West Virginia University’s Online MBA has ranked in the top 30 for three consecutive years.

Enroll now: onlinemba.wvu.edu

For more information contact: Carrie Wood at (304) 293-3578 or carolyn.wood@mail.wvu.edu

ONLINE MBA RANKED #25 IN THE COUNTRY
In This Issue

3 SIX ETHICAL QUESTIONS, SIX ETHICAL ANSWERS
Dr. David Cale explains ethigedanken, a thought experiment in ethics.

4 CEO Q&A
Arria Hines is a B&E graduate and CEO of the #1-rated company in West Virginia.

6 ALUMNI FOCUS: ANDREW URBACZEWSKI
MBA alumnus pays it forward with scholarship.

8 A LOOK AT OUR STUDENTS
Get to know four current B&E students.

10 SURPRISE! THERE ARE 21,500 PEOPLE IN YOUR CLASS!
B&E’s first-ever massive online open course (MOOC) surpasses expectations.

14 TRANSFORMERS
Students transform into business leaders thanks to B&E’s Center for Career Development.

22 BOLSTERING STUDENT SUCCESS
Students flourish in the Business Learning Resource Center.

26 THANK YOU
B&E recognizes those who have made gifts to the College.

29 IN MEMORY
B&E remembers deceased alumni.

ON THE COVER
B&E grad Carrie Johnson is a HR generalist at Eaton Corporation in Pittsburgh, Pennsylvania.
Honored for excellence ...

JUST PRIOR TO MY ARRIVAL in 2010, the West Virginia University College of Business and Economics earned its five-year reaccreditation by the Association to Advance Collegiate Schools of Business. AACSB is — without question — the global gold standard for business schools, with 727 member institutions that hold AACSB accreditation representing 48 countries and territories.

Thus, it is with a special sense of pride and privilege that I announce AACSB’s reaccreditation of the College of Business and Economics.

B&E’s accreditation by this organization since 1954 is not only a testament to excellence for the thousands of business school students who have sought knowledge and skills here to launch a myriad of successful careers, but also a commitment to continued excellence and to the highest standards for more than six decades. Additionally, B&E’s Accounting program has been separately accredited with AACSB since 1997; we are one of only 182 institutions in the world to hold this specialized accreditation.

The honor of being an AACSB-accredited business school — and being accredited for more than 60 years — should not be taken lightly. Earning this designation requires a concerted effort, one that was once again led by Senior Associate Dean Dr. Nancy McIntyre, and one that demonstrates continuous improvement.

What has led us to this moment is that we continue to rigorously raise our own standards. We have dramatically improved academics while simultaneously offering students unprecedented extracurricular and experiential learning opportunities. We have charted marked improvement at both the undergraduate and graduate levels, ranging from our national rankings to improved GPAs, retention and GMAT scores.

We have implanted ethics into the curriculum at the undergraduate and graduate levels; constructed a Business Learning Resource Center; created the B&E Distinguished Speaker Series; offered more study abroad opportunities; and significantly expanded internships and job placement through our Center for Career Development. Our faculty have produced more top-level research than ever before, and we continue to build new academic programs that reflect national industry trends and state employment demands through our land-grant mission.

B&E has built more and stronger bridges to its alumni, and considerably improved methods of communication, such as this award-winning magazine.

I truly believe we are a much better business school, and our continued AACSB accreditation only serves to drive us forward. We certainly know we could not achieve this honor alone. On behalf of the faculty, staff and administration, I want to thank our B&E family and community for helping us in our quest to become “Better. Bigger. Ranked.”

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 communications manager for West Virginia’s technology industry.

BLAIR DOWLER is a senior project coordinator in the WVU B&E Office of Communications and Marketing. With a background in public relations and journalism, she is responsible for managing the marketing and design initiatives for all departments within B&E. Dowler graduated Summa Cum Laude from the WVU Reed College of Media and was named a 2012 Outstanding Senior in Public Relations. She graduates with her master’s degree in integrated marketing communications May 2015.

CANDACE NELSON is a senior writer for University Relations-News at WVU. She writes stories focusing on the University’s partnerships with communities around West Virginia, manages the daily operations of University social media accounts, produces multimedia projects and collaborates on large marketing campaigns across the University, including the WVU Magazine. Nelson is an award-winning journalist and published researcher. She has her Master of Science in journalism, Bachelor of Science in journalism and Bachelor of Arts in English from West Virginia University.
Six Ethical Questions, Six Ethical Answers

Ethigedanken is a thought experiment in ethics. Its purpose is to help us better understand the reach of ethical considerations. Your task is to contemplate how what you and your organization do, as providers of goods or services, falls within the realm of each question.

1. **How should the self relate to the self?**

   **THE SELF-DISCIPLINE QUESTION**
   We create rules for ourselves that will serve our career development, the organization we serve and our community.

2. **How should the self relate to humanity?**

   **THE MORALITY QUESTION**
   We live by rules, many of them unwritten and created by the behavioral expectations of family, friends, faith and firm. They are local in scope and cultural in nature. An employee handbook represents the most formal of these rules.

3. **How should the self relate to the world?**

   **THE LAWFULNESS QUESTION**
   There are the legal rules we must live by, ranging from local zoning laws to the tax laws of the federal government. The consequences for violation are usually well defined.

4. **How should humanity relate to the self?**

   **THE PROFESSIONAL QUESTION**
   Whether self-employed or an officer in a large firm, we are to our clients and employees, a representative of a human institution. The rules we must follow are usually procedural, coming out of the codes of conduct belonging to our chosen profession. Professionalism demands fairness, especially when we help make our organization’s rules.

5. **How should humanity relate to humanity?**

   **THE ETHICAL QUESTION**
   Owners and managers relate to all of its stakeholders — including other organizations.

6. **How should humanity relate to the world?**

   **THE ENVIRONMENTAL QUESTION**
   Often we create rules that affect our environment. In considering the challenges posed by sustainability and other environmental concerns we come to realize that future generations have a stake in our decisions as well.

Now, let us integrate self-discipline, morality, lawfulness, professionalism, ethics and environmentalism into one concept. Let us call that concept: integrity.

As teaching assistant professor, Dr. David Cale teaches ethics, along with other course offerings. B&E has taught ethics at both the undergraduate and graduate levels since the arrival of Jose “Zito” Sartarelli, who also schedules time to speak to classes at the business school on the subject of ethics. B&E was ranked the #5 business school in the country for ethics in 2013, the last time Bloomberg Businessweek announced that ranking list.
ARRIA HINES IS A WEST VIRGINIA GIRL. She has lofty goals and, based upon her track record thus far, she’s going to reach those goals.

Hines is CEO of Allegheny Science & Technology (AST), an energy, defense and intelligence sector services provider based in Bridgeport, West Virginia. AST was named in Inc. 500 as the #1-rated company in West Virginia, the #17-rated government services company and #268 among the fastest-growing firms in the Inc. 500. The firm also ranked #7 on the Washington Technology 2014 Fast 50, the industry publication’s annual ranking of top-performing small business contractors. And the company is only in its sixth year of existence.

Allegheny now employs more than 75 people and supports nearly a dozen federal agencies. The company has two offices in the Washington, D.C., metro area and one in Idaho Falls, Idaho, with another two D.C. area offices planned to open. With a recently awarded $85 million purchase agreement from the U.S. Department of Energy, the company is expected to double in size during 2015.
The company you founded acquires government contracts and has been very successful at it. How long have you been in this business?

Allegheny was founded in March 2009 and received its first federal government contract in July 2009. I have worked in the federal government contracting arena since 2001. However, my deep plunge into government contracting began when I joined SAIC in 2003 as the director of programs for the Integration and Technology Operations.

