be.”

Roll took advantage of the opportunities presented by the University. She was a member of Chi Omega sorority, Beta Alpha Psi, Mountain Honorary and the 4-H Club. She also took home the title of Miss Mountaineer in 1987, an honor she remembers as “an amazing moment because it is one of the highest honors you can get from WVU.”

The ’88 honors graduate left WVU with the foundation she needed to make her mark in the business world. She moved to Washington, D.C., where she worked as an auditor for KPMG until making a move to Allied Capital Corporation in 1995. In 2010, Allied was acquired by Ares Capital Corporation, a specialty finance company that is managed by Ares Management, which has more than $54 billion of committed capital under management and offices located around the world.

Roll serves as CFO for Ares Capital Corporation in the company’s New York office. She notes that no day is “typical” and that is what makes what she does so interesting. Penni
What do you miss most about WVU?
College football Saturdays! WVU was a great place to go to school. I made some great friends, many of whom I still stay in touch with. I enjoyed having a big college experience in a nice environment. The people and the professors were great. There is a lot to miss.

How have you stayed involved in the life of WVU?
I am on the Visiting Committee for B&E. I joined the committee three years ago and am beginning my second, three-year term. Dean Zito Sartarelli has a wonderful vision and great leadership. He is easy to work with and is very supportive of students and alumni. I am also serving on the College’s “A State of Minds” campaign committee.

What skills do you think students, particularly B&E students, need to succeed in today’s world?
Effective communication skills are very important, both verbal and written. You need to be able to effectively organize and analyze the information you’re given and then effectively communicate and present that information. As you grow from entry level and move up the ladder, developing those skills is essential. Those are soft skills. Clearly, you also need a good base of technical knowledge in your discipline so that you can achieve your best.

The ability to see the bigger picture—broader business skills. People with broader business skills to complement their technical skills seem to have the most potential.

They need a good foundation for starting and growing a career. I’ve been fortunate to have good opportunities and experiences and some fabulous mentors. Part of that foundation is also developing a solid work ethic and understanding the commitment that it takes to do a good job. Remember, no job is too big or too small—the ‘other duties’ that we take on are often those we truly learn from and what make the job interesting. You also sometimes get lucky in where you land.

Go to class and do well, but you also need to have those extracurricular activities to further develop those skills and enhance your perspective.

Serving in these roles also shows her drive, something that Roll also takes on in her personal life. A few years ago, she accomplished one of her biggest personal successes—something she jokingly says was driven by “craziness.”

“I had been running casually for a while, but needed more motivation, so I decided to train for a marathon. I found that I really enjoyed the training aspect—having a goal and a plan and the quiet time to think, listen to music, solve problems or just clear my mind. I care about how I do at things—for better or worse. I go all in and I feel like it’s cool to set your mind to doing something and then to find a way to accomplish it.”

In the past four years she has completed over 30 races, including six marathons, two of which were finishes in the Boston Marathon.

Penni and her family—husband Rob, a fellow Mountaineer (’87), and their two sons, Rob and Stephen—recently moved to New York and are settling into life in the Big Apple. That includes joining fellow Mountaineers in the NY-NJ Metro Chapter of the WVU Alumni Association to maintain that gold and blue connection.
B&E Alumni: Where are they now?

MAXWELL ANDERSON
BSBA - Accounting '10
America’s Sourcing Leader
5.11 Tactical, Irvine, CA

MATT ANSTY
MBA / MS Finance ‘10
Associate
Headwaters MB
Pittsburgh, PA

ANDREW STUART ARMSTRONG
BSBA - Business Management ’12
Business Processing Representative
Fairmont Supply Co., Canonsburg, PA

BRITTANY LYNN AUDIA
MS Finance ‘11, MBA ‘12
Institution Specialist
FDIC, Scott Depot, WV

MARY BARTRON
BSBA - Business Management ’82
Information Systems Specialist
WVU Health Sciences & Tech. Academy
Morgantown, WV

* Mary Bartron was recently selected as Worldwide Who’s Who VIP of the Year for Excellence in Technology Education.

