There’s a new dean in town and he’s doing things differently!

Is there economic opportunity for West Virginia?

Gone Camping: B&E students provide haven for kids

B&E’s G-Man Chuck Owens talks about life with the FBI
WHICH DEGREE IS RIGHT FOR YOU?

SOCIOECONOMIC CLIMBERS
"I want to achieve everything my parents could only dream of accomplishing."

BALANCED CAREERISTS
"I want to advance my career, but school must not disrupt my daily life."

SKILL UPGRADERS
"I want to be recognized for my expertise."

IMPACTFUL INNOVATORS
"I have great ideas – I just need the skills to bring them to life."

STATUS SEEKERS
"A graduate degree will give me the status and respect that I crave."

GLOBAL STRIVERS
"I am committed to exploring the world of opportunities that awaits."

CAREER REVITALIZERS
"I need to take my skills and career to the next level to be successful."

For more information on these motivation segments, visit the Graduate Management Admission Council's website at gmac.com

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West Virginia University
COLLEGE OF BUSINESS AND ECONOMICS
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ON THE COVER
Javier Reyes takes the reigns as the new Milan Puskar Dean at the WVU College of Business and Economics — and he’s doing things differently.

The WVU Board of Governors is the governing body of WVU. The Higher Education Policy Commission in West Virginia is responsible for developing, establishing and overseeing the implementation of a public policy agenda for the state’s four-year colleges and universities. WVU is an EEO/Affirmative Action Employer. Underrepresented class members are encouraged to apply. This includes: minorities, females, individuals with disabilities and veterans.
Taking the Road Less Traveled

The WVU College of Business and Economics was climbing in its trajectory when I officially became dean in July of this year, and our talented B&E team is working to take our business school to the next level. The course we chart will not be a normal path, and will echo the mantra that has surfaced since the announcement of my appointment as dean in late January. That mantra is “Doing Things Differently.”

Robert Frost’s brilliance in “The Road Not Taken” is symbolic of Mountaineers around the world who have blazed their own unique trails en route to success. Their skills, know-how and vision led to their births as leaders on a quest for excellence. We, as Mountaineers at B&E, envision a business school brimming with symbols of excellence — accomplishments of students, faculty and staff, and examples of the outstanding successes of all of those groups.

B&E has a real opportunity to accelerate its upward path as a top business school, and it is our plan to make the most of that opportunity through advanced experiential learning for students and providing those students with the tools they need to be successful and career-ready.

To that end, it is not our intention to emulate other business schools. Rather, we will create a path in which all at our business school have unlimited growth and learning potential. And our methods will reflect our land-grant mission, expectations of our R1 research designation and the role we play as West Virginia’s flagship institution. We will embrace new learning technologies and teaching/learning innovations, and connect with companies and organizations regionally, statewide, nationally and globally. At the same time, we will work to retain students and invest in and support an infrastructure that helps our students be successful.

Looking to the future for opportunities and specialization, we have unique assets available to us. By focusing on areas of strength, we can transform into a formidable thought leader through research, academic programs and service perspectives. Such areas include healthcare, energy, hospitality and tourism, and entrepreneurship. Healthcare alone presents endless opportunity, as every B&E discipline can be applied to the industry. And most recent data indicates that the economic impact of WVU’s medical facilities during FY 2014 was $1.9 billion.

The unique path we will travel will also further engage our generous alumni and donors, who will see a strong correlation between the educational opportunities for students both inside and outside the classroom and the quality of B&E graduates and their subsequent successes. That generosity will help fund scholarships, programs and much-needed facilities necessary to propel our upward trajectory.

I cannot thank the WVU, B&E, Morgantown and various other communities I have encountered thus far enough for their kindness in making me and my family feel welcome. While we are new Mountaineers, it has not taken long for us to become faithful and dedicated Mountaineers. I also wish to extend my thanks to former dean Jose “Zito” Sartarelli for originally setting a higher course for B&E, and to former interim dean Nancy McIntyre for maintaining that course. They have allowed us to chart a higher path for ourselves going forward.

As we continue our climb, we know the attraction for the best students, faculty and staff to WVU’s business school will be the pioneering spirit that leaders are made of.