You are a highly successful woman in an industry primarily populated by men. Was that a difficult journey, and is it still?

I would say it has been a good journey with a few challenges along the way. It’s fairly widely known that the technology industry has been dominated by men. During my career, I have often found myself the only woman sitting at the conference room table during meetings. However, I choose not to focus on the gender gap; what I focus on is how I can contribute to the conversation and ultimately the success of the organization. I think the roots of success are found in a person’s attitude, not in their gender.

Many women in the business world contact you for advice. What are some of the things you tell them?

Frequently, I get asked the question, “How did you know starting a company was the right thing for you to do?” And, my very honest answer is, “I did not know.” I trusted my instincts and it felt right. The next couple of questions I get usually surround how I grow the business and sustain it. My advice is: 1) build good relationships that will give you back when you need it (and you will definitely need it), including a network with other business leaders; and 2) access to capital; it is very important to establish a banking line of credit because cash flow is critical to business growth.

Along the way, you had some mentors and influencers in your life. What characteristics did those people have?

Of course my first mentors were my parents, and of all the things they taught me the one characteristic that stands out is being optimistic and having a positive attitude. Along the way I discovered the passion to work for reasons that go beyond money or status. I have worked with a lot of people over the years, and along the way I was fortunate to work with a lot of excellent managers who had the ability to find common ground and build rapport, which is the foundation of teamwork.

You decided to work and start your business in West Virginia. Why?

I am a native West Virginian. I was born in Weston, West Virginia, and outside of living in Northern Virginia for seven years, my life has been in Lewis County. My first job as a government contractor was at the NASA IV&V Facility in Fairmont, West Virginia (not so coincidentally the agency that awarded AST its first contract). I am beholden to the relationships that were developed and to NASA for the opportunity to launch AST in West Virginia. Allegheny also supports other federal government agencies in the state, such as the U.S. Department of Energy National Energy Technology Laboratory (NETL) in Morgantown and the FBI Criminal Justice Information Services Division in Clarksburg.

What do you look for in employees that you hire at Allegheny?

I look for people who fit into our corporate culture. AST is a family focused company. Everyone brings something valuable to the team, and everyone is valued. We are a high-integrity company with high energy and passion. AST’s success is not about me. Our success truly comes from the talented professionals who support our customers and the corporate staff that provides the top cover.

Tell us something that you are eternally grateful you did as you built your business.

Over the last five years we have continually invested the profit back into the company, making key strategic hires to position AST for long-term growth. Also, we have focused on investing in corporate infrastructure, such as accounting, human resources, recruiting and professional certifications. And naturally I would like to mention I am eternally grateful for my business partner Bob Wentz (executive vice president and chief operating officer), for partnering with me and sharing the vision for AST.

Tell us about a mistake you made along the way that you learned a great deal from.

Oh, there has been more than one mistake along the way. Unfortunately, there are no true blueprints to building a business. If I had to pinpoint one key mistake, it would have to be that I tried to do it all myself, and you can’t. You have to surround yourself with a good team.

You are a B&E Executive MBA graduate, and a big proponent of the program. What did the program do for you?

The Executive MBA program helped me achieve a higher and broader understanding of the corporate world. You need to continually learn; the world is constantly changing, and you have to adapt. I am forever grateful for the valuable insights and relationships I gained from being a part of the program. I have reached back to my professors and cohort teammates over the years many times for support and guidance when I have encountered stumbling blocks as I have built my business.

How did it come about you were listed in Inc., and how has that affected you and your business since?

We are really excited to be listed among the fastest growing companies in the country. Like with most industry recognitions, there is a selection process. Making the list was a tremendous accomplishment for AST and reflects the hard work and dedication of our employees. In addition to the growth recognition for our company, the listing gives our customers and industry partners an added level of confidence when working with us. And as a former athlete and still a very competitive person, I have to say I really like being listed #1 in West Virginia! ■
FOR DR. ANDREW URBACZEWSKI, earning an MBA degree at West Virginia University has turned into educational opportunities for others.

After earning his Bachelor of Science in finance from the University of Tennessee, Urbaczewski — now the chair of the Department of Business Information and Analytics and associate professor at the University of Denver — came to the College of Business and Economics MBA program at WVU. It had quite an impact on him, prompting him to establish the first and only scholarship to date specifically for Management Information System (MIS) undergraduate students.

“I was one of 40 students in my MBA cohort,” said Urbaczewski, a Virginia native and 1992 MBA graduate. “However, the 40 people in that cohort were pretty tight, and I keep in touch with some of the professors to this day.”

Years later, after earning his Ph.D. at Indiana University and in the midst of a four-year stint at Washington State University, the opportunity to give back presented itself.

“I was at Washington State at the time and we were on the East Coast visiting,” Urbaczewski said. “We stopped at the WVU College of Business and Economics and got a tour of the facility. The more I saw, the more I wanted to give back.”

He then accepted the position of the chair of the Department of Management Studies and associate professor of Management Information Systems and Information Technology Management at the University of Michigan-Dearborn. While there, he bought season football tickets at WVU in a block with B&E MIS professors and others. “I decided that I wanted to give back in a more meaningful way, and the way I wanted to do that was through a scholarship.”

“What I really liked about WVU is that there are a number of first-generation students and students who are truly paying their own way, and hungry and deserving of a scholarship,” he said. “If I could help others the way WVU helped me, that would be great.”

Urbaczewski’s emotional connection to WVU and B&E has grown even stronger through the communications he’s received from the scholarship he established.
I've received handwritten notes from some of the students who have received scholarships,” he said, “and they've told me about their school activities, achievements, internships and other skills they’ve developed as the result of their scholarship.”

Now at the University of Denver for a year and a half and a member of the Rocky Mountain Chapter of the WVU Alumni Association, Urbaczewski often participates in game-watch events in the Denver area. And some members of that alumni chapter have even established a scholarship for Colorado residents who want to go WVU.

“I hope the students who receive scholarships remember the generosity of those who made the scholarships possible,” he said, “and pay it forward to others who need it.”

That pay-it-forward philosophy has opened some doors. The current recipient of Urbaczewski’s scholarship is 22-year-old Paul Ehrenworth, who will graduate from B&E in May. The scholarship and his hard work paved the way to a promising career that will include working for a medical technology company where I interned last summer,” Ehrenworth said. “I will enter the Information Technology Leadership program, where I will be exposed to a rotation of four assignments spread over three years in different IT areas. The program will give me access to different aspects of the profession I have chosen and give me a well-rounded foundation of skills.”

Ehrenworth, who played on the WVU men’s soccer team and is a member of the Management Information System Association, said the scholarship took a certain amount of financial pressure off his family. He also said it drove him to do well academically, hone his skills through opportunities like internships and work hard for a successful life after WVU.

“I remember (MIS Department Chair) Dr. (Graham) Peace spoke to my class years ago about the MIS area of study, and that really resonated with me,” said the Cranbury, New Jersey, native. “A combination of computer science and business really grabbed my interest. That led me to this scholarship, which has really afforded me opportunities I may not have had otherwise.”

Adam Petrelle is an associate in assurance for PricewaterhouseCoopers in Pittsburgh. It has firms in 157 countries with more than 195,000 people. Petrelle, who was known for going the extra mile during his time at B&E, is another recipient of the Urbaczewski scholarship.

“Receiving the Urbaczewski scholarship not only assisted me while I was a student at WVU, but the lesson it taught me has helped me to be successful in my professional career,” said Petrelle. “I am extremely grateful to Andrew for making the scholarship available to B&E MIS students, and I am honored to have received the award.”