JIMMY BOOTH
MBA / MSIR ‘08
Senior Consultant
Booz Allen Hamilton
Morgantown, WV

CHARLES BROWN
BSBA - Finance ’80
VP Global Sourcing & Supply Chain
Hillerich & Bradsby Co., Louisville, KY

SEAN BUEL
MBA / MSIR ’10
Associate
AOC Solutions, Chantilly, VA

DJ CASTO
BSBA - Accounting ’05, MSIR ’06
Accounting Director, Labor Relations
PepsiCo, New York, NY

NAN CHEN
MS Finance ’10
Investment Associate
WVU Foundation Inc., Morgantown, WV

BRIAN L. CHERIPOK
BSBA - Finance ’85
President & CEO
ANSOL, Inc., San Diego, CA

MICHAEL DAKE, SPHR
MSIR ’07
Secretary to the General Staff
U.S. Army of Public Health Command
Aberdeen Proving Ground, MD

STEPHEN DAVIS
MSIR ’07
Engineering Field Specialist
IRS, Pittsburgh, PA

KEVIN DISERIO
BSBA - Finance ’85
Operations Officer
WesBanco Bank, Inc., Wheeling, WV

SUNITA DOKTORSKI
MBA / MSIR ’12
Employee Relations Specialist
GE Aviation
Cincinnati, OH

THOMAS ERB
BSBA - Management ’92, MBA ’84
President
Tailann Resources, Columbus, OH

EMILY FACEMYER
MPA ’08
Senior Auditor
Gibbons & Kawash, Charleston, WV

TIM GERKEN
BSBA ’06
Electrical Engineer
Caterpillar, Columbia, SC

DANIELLE GIFFING
MBA ’08
Energy Industry Analyst
Federal Energy Regulatory Commission, Washington, DC

SPENCER GRAHAM II
BSBA - Finance ’81, MBA ’02
Manager of Operations
WVU Information Systems
Morgantown, WV

LAURA SEYBOLD GREENE
MBA ’07
Director of Human Resources
Mylan Institutional, Morgantown, WV

ANTHONY C. GREGORY
MBA ’06, M.A. Economics ’07
Manager of Economics and Market Analysis
Southwest Airlines, Dallas, TX

AMAR GROVER
MBA ’09
Portfolio Manager
BB&T, Norfolk, VA

ARTHUR HALL
MBA ’07
General Manager
Cabela’s, Wheeling, WV

RACHEL ISENBERG
MBA / MSIR ’11
HR Business Partner - Officer I
JP Morgan Chase & Company
Wilmington, DE

ALVIN C. HATHAWAY
JD / MBA ’09
Demand Manager, Audio and Imaging Products
Texas Instruments
Dallas, TX

KEVIN HAUN
MBA / MSIR ’11
HR Generalist
Saint-Gobain, North America
Valleymere, PA

DAVID HEARST
MBA ’12
Revenue Manager
Waterfront Place Hotel
Morgantown, WV

JAY HENRY
BSBA - Accounting & Finance ’07
Senior Associate
Saw Mill Capital LLC, Chicago, IL

* Jay Henry recently left Saw Mill Capital and is currently pursuing his MBA at Northwestern University’s Kellogg School of Management.

RUNE F. HENSEL
MBA ’07
SAP Finance & Controlling Consultant
Accenture, Denmark

JASON L. JONES
MBA / MSIR ’07
Senior Consultant
Booz Allen Hamilton
Washington, DC

RYAN JONES
MBA ’11
Petroleum Engineer
Chevron Corporation
Bakersfield, CA

DAVID M. JONES
MBA ’04
Principal and Program Manager, Law Enforcement and Justice
SRA Platinum Solutions
Clarksburg, WV

LINDSAY KAPUSCISKI
BSBA - Management Information Systems ’12
IT Specialist
IBM, Keyser, WV

RIKKI KNOTTS
BSBA - Accounting & Finance ’12
Account Manager
Fresh Hospitality, LLC
Birmingham, AL