Two roads diverged in a wood, and I — I took the one less traveled by, And that has made all the difference. — Robert Frost

Thank you for your invaluable support and confidence.

Javier Reyes, Ph.D.
Milan Puskar Dean
Driven by a love of imagination and an innate desire to help others, Giuseppe Lucarelli, a 2013 graduate of B&E’s Online Hybrid MBA program, founded Mountain Wind Productions, an independent production company located in Pittsburgh, Pa. The filmmaker founded the company based on the principle of producing large-scale films for global theatrical release, while using a significant portion of the profits to give back to the communities in which they film. Most recently, they wrapped up filming “Bystander,” an action thriller set in Pittsburgh.
With resilient support from the community and an accounting degree (2013) from B&E, A. Stephen Stout has been successfully operating Young and Stout Wholesale Meats and Provisions in Bridgeport, W.Va., for a few years now. Previously owned by Stout’s father, Steve Stout, this USDA meat processor and premium wholesale meat and cheese distributor was started by Stout’s great-grandfather and his business partner in 1942. It has been passed down from generation to generation with each Stout owner adding his own touch to the family business.
Andrew Vecchio is a 2012 business management graduate and in 2015, he began his entrepreneurial ventures in Morgantown by cultivating Motown Taxi, a small-town transportation company with a big city feel. The taxi service has up-to-date, brand-new cars and equipment found in major cities with the customer service and support of a mom-and-pop shop. The entrepreneur attributes his success to the accounting, management and networking skills he garnered during his college career at WVU.
“When you’re doing what you love, it doesn’t feel like work.” That’s how Anna Carrier describes her career as the co-owner of The Cupcakerie in Morgantown, W.Va. Carrier, a 2009 dual JD and MBA graduate, worked for a law firm after graduation, but quickly decided to chase her dream of owning a cupcake shop. And today, the moment you walk into the downtown storefront, the warm smell lets you know the cupcakes are made freshly from scratch each day in-house.
Congratulations
2016
B&E Roll of Distinguished Alumni

DON PARKINSON
1965 Marketing
Secretary of the Tourism, Arts and Heritage Cabinet for the Commonwealth of Kentucky

ROBERT REYNOLDS
1974 Finance
President and CEO of Putnam Investments and president of Putnam Funds

J. THOMAS JONES
1971 Accounting
Retired president and CEO of West Virginia United Health System

RUSSELL BUNIO
1969 Economics
Retired vice president and general manager of supply chain management and procurement at Boeing
Sarah Biller: at the Intersection of Innovation, Investment and Intuition

Written by PATRICK GREGG
Photographed by ALEX WILSON

AS MANAGING DIRECTOR AND HEAD OF INNOVATION VENTURES for State Street Global Exchange headquartered in Boston, B&E alumna Sarah Biller is part of something special. A 1993 finance graduate, she serves on the leadership team of a global provider of financial services with operations in 29 countries and more than 29,000 employees worldwide.

Sarah’s hard work over the last two decades has earned her a position with a globally respected firm. Civic 50 included State Street in its “Top 50 Community-Minded Companies in the U.S.,” while Working Mother magazine listed State Street in its “100 Best Companies.”

She has an indelible entrepreneurial spirit, as evidenced by her commitment to innovation at State Street, but also by her involvement in the successful launches of businesses in industries such as life sciences and “FinTech,” an industry made up of companies utilizing technology to make financial services more efficient. Sarah served as her division’s chief operating officer for innovation and is active in the FinTech start-up community.

State Street has offices in 29 different countries. Can that be a bit of a daunting scenario to face each day?

That’s such an interesting question. I was barely a twinkle in my parent’s eye when the capital markets evolved from relative isolation to the truly international, interconnected industry we see today. The globalization of financial services has been a constant for my whole career — it has been going on since the 1970s — so I am accustomed to solving for the challenges of a dynamic industry. I work with tech teams in Boston, Lisbon, London, Hangzhou, Tel Aviv and places in between on almost a daily basis. Frankly, it is the opportunity to work on significant problems that makes financial services so exciting (as opposed to daunting).
How do you believe your education at B&E and WVU prepared you for what you do today?