As a college student aspiring to be a young professional, Petrelle said that, like many of his collegiate brethren, he often found himself having a difficult course load, trying to be involved in extracurricular activities and “attempting to maintain something that resembled a social life.”

“I can still remember calling my parents to tell them that I had been selected and the pride I felt telling them that I had earned this scholarship,” he said. “It wasn’t something that was just given to me. This was one of the first times I truly started feeling like a young professional. I had worked hard toward a goal, and that hard work was rewarded. The availability of that scholarship helped put me on solid ground.”

Petrelle said, “Andrew’s generosity continues to motivate me to work hard in the hopes that I will someday be able to provide the same benefits to another aspiring young professional.”

And that is the true definition of paying it forward. ✪
MOUNDS OF PAPERWORK and giant computer screens aren’t appealing to Nicole Cesa.

Cesa, a senior management information systems major at the College of Business and Economics, loves the idea of focusing on an organization’s information system and technology, and working with them to streamline it.

But a traditional workplace atmosphere typical of businesses isn’t for her.

“I like talking with people and making connections with them,” the Mount Morris, Pennsylvania, native said. “But not at a desk job. I think I can combine my excitement for technology with a dynamic work environment to create a great experience.”

Cesa plans to carve out a new path for herself in a sales field.

“I enjoy technology, but I don’t want to be the one writing code all day or creating applications,” she said. “But I understand how it works — so I want to take that, apply it to companies and help them make the best use of a product.”

Combining her passion for learning the inner workings of technology with building relationships with people allows Cesa to develop her dream job when she graduates in May.

“I love being able to travel. I love being able to be myself and meeting new people and making an impression on people,” she said. “With this kind of job, I can do both and hopefully inspire people, help them make the right decisions, learn what I can do to help them and make a difference.”

THERE ARE PLENTY OF PROFESSIONS that allow for a close relationship with clients: doctors, lawyers … and accountants.

“You really get to know people when you’re working with people’s taxes; it becomes an intimate relationship,” said James Giacopelli, an accountant in New York and a Business and Economics student pursuing his Executive Master of Business Administration.

“I know my clients’ families, I get to watch their children grow from year to year and I watch clients grow in their jobs and as people,” he said.

The 27-year-old Queens, New York, native enrolled in the WVU Executive MBA program to better serve those clients — whom he calls his family.

“The Executive MBA program allows me to do schoolwork at night and on my own time, and this allows me to remain committed to my clients during the day,” Giacopelli said. Giacopelli partners with his father at Giacopelli Accounting and Tax Services, LLC, and entered the MBA program in January 2014.

“Typically people choose to go back to school when it means a promotion, a better job or the opportunity to go out on their own,” he said. “I have been fortunate in my profession, so my goal has been to ensure I keep challenging myself to learn and grow as much as possible and give my clients the best possible service.”

As his clients flourish professionally and personally, Giacopelli is growing with them — one 1040 at a time.
THE THOUGHT OF TRAVELING to the United States for an education was an exciting challenge for Alexander Med. Med, originally from a small town outside of Frankfurt, Germany, fell in love with international accounting during his undergraduate management studies.

“I like that you can see the performance of a company and understand its makeup in international accounting; there are so many opportunities to increase performance and help it run more successfully and sustainably,” Med said.

Traveling, he thought, was necessary to complete his experience. That’s when he discovered an MBA partnership between the College of Business and Economics at West Virginia University and his undergraduate university, Hochschule Fulda University of Applied Sciences.

“The international environment is important to understand people from different cultures and find solutions to problems and see how others approach problems,” he said.

Med’s graduate work included interacting with fellow students from China, India, Honduras and Malaysia — many of whom he formed study groups with and tackled issues with from various viewpoints.

“To operate in an international capacity, it’s necessary to be open-minded and consider different opinions, and I was able to do that in Morgantown,” he said.

And his experience paid off. Upon his graduation in May, Med will travel back to Germany to work as a professional in the audit department for automotive supply companies at Deloitte, a global professional finance network.

“Being exposed to different places and cultures here has been invaluable,” he said. “It has helped me to get my dream position back in my home country of Germany.”

TIME MANAGEMENT IS THE KEY to balancing a spot on the West Virginia University women’s volleyball team and having a near-perfect GPA in accounting at the College of Business and Economics.

Ask Hannah Shreve.

The Charleston, West Virginia, native credits her time management skills with being able to pull off good grades, demanding sports and an early graduation.

“It can be tough; you definitely can fall very far behind,” she said. “I’ve been lucky to stay on top of it and work with great professors who are flexible.”

Each of Shreve’s activities has had an influence on the others.

“I’m sure there are aspects of character building I’ve developed through volleyball that have translated to academics,” she said. “Discipline. Fundamentals — in volleyball, there are certain skills you need to practice every day so they translate in the game. It’s the same with accounting; there are also basics you need to know and practice to apply to greater problems.”

As for her next task? Graduate school.

Shreve plans to continue her time at West Virginia University to earn a master’s in accounting so she can become a certified public accountant.

“I love the problem-solving and how organized and structured accounting is,” she said, noting she visited with accounting professionals in her hometown to learn about the business before making her decision.

“Those are key elements in not only the career I want to pursue, but in general: structure, organization, time management. That’s how I work to achieve my goals.”
SURPRISE!

THERE ARE

21,500

PEOPLE IN YOUR CLASS

Written by PATRICK GREGG | Photographed by ALEX WILSON
HERE ARE VARYING SCHOOLS OF THOUGHT on a new trend in higher education — courses are offered online to massive audiences. And no matter which side of the fence you land on regarding this issue, there’s a great feeling at the College of Business and Economics about its first official MOOC (massive open online course) offering.

Late last summer and fall, B&E put its toe in the MOOC water for the first time, promoting a five-week course in Forensic Accounting and Fraud Examination (FAFE) — an area of study for which B&E is internationally known. Offered through WVU Academic Innovation (formerly called WVU Extended Learning), the renowned course was tailored and presented through Coursera, an education platform that has gained an international following of lifelong learners. Coursera is a partnership of 74 top universities, including WVU, and provides students who enroll in these courses with the opportunity to interact with students all over the world.

The result was staggering. When the registration deadline arrived prior to the course’s November 3 start date, more than 21,500 people from nearly 200 countries had registered for the class. Yes, 21,500.

“To say that 21,500 students blew us away is an understatement.”

DR. RICHARD DULL
Chair of the Accounting Department

64% say the course has favorably changed their perception of WVU

76% are likely to recommend the course to a friend or colleague

That helped determine the course would be offered on this platform.

“At last year’s American Accounting Association Conference, I saw a keynote presentation on trends in education, and MOOCs were central to cutting-edge innovation,” Riley said. “As soon as Dr. Dull and I saw the announcement from WVU Academic Innovation, we both said, ‘We have to do this!’ It not only looked appealing, but WVU is a national thought leader in forensic accounting and fraud examination education.

“As thought leaders, we need to be on the cutting edge in teaching. With support from Academic Innovation, we solicited a partnership with the Association of Certified Fraud Examiners (ACFE), which is the world’s largest anti-fraud organization and premier provider of anti-fraud training and education, and has certified fraud examiners in more than 150 nations. With the ACFE, we provided an academic experience that was grounded in real-world best practices.” In fact, John Gill, J.D., certified fraud examiner and vice president-education of the Association of Certified Fraud Examiners, taught the class with Riley and Dull.

Now that the first course is behind him, Riley said it was a learning experience.