ROBERT LALLEY
MBA ’08
Strategic Sourcing Specialist
Equinox Holdings, New York, NY

ADAM LEHNORTT
MBA ’07
Owner/Member
Oakland Resources LLC
Morgantown, WV

JUSTIN ADAM LEROY
MSIR ’07
HR Consultant
Westinghouse Electric Company
Pittsburgh, PA

ADAM LEVITSKY
MBA ’08
Retail Services Officer
BB&T
Morgantown, WV

CHANCE LITTON
BSBA - Marketing ’09, MBA ’10
Medical Equipment Representative
Medical Services of America
WW/Ohio Region

ASHLEY MALIK
MBA ’11, MSIR ’12
HR Trainee
PPG
Springdale, PA

ANN-MARIE MARRELL
BSBA - Business Management ’09, MBA ’10
Speciality Network Associate
Lahey Clinic
Burlington, MA

PARWEEN SULTANY MASCARI
MBA ’98
Attorney
Farmer, Cline & Campbell, LLC
Morgantown, WV
<table>
<thead>
<tr>
<th>Name</th>
<th>Degree/Year</th>
<th>Position/Company/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>LISA CWIK MATTIACE</td>
<td>BSBA '79</td>
<td>Chief of Staff, Bowling Green State University</td>
</tr>
<tr>
<td>PATRICK A. MCGRAW</td>
<td>BSBA '07, MPA '08</td>
<td>Supervisor, Amerit Fosser Toothman CPA</td>
</tr>
<tr>
<td>JESSE A. MCNEELY</td>
<td>MBA '11</td>
<td>Account Manager, ROI Research, Lancaster, PA</td>
</tr>
<tr>
<td>CODY MEENAN</td>
<td>MBA '10</td>
<td>Executive Director, Golden Living Center, PA</td>
</tr>
<tr>
<td>IZAAK MENDELSON</td>
<td>BSBA '10</td>
<td>Investment Management Associate, Richmond, VA</td>
</tr>
<tr>
<td>DAVID MICHAEL</td>
<td>MBA '12</td>
<td>Investment Analyst, Bankshares, Inc., Charleston, WV</td>
</tr>
<tr>
<td>BRADLEY MILLER</td>
<td>MBA / MS '12</td>
<td>Sports Marketing Assistant, Boone, NC</td>
</tr>
<tr>
<td>DONALD F. MOCK III</td>
<td>BSBA '04, MBA '10</td>
<td>Market President, United Bank, Inc., Beckley, WV</td>
</tr>
<tr>
<td>BARBARA ANN NAVARINI-HIGGINS</td>
<td>BSBA '84, MBA '97</td>
<td>Self-Employed, Project Manager/Financial</td>
</tr>
<tr>
<td>KEVIN NODIANOS</td>
<td>BS '00</td>
<td>Branch Manager, PNC Bank, Ashburn, VA</td>
</tr>
<tr>
<td>JAKE D. OYLER</td>
<td>MBA '07</td>
<td>Director of Safety, Hiring and Training, Bonanza, UT</td>
</tr>
<tr>
<td>LISA PERRY</td>
<td>MBA '09</td>
<td>Senior Auditor, Gibbons &amp; Kawash, Charleston, WV</td>
</tr>
<tr>
<td>BRET S. PRICE</td>
<td>MBA '92</td>
<td>Vice President, Founders Investment Banking, Birmingham, AL</td>
</tr>
<tr>
<td>HEATHER RICHARDSON</td>
<td>MBA '11</td>
<td>Senior Consultant, Ann Green Communications, Inc., Charleston, WV</td>
</tr>
<tr>
<td>CHRIS ROBERTS</td>
<td>MBA '09</td>
<td>New Installation Sales, ThyssenKrupp Elevator, Charleston, WV</td>
</tr>
<tr>
<td>TRACI RUE</td>
<td>MBA / MS '12</td>
<td>Human Resources Representative, PepsiCo Gatorade, Kissimmee, FL</td>
</tr>
<tr>
<td>BRETT SALMONS</td>