I feel extremely fortunate to have grown up in West Virginia and pursued a business degree at WVU. It provided me a foundation of knowledge that I use daily to understand the markets, as well as evaluate companies and business ideas. Unquestionably, the techniques I learned in Dr. (Paul) Speaker’s class, for example, are as applicable and germane to today’s environment as they were to navigating financial services when he taught us in the 1990s.

Another positive outcome of my experiences has been the lifelong friends I made while at WVU. They are a source of inspiration and support whenever I start something new, which is quite frequently. There is a lovely statue of George Washington near where I live in the Boston Public Garden. Sometimes, as I walk by, I think about how strange it is that it’s of him, alone. We know so well from history that much of his most daring successes — like crossing the ice-choked Delaware River in late December — required the support of others.

You very clearly have an entrepreneurial/innovative side. What prompts your interest?

I am infinitely curious about how things work. This curiosity tends to be best satiated when I am knee-deep in a seemingly intractable problem. For example, I co-founded my last start-up, Capital Market Exchange, because I could not let go of the idea that we had the analytical frameworks, computing power and datasets available to identify a systemic build-up of risk factors in the bond market. We sought to build a technology platform that used natural language processing, machine learning and predictive analytics to alert institutional investors to another credit crisis with enough time to act.

Tell us something you learned at B&E that you use in your job every day.

As I mentioned, I learned a great deal from B&E that is quite useful in my day-to-day. Another less tangible but important outcome of my B&E experience is that I learned to problem-solve. The highly analytical nature of the finance curriculum at B&E required us to often reduce abstract ideas to quantifiable answers. I use this skill every day to build new products, assess emerging technologies or identify challenges that are over the horizon.

Who were the most influential people in the various facets of your life?

I am so lucky to have fantastic parents. As I mentioned, I learned a great deal from B&E that is quite useful in my day-to-day. Another less tangible but important outcome of my B&E experience is that I learned to problem-solve. The highly analytical nature of the finance curriculum at B&E required us to often reduce abstract ideas to quantifiable answers. I use this skill every day to build new products, assess emerging technologies or identify challenges that are over the horizon.

You have worked with big data and understand its potential. Have you heard that B&E is now offering a master’s degree program in Business Data Analytics?

B&E is demonstrably showing incredible foresight by offering a master's level program in Business Data Analytics. The velocity, variety and volume of data that is being created by our digital economy is changing the way business is done and how it will evolve. The most successful individuals and businesses will understand how to aggregate and analyze these large sets in order to identify new opportunities and risks. I see an incredible demand for these highly skilled data scientists that won’t stall anytime soon.

On the personal side, you support the arts and play tennis competitively?

I do. The story my dad tells is that I wasn’t quite as tall as the net when we started playing tennis. It still gives me lots of joy to run down every ball, and I get on a court every chance I get.

In this same vein, I try to learn something new every month. Since I spend my days surrounded by numbers, the arts have been a natural and satisfying outlet to pursue. My husband and I are active supporters of Boston museums, but are also big fans of those closer to home that keep West Virginia’s cultural history alive. If you haven’t done so, you should take a drive to Hillsboro, West Virginia, and tour Pearl Buck’s home.

What do you believe are your most significant achievements?

I think my best achievements are yet to come. We have an incredible opportunity in financial services to serve segments of society who have historically not been part of financial services and, in general, leverage the capital markets to do good more broadly.
In 1995, he returned to headquarters to serve as chief of the national White Collar Crime Program before being transferred to the Norfolk, Virginia, field office, where he took on a pretty big job. “I was the agent in charge there from 1998 until I retired in 2001. Norfolk is the largest naval base in the world, and the U.S.S. Cole was bombed when I was there, so I had a lot of dealings with the U.S. military during that period of time,” he said.

After retirement, Owens and his family returned to Atlanta where he began his second career with EY, a global leader in assurance, tax transaction and advisory services. He was only 49 years old when he retired from the FBI, and Owens felt like he still had a lot to do when it came to white collar crime.

“I knew forensic accounting was really growing and there was a great need for those skill sets out in the private sector,” he said. ‘At EY, I joined the fraud investigation and dispute services practice where I worked with companies and law firms to address white collar crime and fraud issues.”