“Overall, MOOCs are important for at least two reasons: they demonstrate the unique skills of the professors, colleges and universities delivering the material; and they provide interactions with participants who are very likely to enroll in your degree programs because they have serious, long-term interest in skills development,” he said.

Academic Innovation has led the effort to develop MOOCs both as a way to promote the academic quality of programming at West Virginia University and as a research project to understand the shifting dynamics of online education. The WVU community was invited to submit proposals for MOOCs, with Forensic Accounting and Fraud Examination being one of two courses chosen by a faculty committee.

Sue Day-Perroots, associate vice president, WVU Academic Innovation, said the MOOC course was beneficial in many ways, some of which caught the course organizers by surprise.

“In addition to the enrollment of nearly 22,000, a surprise was that almost 900...
individuals chose to participate in the Signature track. This means that the students paid a nominal sum to receive a certificate for fully completing all of the assessment and assignments in the course. The Signature Track participants must also have their identities validated,” Day-Perroots said.

“The Forensic Accounting and Fraud Examination MOOC reached students in 189 different countries: 36% from North America, 26% from Asia, 24% from Europe, 6% from Africa and 5% from South America.”

Dr. Karen Donovan, B&E’s associate dean for academic affairs, said the MOOC offering represents a real opportunity for WVU’s business school.

“We have one of the most established and recognized Forensic Accounting and Fraud Examination programs in the world,” Donovan said. “The MOOC platform provides us with a highly interested, highly engaged, international audience where we can offer the expertise we have in this area of study.”

Unfortunately, there doesn’t seem to be a shortage of fraud case studies.

“We employed the case method of study, along with lectures and videos of actual fraudsters in action,” Riley said. “A report by the Association for Certified Fraud Examiners projected that in 2013, worldwide fraud approached $3.7 trillion, or as much as 5% of the productive economy. Thousands of businesses are victimized by fraud. In this course, students learned who, why and how people commit fraud, along with the skills for catching them. And there are plenty of cases from which to learn.”

Riley said he and Dull learned much in the course — about the subject matter, about B&E and about WVU.

“We learned that interest in forensic accounting and fraud examination as a subject area and obtaining college degrees, like a master’s in FAFE, is a major goal for a lot of our participants. We are in the process of converting that interest into students enrolled in our FAFE program,” Riley said. “And
more than 64% of participants indicated on an exit survey that they left the MOOC with a more favorable perception of WVU than when the person started. Dollar-for-dollar, this is a great marketing investment for the College and University."

Day-Perroots said the information learned from participants will be quite valuable, and that there are other potential course offerings that B&E could provide in the MOOC platform.

"Of the (Forensic Accounting and Fraud Examination MOOC course) survey respondents, 64% indicated that the course changed their perception of WVU more or much more favorably and 75% would very likely or extremely likely recommend this course to a friend.

"There is a vast and growing interest internationally in entrepreneurship. The B&E Business Plan Competition has been very successful, and that may have a great pay-it-forward application. Data analysis is also another area that is increasing in demand. We have so very much big data available, but few skilled in making sense of all of that information," she said.

Day-Perroots added that she sees B&E’s MOOC courses as opportunities, not the “hype” critics have described.

"Like the introduction of any new technology, the usage graph spikes with the introduction or hype. The peak is usually followed by a significant decline, then the technology begins a more moderate upward climb," she said. "MOOCs have followed that pattern, and now we are in the phase that is examining effective applications of MOOCs for delivering the education and information that people around the world want. It is an amazing platform and delivery system that makes us a global community."

This positive experience has already prompted planning for the next FAFE offering. And while some may doubt the MOOC format, Riley said B&E dipping its toe in the water has been good so far.

"MOOCs are life at the speed of life," he laughed. "Come on in. The water’s fine."
TRANSFORMERS

B&E’s Center for Career Development prepares graduates for an evolving marketplace; transforming them from students to future business leaders.

Written by PATRICK GREGG | Photographed by ALEX WILSON
“Having a degree alone is no longer enough,” said Jennifer Bellucci, director of the B&E Center for Career Development (CCD). “The job market is extremely competitive. Today’s recent college grads are faced with a compounded job market since the economic decline in 2008. New grads compete against graduates of other universities from all over the world in addition to those already in the job market who are displaced and in lesser jobs than they normally would be.”

Never fear. The CCD is here.

The Center’s philosophy is a relatively simple one: competitive candidates need real-world experience to set themselves apart from every other recent graduate. To be competitive in today’s job market, students need every advantage — internships, experiential learning such as consulting projects, case competitions and job shadowing, and career-relevant job experiences are crucial.

“Most employers now utilize sophisticated performance appraisal processes in order to guide succession planning within their organizations,” Bellucci said. “Employers believe that past performance will be an indicator of future performance.”

Jose “Zito” Sartarelli, B&E’s Milan Puskar Dean, made internship opportunities, experiential learning and job placement a priority for the College upon his arrival in 2010. That philosophy was not foreign to Bellucci, who began her job in January 2014. Her background includes experience at U.S. Steel, where she received several promotions in her six-year tenure and was a human resources manager for the company’s Mon Valley Works (encompassing 5,000 employees at four Pennsylvania plants).

She was assigned to a corporate recruiting initiative, and WVU became her “enterprise” school to recruit from both B&E and the Statler College of Engineering and Mineral Resources. After she left U.S. Steel, she worked as employee and labor relations manager at Washington Penn Plastics in Washington, Pennsylvania, where she continued to recruit from WVU.

Now, she and her Center for Career Development team have developed a preparedness philosophy that is unprecedented.

“We offer so many events and opportunities to students to acquire business acumen,” Bellucci said. “We believe our students can compete with the very best students in the world if they have taken advantage of all we have to offer.”

Jennifer Bellucci (right), director of the Center for Career Development, reviews a résumé with a student.

"We believe our students can compete with the very best students in the world."

JENNIFER BELLUCCI
Center for Career Development Director
The CCD really provides students the skills and preparation to enter the job market.

CARRIE JOHNSON
MSIR 2014

METAMORPHOSIS

Ask Carrie Johnson. She not only worked as a graduate assistant in the CCD, but took the advice and opportunity it offered. A graduate of the Master of Science in Human Resources and Industrial Relations program — which had 100% placement of her class in 2014 — Johnson works at Eaton, which provides energy-efficient solutions to effectively manage electrical, hydraulic and mechanical power more efficiently, safely and sustainably. Eaton has approximately 102,000 employees and sells products to customers in more than 175 countries. At the Beaver, Pennsylvania, Eaton plant where she works as an HR generalist, there are approximately 400 salary and hourly employees.

“The CCD really provides students the skills and preparation to enter the job market,” Johnson said, “and with the way the global job market is today, that’s an invaluable tool for students. You think about all of the events that are offered to help students, or résumé readiness, or even learning what to wear to interviews and networking with employers, and you’re grateful.”

Preparedness was important for Johnson, whose experiences at B&E included an internship with Frito-Lay. “My internship provided me with a deep dive into a lot of HR functions. It really did help me grow professionally as I was working in what they say the real-world market is. I was able to network with senior leaders, which I feel really helped me grow personally and professionally.”

Ask Michael Arnold, a nontraditional, Management Information Systems (MIS) student who mixed his college career with military service. Now going into his seventh year with the U.S. Air Force, Air National Guard, Arnold has been on countless training exercises and a deployment to Afghanistan and Kuwait in 2012. He is eternally grateful for support from B&E during his service, and part of that gratitude was his preparation prior to landing an internship at NASA.