<td>MBA '08</td>
<td>Business Analyst, Value Recovery Holdings, Washington, DC</td>
</tr>
<tr>
<td>DANNY F. SCALISE, II</td>
<td>MBA '06</td>
<td>Executive Director, EnAct, Charleston, WV</td>
</tr>
<tr>
<td>JAMES SCHARNITZ</td>
<td>MBA '11</td>
<td>Business Analyst, Lehigh Gas Corporation, Allentown, PA</td>
</tr>
<tr>
<td>KNUTE ROCKNE SCHOLL</td>
<td>MSIR '07</td>
<td>Systems Engineer, The SI Organization, Inc., Chantilly, VA</td>
</tr>
<tr>
<td>STEVE SEEM</td>
<td>BSBA '09, MBA '10</td>
<td>Special Assets Operations Analyst, BB&amp;T, Charleston, WV</td>
</tr>
<tr>
<td>VICTOR SILLA-VILLA</td>
<td>BSBA '09, MSIR '10</td>
<td>Business Administration Field Examiner, National Labor Relations Board, San Francisco, CA</td>
</tr>
<tr>
<td>STEFFEN SEWING</td>
<td>MBA '07</td>
<td>Project Manager, Rhenus Logistics, Ratingen/North Rhine, Germany</td>
</tr>
<tr>
<td>LAURA SIMATIC</td>
<td>MBA '10</td>
<td>Contracts Manager, MEC Construction, Mt. Morris, PA</td>
</tr>
<tr>
<td>CHRISTOPHER SPEAKER</td>
<td>MBA '05</td>
<td>Manager, Financial Instruments, Structured Products &amp; Real Estate, PriceWaterhouseCoopers LLP, New York, NY</td>
</tr>
<tr>
<td>KEVIN P. SPEAKER</td>
<td>MBA - Finance '05, MBA '11</td>
<td>Finance VP, Credit Administration, United Bank, Morgantown, WV</td>
</tr>
<tr>
<td>CAITLIN ROSSITER, CPA</td>
<td>MBA '08</td>
<td>Senior Auditor, Naval Audit Service, Washington, DC</td>
</tr>
<tr>
<td>GABRIEL STORRICK</td>
<td>MBA '10</td>
<td>Product Manager, Protea Biosciences Group, Inc.</td>
</tr>
<tr>
<td>PAIGE SUMNER</td>
<td>MBA / MSIR '10</td>
<td>Associate HR Business Partner, Helios HR, Reston, VA</td>
</tr>
<tr>
<td>AMY SWANN</td>
<td>MBA '07</td>
<td>Division Director, Public Service Commission of WV, Charleston, WV</td>
</tr>
<tr>
<td>ZACARY J. TARDIFF</td>
<td>MBA '11</td>
<td>Residence Life Specialist, West Virginia University, Morgantown, WV</td>
</tr>
<tr>
<td>CAMERON THOROUGHMAN</td>
<td>MSIR '11</td>
<td>HR Consultant, Marathon Petroleum Company LP, Robinson, IL</td>
</tr>
<tr>
<td>FRANK VITALE</td>
<td>MBA '10</td>
<td>Senior Vice President, Clear Mountain Bank, Morgantown, WV</td>
</tr>
<tr>
<td>CHRISS WARASH</td>
<td>BSBA - Finance '08, MBA Finance '10</td>
<td>Financial Analyst, Federal Housing Finance Agency</td>
</tr>
<tr>
<td>ARRIA WHISTON</td>
<td>MBA '09</td>
<td>President/CEO, Allegheny Science &amp; Technology Corp, Bridgeport, WV</td>
</tr>
<tr>
<td>CHRISTOPHER WILLIS</td>
<td>MSIR '07</td>
<td>Director of Human Resources &amp; Information Technology, Shaft Drillers International, LLC, Mount Morris, PA</td>
</tr>
</tbody>
</table>

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