For nine years, Owens operated in client services, until six years ago when he was named Director of Investigative Services for General Counsel. In this role, his focus shifted to internal investigations for the firm and supervision of the due diligence process for the prospective client program.

“EY is a tremendous firm with great diversity, a global reach with offices all over the world, and just the best people you can imagine – the most skilled people in all the areas related to accounting, auditing and consulting services,” he said.

“The quality of the people and the firm’s ethical standards are extremely impressive to me, and it’s been a great place to work. It’s provided a great opportunity for professional growth and career development. It’s really been a terrific second career.”

Now 15 years into this second career, the former special agent occasionally finds himself missing the FBI. When thinking back, one particular time comes to mind – September 11, 2001. “I retired June 30, 2001, just months before September 11 when the World Trade Centers were hit. I remember sitting in my office, and our executive assistant just kind of yelled out, ‘A plane just hit the World Trade Center.’ I stepped out and said, ‘Is it a big plane or a small plane?’ I thought if it was a small plane it might just be an accident, and if it was a big plane, it might be something different,” Owens said.

When the second plane hit the other tower, his instincts kicked in and he knew it was a terrorist attack on the United States. “Having been the agent-in-charge in Norfolk, having been there when the U.S.S. Cole was bombed, I knew what the country was facing as it related to terrorist activity. And it was just very apparent to me at that point that we had been subjected to a terrorist attack,” he said.

Then the questions started. Coworkers asked, “Well, aren’t you glad you’re gone?”

“And I said, ‘Well you know, you train your whole career to deal with major situations like that, and there’s almost an element of guilt when something happens and you’re not there to get involved and help address the problem.’ It was a tremendous career. I loved getting up every morning and going to work. The people that I worked with were just unbelievable, and the type of work – you really felt like you were doing something positive for the country,” he said. “But I really did what I expected to
do. After 25 years, I really wanted to have a second career, and I assumed it would be in the forensic accounting area. So it worked out the way I hoped, but I certainly enjoyed my time with the FBI and felt it was extremely rewarding.”

Owens’ dedication to combatting white collar crime didn’t end with retirement. He was instrumental in initiating not only the forensic accounting curriculum at WVU, but also the national curriculum, which led to B&E’s Master of Science in Forensic and Fraud Examination.

“I think it’s extremely important because the nature of white collar crime is a huge problem facing the country and has been for a number of years. The effort to combat it in years past was being taken on by people with on-the-job training but who didn’t have a lot of educational experience to help them develop the skills to be able to effectively combat the problem,” he said.

In 2002, Dean Jay Coates and then-WVU President David Hardesty approached Owens about whether WVU should be teaching forensic accounting and he, of course, said “yes.” From there, Owens led the University to the National Institute for Justice, which administered the grant to develop the curriculum.

“‘You train your whole career to deal with major situations like [9/11], and there’s almost an element of guilt when something happens and you’re not there to get involved and help address the problem.’”

CHUCK OWENS
B.S.B.A. in Accounting, 1973

“I was a part of the planning panel, and they had people from all over the country – colleges, universities, law firms, and even the Congressional committee staff representatives – working to develop this curriculum. They issued the report a few years after that, and now colleges and universities that want to teach forensic accounting can use this report as a guide,” he said. “It’s a tremendous resource for colleges and universities all over the country and, as a result, WVU is at the forefront in that area right now.”

Having two flourishing careers and supporting an industry through academic influence takes immense work ethic and dedication, but that’s the makeup of Mountaineers like Owens. He attributes these characteristics to his West Virginia roots.

“I feel very fortunate to have grown up in West Virginia, and to have attended WVU. I’m a great ambassador for the state and the University because I think we are such overachievers. When you think about what WVU has accomplished, both academically and athletically, and from such a small state, I think it’s pretty incredible,” he said. “I’m just extremely proud of my home state and WVU. I don’t hesitate to tell other people that.”
Entrepreneurs, intent on growing their businesses, tend to view access to financial capital as their main constraint, followed by access to necessary human capital. Social capital (i.e., resources available through social relationships), however, often does not factor into entrepreneurs’ considerations, despite it being a critical resource that can have independent value for venture growth and provide access to both financial and human capital. Here are four key questions to help entrepreneurs evaluate their social networks:

1. **WHAT IS THE NATURE OF THE RELATIONSHIPS IN YOUR NETWORK?**
   In general, people have two types of relationships: strong ties and weak ties. Compared to weak ties, strong ties are characterized by frequent interaction or emotional intensity, such as relationships with family and friends. Both types of ties have different costs and benefits, which should be evaluated carefully.