“I started out in early 2013 as a general IT intern at the NASA IV&V facility in the I-79 Technology Park in Fairmont, West Virginia,” said Arnold, a Pittsburgh native. “After a few months, I was able to get involved with the NASA IV&V Cyber Security Training program. Now, as I near the end of my internship, I am learning about project management principles and using them in a practical project application.”
As I near the end of my internship, I am learning about project management principles and using them in a practical project application.”

MICHAEL ARNOLD
MIS Student

BUILD YOUR BRAND ON CAMPUS: HOW EMPLOYERS CAN GET INVOLVED

JOBSHADOWING PROGRAM
Employers can participate in the Job Shadowing program by providing the opportunity for students to shadow professionals working in specific industries and career paths at their businesses. This allows employers to introduce students to their organizations and foster relationships for future talent acquisition efforts.

The program is designed for freshmen and sophomores admitted to the College of Business and Economics, and these students participate in at least two shadowing sessions during the course of the program.

MOCK INTERVIEW WEEK
Interviews can be tough. As an HR professional, help students prepare for upcoming job interviews during Mock Interview Week. Employers conduct the interviews and provide feedback to students on all aspects of the interview process.

B&E PROFESSIONAL ETIQUETTE DINNER
Sponsor a table and network with business students as they are guided through the proper etiquette at a professional business dinner.

CUSTOMIZED RECRUITING
Speak to Classes: Employers can provide insight into the real world and their careers as a guest speaker in B&E classes.

Face-to-Face Info Sessions: Host a Face-to-Face or Employer Information session to provide students information about career opportunities and enable students to ask questions about the company and available positions.

Spotlight on Industry: The five-part career series gives employers the opportunity to showcase their organizations to students of all majors.
After graduation in May, Arnold is on his way to Bechtel Marine Propulsion Corporation, a company responsible for developing advanced naval nuclear propulsion technology, providing technical support to ensure the safety and reliability of our nation’s naval nuclear reactors, and training the sailors who operate those reactors in the Navy’s submarine and aircraft carrier fleets. Dedicated solely to the support of the United States Naval Nuclear Propulsion program, Bechtel has 42,500 employees on hundreds of projects in nearly 50 countries.

Or ask Trevor White, a graduate of B&E’s MBA program last year who now works for the NASDAQ Stock Market. White credits the CCD with bringing to the forefront the importance of readiness for the job marketplace.

“Incorporated into the MBA program were two, one-credit practicum courses organized by the CCD,” he said. “The courses focused on topics such as résumé and cover letter writing, business etiquette, networking, using social media, job searches, etc."

As a student in the 14-month, accelerated MBA program, there was not a lot of time for formal internships. He did, however, work on a year-long consulting project with B&E, as well as represent WVU in the Big 12 Case Competition at the University of Kansas. His in-class work and out-of-class opportunities landed him a job with Northwestern Mutual, where he learned a great deal about financial markets and securities trading. This led to his current post as a market index services analyst for the Global Index Group at NASDAQ.

“Through exposure to all of these great lessons and tools, I was able to identify who I would brand myself as to future employers,” White said. “I can remember spending an entire class working on my elevator pitch.”

Ah, preparation.

TREVOR WHITE
MBA 2014

INTERNSHIP PROGRAM
Engage with students and the College through the Internship program. Students receive real-world experience and employers assist in completing projects and performing fundamental tasks.

ON-CAMPUS INTERVIEWS
The Center for Career Development encourages employers to recruit on-campus for both full-time and internship opportunities. In conjunction with the WVU Career Services Center, the College uses the online career management and recruiting tool MountaineerTRAK. Employers determine the qualifications and application process.

MOUNTAINEER UNIVERSITY
This summer conference for employers is an occasion for employers to engage with each other and the University, as well as establish their brand on campus.

EVOLUTION
Today’s employers require job-ready candidates. As Head of Global Talent Acquisition at Mylan, Lauren Hathaway shares that expectation. That’s how Mylan grew to be one of the world’s leading generics and specialty pharmaceutical companies.

“The practical experience WVU students have is exactly what we’re looking for,” Hathaway said. “Additionally, as a global company, we’re interested in the global exposure offered by the B&E program. The B&E students are competing for spots in a highly selective program. Mylan is a very hands-on organization, so students who are well-rounded are often good candidates for a Mylan position,” Hathaway explained.

And she should know. Hathaway has Management and MSIR degrees from B&E, and leads the group that looks for candidates who can meet Mylan’s high expectations. As a global pharmaceutical company that manufactures and markets approximately 1,400 medicines to retail, wholesale, government and institutional customers, expectations are high. With a workforce of about 30,000, Mylan is
one of the largest active pharmaceutical ingredient manufacturers and markets products in 145 countries and territories. “Students who are inquisitive and can get up to speed quickly are a great fit for Mylan. We’re looking for unconventional thinkers, and B&E students fit that quite well. We’re bringing talent to the organization who demonstrate characteristics that fit well with our leadership expectations,” said Hathaway.

Last year, Mylan provided internships for 42 WVU students, 17 of whom were from B&E. The company’s leadership philosophy is four-fold: lead (take ownership), learn (play the role of the student), teach (invest in others) and perform (be team smart). “Those are the characteristics we see in many B&E and WVU students. At Mylan, we believe that ‘attitude determines altitude.’”

Like Mylan, NASDAQ has a global viewpoint. And expectations to match. “Our team works 24 hours a day to make sure all data being entered into our indexes is the most accurate and up to date,” said White. “I currently work on the U.S. evening shift, which is 4:00 p.m. to midnight Sunday to Thursday. The position has a very sharp learning curve, and it is important to be able to learn quickly. At NASDAQ, we rely heavily on teamwork and communication. These two skills were heavily emphasized not only by the MBA program, but by B&E as a whole.”

And that’s exactly what Bellucci wants to hear. “Employer relations is a crucial component to the success of our students. We have cultivated new relationships with employers in nearly every industry and major metropolitan area and beyond in the past year. We are also focused on expanding our employer network globally and see it as an imperative objective as the business world evolves into a global market,” she said.

As a representative of her global company, Johnson has come back to B&E to instill those kinds of expectations. “I’ve gone back to do mock interviews for students at every level, including students working toward MBA and MSIR degrees,” she said. “I am able to give them feedback and answer questions as to what employers are looking for in candidates. The relationships the CCD has with employers means everything. Employers want to come back because they know the CCD prepares students professionally to enter the job market.”

TRANSFORMATION
Deonna Gandy — co-founder of the #RespectfulMountaineer Twitter campaign last fall that garnered national interest — will graduate early from WVU and B&E

We’re looking for unconventional thinkers, and B&E students fit that quite well.”

LAUREN HATHAWAY
Head of Global Talent Acquisition, Mylan

Photo Courtesy of Mylan
DEONNA GANDY
Student from Pittsburgh, Pennsylvania, to intern at Highmark

"The internship really demonstrated to me what B&E is all about — a great education and preparation for life."

DEONNA GANDY
Business Major

in December 2015. The general business major, whose true interests lie in the area of marketing, attributes many of her collegiate successes to the CCD. Say, for example, her internship at Highmark in Pittsburgh. “The Highmark experience was invaluable. I learned of the opportunity through the CCD and was really able to apply what I’ve learned in the classroom in a real-life setting,” Gandy said. “The internship really demonstrated to me what B&E is all about — a great education and preparation for life. I learned about people and business and the healthcare industry. I learned things like how important it is to have quality health insurance and to make sure you have coverage that is best for a person and their family — and knowing the difference.”

Parents of B&E students have also expressed a rebirth of confidence in the collegiate system despite the difficult global job market because of B&E’s commitment to deliver job-ready graduates. “John gets to meet people through the CCD, and the networking is great,” said Debbie Cairns of Jackson, New Jersey, mother of sophomore business student John Vietoris. “The job shadow program is a great opportunity. As a parent, I can tell my son what it’s like to work in the real world, but this program gives him a great opportunity to see it first-hand.”

Cairns said she would now encourage her son to seek internships and work with the Center any way he can. She added that he is building his résumé, and any opportunity to learn is only going to help him. “You hear stories about families that have invested all this money in college, but no job,” said Cairns. “If he is able to come out of WVU with a job or connections to get a job, that’s certainly a relief to me.”

Hathaway said she remembers well the activities that made her ready to compete for jobs, and she has kept that in mind as she recruits for Mylan. “The entire program, not just the course work, prepared me for the corporate world,” she said. “The book learning and the practical applications helped me know where I wanted to go in the corporate environment.”

Students now believe preparedness and confidence will land them where they want to be. “I am 100% confident I will graduate from WVU with a job,” said Gandy. “The academic preparation I’ve received and the resources that have been made available to me will benefit me greatly. I have no fear of the professional world and the workforce. B&E has prepared me well.”
Bolstering Student Success

B&E students flourish in Business Learning Resource Center

Written by BLAIR DOWLER
Photographed by ALEX WILSON
I’ve had the classes. I know they’re challenging, so it’s great to help.”

BAILEY PARKS
Senior Management Information Systems (MIS) major, MIS tutor in the BLRC

The BLRC has a full schedule of tutoring available based on subject. Bailey Parks (top) tutors an MIS student in the BLRC. Sarah Colo (right) swipes ID cards for students logging time at the Center.

HE College of Business and Economics (B&E) forged a new path for students when it transitioned to a four-year college in 2011. Dr. Karen Donovan, associate dean for academic affairs, recognized students’ need for extra help with that shift, and so the Business Learning Resource Center (BLRC) came to life.

What originally started as a place for writing assistance grew to be a full-service support center for all majors within the College. The vision behind the BLRC is to provide support and empower students to succeed in their coursework, all the while preparing them for their future careers.

“It’s all about critical thinking skills, students’ ability to write, study skills, getting students to be the best possible students and be as prepared for the job market as possible,” said Dr. Susan Jennings Lantz, BLRC director and assistant professor of marketing. “While nobody exactly wants to study, you do have to put the time in, and you have to develop grit in order to become proficient (at studying). We feel it has significantly impacted our students in a positive way.”

That may be an understatement. The popularity of the BLRC is vast and continuing to grow. From fall 2013 to fall 2014, the number of visits increased from 4,828 to 6,653 (37.8%), and the number of hours students spent studying in the BLRC increased from 5,875 to 8,214 (39.8%). The number of study hours spent in the Center by freshmen alone rose by 81.5%.

“It’s great because if they [students] are struggling, this is where they can go for free help and support,” Donovan said. “It’s also peace of mind for parents who notice their student struggling. We want our students to succeed.”

In 2013, B&E implemented required hours in the BLRC for certain students. Freshmen enrolled in BCOR 199: Introduction to Business are required to log at least three hours of study time per week in the BLRC. B&E students on academic probation or enrolled in a success strategies course are required to log six productive hours per week in the BLRC.

“I didn’t do so well last semester, and I can honestly say I didn’t step foot [in the BRLC],” said Isaiah Boyd, a freshman management major from Elizabeth, New Jersey. “I’m doing so
It’s all about critical thinking skills, students’ ability to write, study skills, getting students to be the best possible students and be as prepared for the job market as possible.”

DR. SUSAN JENNINGS LANTZ
BLRC director and assistant professor of marketing

much better this semester because of the BLRC. I learn so much from the tutors. People are always in here working, and it makes you want to work harder.”

And the popularity of the Center has prompted tutors and students to suggest that they would like to have an overflow space with computers and more seating. Sunday through Friday each week, the BLRC provides several desktop computers, printers, private study rooms, study tables for groups, a recording system to practice presentations and another important resource: tutors.

Bailey Parks, a senior management information systems (MIS) major from Morgantown, West Virginia, is an MIS tutor. She said she became a tutor to help her fellow students and focuses her tutoring strategy on how professors teach.

“When I began the MIS program, there wasn’t an MIS tutor to help. I’ve had the classes. I know they’re challenging, so it’s great to help,” she said. “It’s a great feeling when people say we have helped them and they will be back.”

Katherine Szepelak, a senior finance major from Hurricane, West Virginia, and business communications tutor, enjoys working with B&E’s diverse group of students in the BLRC.

“It’s really interesting to see all the different skill sets. All types of students are coming in to get help with their studies, and you have to make sure they understand,” Szepelak said. “Go over it thoroughly; try to teach it in a way that anyone can understand without giving orders.”

Dr. Lantz pointed to one student’s anonymous course evaluation from Fall 2014 as anecdotal evidence that the required study hours in the BLRC developmentally aid students in building their academic practices and behaviors. A freshman wrote, “At first I thought the study hours were stupid. I actually enjoy going to the [BLRC] now and getting my work done in a timely manner. I would actually suggest more than three hours required a week because you must study a lot more than three hours to be successful in college.”

Parents of B&E students are also fans of the BLRC. They are able to visit the Center during tours, recruitment efforts and Fall Family Weekend.

“The BLRC touches all students. They like having a place to go for help, and we love providing the space and the resources,” said Susan Maczko, assistant director of the BLRC and undergraduate student adviser.

The BLRC adds to the overall student experience, especially for freshman, and gives students the tools and inspiration to help themselves.

“When they [students] have to do the study hours it may seem like a pain, but they learn that there are tutors here and people who care about them and their studies. We really want to help anyone who comes in,” Szepelak said.

“I like tutoring my peers because I get to see the relief on their faces when a concept finally clicks,” McCleary said. “Feeling lost or behind in a class can be overwhelming. I like knowing that I might have a part in making things seem just a little bit more manageable.”
MAKING CHOICES  MAKING A DIFFERENCE

“... We have been blessed with many career opportunities due to the quality of our education. We have experienced the benefits of hiring from and staying connected with the school and other Mountaineers. Given our continuous contact, we know the need for support throughout B&E programs.

In addition to our annual giving plan, we added WVU to our will and are proud to be part of the Irwin Stewart Society. It was important to us to commit to this level of giving, and hopefully we can inspire others to do the same.

We are lucky to have attended WVU; we owe it the next generation to help pave the path to their success.”

Bradley Nicklin '91
Partner, Baker Tilly Vichrow Krause, LLP

Kelly Nicklin '92 '98
Director of Sales and Business Development, XTAR LLC

If you are interested in learning about how your planned giving can benefit the College of Business and Economics, call 304-293-7807 or email bealumni@mail.wvu.edu

SHOP B&E FOR SPRING

bestore.wvu.edu
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, 2014. On behalf of the students, faculty and staff, your generosity is greatly appreciated.

---

### CORPORATE AND FOUNDATION GIVING

#### LEGACY INVESTOR

- **$100,000 & Above**
  - BB&T
  - BrickStreet Foundation Inc.
  - Charles Koch Foundation

- **$25,000 to $99,999**
  - Claude Worthington Benedum Foundation
  - The Community Foundation Serving Richmond & Central Virginia
  - General Electric Company

- **$10,000 to $24,999**
  - J. Michael Bodnar Foundation Inc.
  - General Electric Company

#### PRESIDENT’S INVESTOR

- **$25,000 to $99,999**
  - Taziki’s WV, LLC
  - J. Michael Bodnar Foundation Inc.