2. **HOW MANY STRONG TIES CAN YOU MAINTAIN?**
   Strong-tie relationships provide trust and emotional support, but also tend to contain redundant information that is shared among actors in the network. Since individuals are only able to manage a limited number of strong ties effectively, attempting to maintain strong ties with all relationships significantly limits the number of relationships an entrepreneur can manage.

3. **HOW CAN YOU INCREASE YOUR NUMBER OF WEAK TIES?**
   Weak ties require significantly less investment of time and energy than strong ties and enable an entrepreneur to efficiently maintain a larger network when it is composed of more weak-tie relationships. Weak ties also create opportunities for an entrepreneur to bridge disconnected networks that contain diverse, unique information.

4. **HOW DOES BUSINESS STAGE INFLUENCE THE TYPE OF RELATIONSHIPS YOU MAY NEED (E.G., INITIAL CREATION, ESTABLISHED)?**
   Strong ties, such as relationships with family and friends, are especially important during the initial creation of a new venture since these relationships provide emotional support and trust. However, following the early stages of a new venture, reliance on existing strong ties tends to constrain a venture’s growth. A diverse set of weak ties is more beneficial in later stages since they can provide new, distinct information and knowledge that are critical to the business, like new sources of financial capital, customers, suppliers and talented people.

In sum, strong ties foster the initial creation of a firm, while weak ties enable growth and business development after initial creation. Entrepreneurs tend to invest in the types of social relationships that are not the most beneficial to business. In later stages, in particular, entrepreneurs often rely on existing, strong-tie relationships rather than investing time and resources into building a larger network of diverse ties. The most successful entrepreneurs carefully assess their social networks regularly, considering both costs and benefits of maintaining and building different ties and network configurations.
A LOOK AT OUR STUDENTS

CAGLA CELIK
MASTER OF BUSINESS ADMINISTRATION (MBA)
“I’ve always had a social interest in solving people’s problems,” international MBA student Cagla Celik said.

A firm believer in social justice, the Turkey native has exemplified this characteristic throughout her two years at West Virginia University. Celik earned her Master of Arts in Clinical Mental Health Counseling from WVU in May 2016 and jumped straight into the MBA program. One semester in and she’s already finding ways to make use of her counseling background and elevate her social interests.

As part of her entrepreneurship course, she is working with Dr. Jean Meade, the owner of Cheat Lake Animal Hospital in Morgantown, West Virginia, to create an assisted-living housing facility and a vocational training center for select deprived groups.

“We are focusing on three populations – single female veterans who are at risk and have children, elderly people who need extra care and assisted living, and children aging out of foster care,” she said. “The purpose of the project is to create a self-sustaining community where these populations can live, get an education in certain vocational areas and work there also.”

In this experiential learning project, Celik and her partners are serving as business consultants, developing the project’s feasibility plan, business plan and fundraising ideas to bring it all to life.

“It’s such a shame for us to not be able to take care of our veterans who have served this country for us for years. We need to give them a space to live and maintain a quality lifestyle. It’s important to make the Jasmine project happen,” Celik said.

GEORGE SMITH
SENIOR, GLOBAL SUPPLY CHAIN MANAGEMENT
In everything he does, global supply chain management senior George Smith seems to find success.

Take the West Virginia University Women’s Soccer Team for example. As a practice player for the team, Smith had a hand in prepping the girls to bring home the 2016 Big 12 Soccer Championship.

“Basically, each day when they have practice, I show up and play against them to help them get better. It’s been a fun, rewarding experience,” Smith said.

And when it comes to academics, the Louisville, Kentucky, area native has forged a unique path to success. His interest in Eastern European culture — he’s minoring in Russian studies — combined with his affinity for supply chain management’s hands-on approach, has afforded him many opportunities.

“This past summer, I was able to go over and live in Moscow, travel across the whole Russian Federation and study at Lomonosov Moscow State University. It’s an awesome country.
It was eye-opening experience,” Smith said. [Studying abroad] gives you an adjustment to and appreciation of other cultures, as well as a well-rounded mind.”

With this global experience, Smith is able to go above and beyond in the supply chain management arena.

Smith said, “Ideally, the goal for me after college is to work for a global company that has some presence there with sales and production, so I can use my skills within supply chain management and my Russian language speaking skills to continue in business operations in Eastern Europe and Russia.”

AMBER KASKA
JUNIOR, ECONOMICS
When junior economics major Amber Kaska attended a WVU Student Government Association (SGA) meeting her freshman year, she witnessed students “actually doing things to help the University” and knew she must be a part of the action.

As an intern and now a two-time elected senator, Kaska is determined to make her mark on academia.

“I’ve always been really passionate about academics and saw a lot of areas where I could make some changes,” she said. “Last semester, I held an academic banquet for graduating seniors. I was able to really help by acknowledging students for what they did on campus. Getting people to feel good about their work – I think it’s really important.”

Kaska was also instrumental in SGA’s Share-A-Swipe initiative, which allows students with dining plans to share their extra meals with those in need.

“Freshman year, I was in the Honors Hall Council, and we had to do a Hall Council project. My group decided to do a more service-related project,” the Honors College student said. “We had people come to Summit Hall, and use one meal swipe for themselves and then donate the other one to the homeless. We collected all the food and went to different places around Morgantown. I eventually incorporated that with SGA and made it bigger. We do it every semester toward the end, whenever people have extra meal swipes.”

Kaska is also the president of the honors society, Alpha Lambda Delta; a member of Kappa Kappa Gamma; the Honors Student Association event coordinator; and an ambassador for the Honors College.

HOWARD BUGG
M.S. IN BUSINESS DATA ANALYTICS
Mountaineers don’t back down, and Master of Science in Business Data Analytics (BUDA) student Howard Bugg is no exception.

As a staff engineer at KeyLogic Systems in Morgantown, he does simulation modeling for the U.S. Department of Energy.

“It’s kind of like a puzzle to figure out how to solve and how to best approach it when you’re doing simulation modeling. I really like the challenge that comes with it,” Bugg said.

As a two-time graduate of the WVU Statler College of Engineering, he had the technical background, but he also wanted to be in touch with the business side of the world. He says the BUDA program is the right mix.

“They definitely challenge us on the technical side, so I am happy with it. But it still gives me some of that business background in terms of taking the data and analyzing it,” he said. “There’s a big focus on telling that story to people that don’t have as much of a technical background. I like the idea of being able to translate that technical data to a non-technical audience.”

Bugg foresees working in data analytics on the government side for a while, especially the energy sector.

“I feel like informing decision-makers and policymakers is really rewarding,” Bugg said. “There are decision-makers and policymakers on the commercial side, but I think it’s a bit more gratifying to be impacting things like national policy – national energy policy especially. I think that with the way the energy sector is moving in the next 20 to 30 years, being tapped into that is really exciting.”
B&E goes leaps and bounds to launch Camp Kesem in West Virginia

Written by BLAIR DOWLER / Photographed by ALEX WILSON
isula, a native of Scottsdale, Pa., was referring to her experience as marketing and public relations coordinator and counselor for the inaugural Camp Kesem at West Virginia University.

Camp Kesem is a nationwide community, driven by passionate college students, with the mission to support children through and beyond their parents’ cancer with innovative, fun-filled programs that foster a lasting community.

“This year, 2016, was year 16 of camps. The first camp was in Stanford in 2001. They initially founded it as a camp for kids with cancer, but they found that there were so many resources for those kids,” said Cody Ferrantino, regional program coordinator for Camp Kesem National. “A doctor said there are really not any resources for cancer patient parents whose kids come into the hospital with them. We have grown to have 73 chapters that had camp in 2016, and next summer, we will have 84 or 85.”