- **$100,000 & Above**
  - Pricewaterhouse Coopers LLP
  - Marathon Oil Company

#### DEAN’S INVESTOR

- **$10,000 to $24,999**
  - Charles E. Hendrixson Trust
  - Chestnut Holdings, Inc.

- **$5,000 to $9,999**
  - Arnett Carbis Toothman LLP
  - CONSOL Energy, Inc.

- **$1,000 to $4,999**
  - Mrs. Kristina K. Williams

#### INVESTOR

- **$1,000 to $4,999**
  - Mr. and Mrs. Jerry R. Simpson

- **$5,000 to $9,999**
  - Mr. and Mrs. Fred C. Hardman

- **$25,000 to $99,999**
  - Mr. and Mrs. Robert C. Mead

#### PARTNER

- **$1 to $999**
  - W. B. Kania & Associates

---

### INDIVIDUAL GIVING

#### LEGACY INVESTOR

- **$100,000 & Above**
  - Mr. and Mrs. W. Marston Becker
  - Mr. and Mrs. Fred T. Tattersall

- **$25,000 to $99,999**
  - Mr. and Mrs. Douglas R. Van Scoy

#### PRESIDENT’S INVESTOR

- **$25,000 to $99,999**
  - Mr. and Mrs. Fred T. Tattersall

#### DEAN’S INVESTOR

- **$10,000 to $24,999**
  - Mr. and Mrs. Keith E. Parton

#### INVESTOR

- **$1,000 to $4,999**
  - Mrs. Karen S. Evans

- **$5,000 to $9,999**
  - Mr. and Mrs. Bruce K. Cox

- **$10,000 to $24,999**
  - Mr. and Mrs. D. Stephen Walker

#### LOYALTY INVESTOR

- **$5,000 to $9,999**
  - Mr. Philip A. Compton, CPA

- **$1,000 to $4,999**
  - Dr. Ajay K. Aluri

- **$1 to $999**
  - Mr. John Gianola

---

### THANK YOU
Mr. James B. Ullum
Dr. Andrew Urbaczewski
Mr. William E. Wright, III

**PARTNER**

$1 to $999
Mr. and Mrs. Donald L. Akers
Mr. and Mrs. Douglas L. Allemon
Dr. and Mrs. Bernard L. Allen
Mr. and Mrs. Lindsey N. Allen, CPA
Mr. and Mrs. John J. Aluisie
Ms. Andrea K. Alvarez
Mr. and Mrs. Thomas L. Aman, Jr.
Mrs. Bonnie C. Anderson
Mrs. Jane B. Anderson
Mrs. Mary-Susan Anderson
Mr. and Mrs. Denis J. Antol
Mr. Gary L. Antoniewicz
Mr. Donald A. Appel
Ms. Russilee L. Armstrong
Mr. and Mrs. Ronald C. Ash
Dr. and Mrs. Nathan J. Ashby
Mr. Martin Atkinson, III
Mr. James F. Aucremanne, II
Ms. Brittany L. Audia
Mr. and Mrs. Lyndon B. Avul
Mr. John Babich
Mr. and Mrs. Joshua W. Bach, CPA
Mrs. Elise J. Baer
Mr. and Mrs. Donald J. Baker, Jr.
Mr. Raynor E. Baldwin
Mr. and Mrs. Robert D. Baney
Mr. Scott Barber
Mr. and Mrs. Mark L. Barickman
Mr. Douglas W. Barker
Mr. Brett S. Bartheimess and Mrs. Angela L. Bartheimess
Dr. Nicholas D. Barlow
Ms. Cassandra Baylous
Mrs. Robin M. Baylous
Mrs. Julie A. Beck
Mr. and Mrs. Todd M. Beckwith
Mrs. Vanessa S. V. Belcastro
Ms. Jennifer N. Bellucci
Mr. and Mrs. Donald M. Bender
Dr. Ednilson S. Bernardes
Ms. Stephanie M. Bifano
Mr. and Mrs. George G. Bilderback, Jr.
Mr. Korok M. Biswas
Mr. and Mrs. John S. Blackshaw
Mr. and Mrs. Gerald E. Blakley, Jr.
Mr. Michael D. Blankenship
Mr. and Mrs. Peter F. Bogart
Capt. and Mrs. F. Thomas Boross, Jr.
Mr. and Mrs. John M. Boston
Mr. F. Alexander Bowders
Cynthia R. Bower, CPA
Ms. and Mrs. Joseph E. Bowery, II
Mr. Donald W. Bowin
Mrs. Barbara Boyer
Ms. Electa M. Boyle
Mrs. Winifred M. Brand
Mr. and Mrs. James E. Brehove
Mr. and Mrs. William C. Brewer
Ms. Erin Brewster
Mr. Michael T. Briers
Mr. Lawrence S. Brooks
Mr. Charles D. Brown
Mr. and Mrs. Mark L. Brown
Mr. Norman P. Brown
Mrs. Priscilla J. Brown
Dr. Richard W. Brown
Mr. James B. Bruhn, II
Mr. Langston Bryant
Mr. John D. Bryson
Mr. and Mrs. David R. Buckel
Mrs. Michelle R. Bucklew
Mr. and Mrs. Richard Buechler
Mr. Salem C. Bullard
Mr. and Mrs. Michael T. Bumgarner
Mr. Roger D. Burford
Mr. John L. Burkard
Mr. Vincent W. Burskey
Mr. and Mrs. Edward S. Burton
Mr. and Mrs. Eric Bykat
Mr. Joseph A. Calabrese
Ms. Sharr A. Cales
Mrs. Elizabeth A. Callaway
Mrs. Patricia G. Cannon
Mr. Jason W. Canterbury
Mrs. Lana K. Cantoni
Mrs. Eva P. Caperton
Mr. James R. Carbin
Mr. and Mrs. John W. Carbin
Mrs. Violet Caron
Mr. Maxwell J. Carozza
Mr. and Mrs. Edwin G. Carr
Rev. and Mrs. Marvin H. Carr, III
Mr. and Mrs. David H. Case
Mr. and Mrs. Frank S. Cashman
Mr. David J. Casto and Ms. Leah Casto
Mr. Spencer P. Cavalier
Dr. Earl Cecil
Miss Julie M. Cerrone
Mr. and Mrs. John R. Chaplin
Mr. Eric M. Chippis, CPA
Ms. Leslie J. Chodnowsky
Mr. and Mrs. William J. Choi
Mr. Lawrence R. Cima, PhD
Ms. Carol L. Cipoletti
Patsy P. Cipoletti Jr., MD
Mr. and Mrs. George M. Cipriani
Mr. and Mrs. David E. Clark
Dr. Roy Clemons, PhD
Lenore McComas Coberly
Mrs. Elizabeth B. Cocke
Mr. Matthew J. Cohen
Mr. & Mrs. William B. Cole, Jr.
Mr. and Mrs. Larry S. Collins
Mr. and Mrs. Scott Colvin
Mr. Louis R. Concordia, Jr.
Mr. Andrew F. Conner
Mrs. Judith Conner
Mr. and Mrs. Donald J. Conners
Dr. and Mrs. Harold B. Cook
Mr. and Mrs. Richard F. Cooper, Jr.
Mrs. Margaret L. Cortez
Dr. Erilinda B. Corpuz-Ambrosio
Mr. and Mrs. James L. Crickard
Ms. Adrienne L. Crutch, CPA
Mr. and Mrs. Joseph A. Curia, Jr.
Prof. Brian J. Kushin Choi
Mr. Gregg J. Cutrone
Miss Leanna Daisey
Mr. and Mrs. Aaron C. Darnell
Mr. Michael R. Davies
Mr. and Mrs. Matthew E. Davin
Mr. and Mrs. Charles W. Davis
Mr. and Mrs. Jack E. Deal
Mr. Orus W. Dearman
Mr. Anthony J. DeFazio
Mr. & Mrs. John J. Kopnski Memorial E4p Business Fund
Mrs. Pio J. DeFazio
Mr. James S. Deloeterta
Mr. Marc A. Deluca
Mr. Francis S. DeMarco
Miss Carmen R. DeMasters
Mr. Patrick M. Denman
Mr. Karl F. Des Rochers
Mr. and Mrs. Dan W. Detar
Mr. and Mrs. Keith D. DeVault
Mr. and Mrs. George V. DiBacco
L. T. Col. (Ret) and Mrs. Brent O. Diefenbach
Mr. and Mrs. Gadis J. Dillon
Lt. Col. (Ret) and Mrs. Brent O. Diefenbach
Mr. and Mrs. David B. Dingus
Mr. and Mrs. Gadis J. Dillon
Mr. David R. Dingus
Mr. and Mrs. Scott D. Dixon
Mr. and Mrs. Paul A. Dombrowski
Mr. and Mrs. Stratford M. Douglas
Ms. Gloria Doukasakis
Mr. Ralph S. Dover
Mrs. Lisa S. Drewry
Ms. Kathryn R. Drumwright
Mr. and Mrs. Frederick L. Dudding
Mr. Patrick M. Dunlayev
Mr. and Mrs. Anthony P. Duryea
Mr. and Mrs. Gary E. Earp
Mr. Derrick E. Ehrhardt
Mr. William D. Eifert
Dr. David P. Ely

**NEW FUNDS**

B&E Young Professionals Fund
Lynch Supply Chain Enrichment Fund
Eaton Corporation Practicum Support
John J. Kopns Memorial E4p Business Fund

**NEW ENDOWMENTS**

W. R. Hutchison MSIR Fund
Excellence in Personal Finance Advising
Jack and Joy Rossi Endowment
Carlyle D. Farnsworth Ethics Enrichment Fund
Remo Family Endowment
Robert and Gaye Cheripko Scholarship
Tattersall Scholarship
Charles Powell Mead Memorial Scholarship
BrickStreet Scholars
Charles L. Owens Accounting Scholarship
Kris Williams Scholarship
Tina M. Parton MSIR Travel Scholarship
Wilkie Marketing Student Enrichment Fund
Ronald Hayhurst Endowed Business Scholarship
Gary and Jayne Pell Endowed Accounting Scholarship
John T. and Irene K. Grossi Memorial Scholarship

If you would like more information on joining the Irvin Stewart Society or establishing a new fund or endowment, contact Bonnie Anderson at 304-293-7812 or bonnie.anderson@mail.wvu.edu.

**IN 2014,**

**WE WELcomed…**

**IRVIN STEWART SOCIETY**

Jayne Armstrong ’87, ’91
Carlyle D. Farnsworth ’42
Sue Seibert Farnsworth, JD ’62, ’67
G. Daniel McBride ’84
Mary L. McBride
Dee Ann Remo ’85
Jim Remo ’85

**SPRING 2015**
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 between October 2014 and February 2015.

Ms. Barbara J. Sebok (M.A. 1974) d. 10/1/14
Mr. Ralph T. Tinney, Jr. (B.S. 1973) d. 10/10/14
Mr. Paul A. Bastin, Jr. (B.S.B.A. 1964, M.S. 1975) d. 10/16/14
Mr. George G. Cunningham (B.S.B.A. 1989) d. 10/23/14
Lt. Col. (Ret) Jesse C. Craver, Jr. (B.S. 1954) d. 10/25/14
Capt. David L. Maslow (MBA 1986) d. 10/25/14
Mr. Thomas C. Davison (B.S.B.A. 1979) d. 10/31/14
Mr. Lawrence James Pietro, Jr. (B.A. 1949) d. 11/10/14
Mr. Denzil J. White (B.S.B.A. 1950) d. 11/10/14
Mr. Gerald D. Fisher (B.S.B.A. 1954) d. 11/11/14
Mr. Earl B. Haddix (B.S. 1951) d. 11/16/14
Mr. Michael C. Cox (B.A. 1940) d. 11/18/14
Mr. John L. Fallon (B.S. 1978) d. 11/23/14
Mr. Murrell D. Cash (B.S.B.A. 1979) d. 11/24/14
Mr. Jeffrey A. Greenleaf (B.S.B.A. 1983) d. 11/25/14
Mr. Harry V. Spangler, Sr. (B.S. 1947) d. 12/1/14
Mr. Thomas J. Esper (B.S.B.A. 1958) d. 12/2/14
Mr. Thomas R. Whelan (B.S.B.A. 1963) d. 12/2/14
Mr. Richard L. Blackburn (B.S. 1960) d. 12/8/14
Mr. George M. Molnar (B.S.B.A. 1949) d. 12/12/14
Mr. Charles E. Lawall, Jr. (B.S.B.A. 1943) d. 12/21/14
Mr. Carrol B. Simmons (B.S.B.A. 1957) d. 12/21/14
Mr. Patrick B. Gallagher (B.S.B.A. 1959) d. 1/1/15
Mr. Lysander L. Dudley, Sr. (B.S.B.A. 1953) d. 1/7/15
Mr. Ronald L. Dietz (B.S. 1963) d. 1/8/15
Mr. Kenneth N. Ruse (B.S. 1952) d. 1/10/15
Mr. David J. Fitzpatrick (B.S. 1950) d. 1/15/15
Mr. Thomas W. Turner (B.S. 1950) d. 1/17/15
Mr. Cecil E. Minton (B.S. 1957) d. 1/20/15
Mr. Hiroki Shibata (B.S.B.A. 1987) d. 1/26/15
Mr. James A. Decker (B.S. 1956) d. 2/3/15
Mr. Frank S. Balint (B.S.B.A. 1950) d. 2/6/15
Mr. Robert B. Lindsey (M.S. 1974) d. 2/7/15
Mr. Charles A. Meadows (B.S.B.A. 1965) d. 2/9/15
Mr. Richard E. Hanlen (B.S. 1947) d. 2/20/15
Mr. John W. Suskovich (B.A. 1951) d. 2/22/15

* NOTE: Gifts do not reflect company matches.
FIND WVUCOB
ON SOCIAL MEDIA

be.wvu.edu
be.wvu.edu/enews
facebook.com/wvucobe
twitter.com/wvucobe
be.wvu.edu/social
youtube.com/WVUBandE
instagram.com/wvucobe
pinterest.com/wvucobe

B&E YOUNG PROFESSIONAL NETWORK

BE.WVU.EDU/GIVE

Join before June 30, 2015, to become a charter member and help determine how the B&E Young Professional Network funds are used.

“ I spent most of my adult life at B&E, earning an undergraduate and two master’s degrees. I really love WVU and I wanted to give something back. I like the idea of putting my money toward a larger, collective project for the College.”

BRITTANY AUDIA, Financial Institution Specialist, Federal Deposit Insurance Corporation

“ Our College is on the move – stronger programs, renowned faculty, and national and international recognition. I want to be a part of our move to a whole new level of excellence!”

ANTHONY GREGORY, Senior Director, Southwest Airlines

If every B&E alum under the age of 45 gave $120 this year, we would raise more than $1.6 MILLION

FDIC