Camp Kesem at WVU was founded in 2015 and supports children in the West Virginia community by providing a weeklong summer camp experience and yearlong peer support. The camp is operated by student volunteers and serves campers ages 6 to 16.

“This is the first camp in West Virginia, so it’s exciting to finally have a way to serve this population of children affected by their parents’ cancer,” Ferrantino stated.

While Camp Kesem at WVU is a University-wide student initiative, B&E played a key role in bringing the camp to life. Of the 24 WVU student counselors at the 2016 Camp Kesem, approximately half were B&E students. Additionally, the faculty advisors were both from B&E — Dr. Nancy McIntyre, associate professor of management, and Dr. Suzanne Gosden Kitchen, assistant chair and teaching associate professor of management.

“The concept of the camp came through a donor [of the College] and his relationships. We just kind of jumped on it,” McIntyre said. “Personally, it means so much to me because I have so much cancer in my family, and there aren’t a lot of resources for the kids whose parents have cancer. For me, it was kind of natural [to help bring the camp to WVU].”

The student leaders were trained to provide an impactful inaugural week of camp to 22 children in West Virginia who needed a vacation — a vacation from their everyday lives coping with their parents’ cancer — a vacation to simply be kids again.

“Ninety-eight percent of families said Camp Kesem had a positive impact on them. Regardless of how we’re doing it and what we’re learning, there’s nothing more rewarding than seeing a group of 22 children having the time of their lives and not having to worry about what’s happening at home,” said Megan Pumphrey, a management major and the co-director of Camp Kesem at WVU.

One way the Camp Kesem counselors encouraged the campers to step outside of their everyday lives is by allowing them to be whomever they wanted to be through the nickname tradition. Campers and counselors are dubbed with a camp-specific nickname for the week of camp. The camp nicknames add another element of fun to the week, but also serve as a reminder that camp is undoubtedly different from the real world.

“You could see how their nicknames resonated with their personalities. Minion, he was a little minion. Tree Frog, he loved to climb trees. They didn’t have to deal with the things they had to deal with at home. We just wanted them to have a week where they could be kids again,” camp counselor Demetry Walker (nickname: Patagonia) said.

Through the entire planning and implementation processes, the vibrant and charismatic B&E student leaders exemplified what it means to be a Mountaineer.

“If I wasn’t a marketing major, I definitely wouldn’t be able to do what I’ve done. It was the first year at WVU, so it was our job to promote and get everyone to know what we were doing. If I didn’t know anything about target audiences or platforms and running accounts, I don’t think we would have gotten the word out as well,” Pisula said.

“T’ve been thinking about a quote – ‘You have not lived today until you have done something for someone who can never repay you,’ and I think that’s what we did for the kids,” said Caitlin Pisula, West Virginia University College of Business and Economics senior marketing major.
“This is the first camp in West Virginia, so it’s exciting to finally have a way to serve this population of children affected by their parents’ cancer.”

CODY FERRANTINO
Regional program coordinator for Camp Kesem National

As any Mountaineer would, Camp Kesem at WVU members and counselors invested an enormous amount of time, energy and expertise into making the camp happen totally free of charge to the families, but what they take away — it’s even more.

“I think as they learn more about business and if they do want be leaders in companies, they need to be comfortable in a community spotlight. I think this gives them that experience. They are going out and raising money, and they’re learning to convince people of the value of what they’re doing. They need all of those skills. You can only go so far with a book,” McIntyre said. “I think community engagement is key to their education. It gets them out of their own heads. When you come to college, it’s all about you, and new experiences and being away from home. I think over the four years, you grow up and start to develop that compassion that’s so important.”

McIntyre continued, “As a faculty advisor for a group, I thought I would be more involved. In fact, I’m almost sad that I’m not. And I think that our students, whether they’re from B&E or another area, they’re amazing. They’re mature. They’re caring. They work hard. This is above and beyond everything they do here at the University. You know students have so little time, but yet they are making more time for this, extra time for this. Knowing these students, they are still writing to these kids and being a support unit for these kids.”

And she might just be right. B&E leaders described their experience at Camp Kesem as transformative — changing their outlooks on life.
“It was life-changing. Planning this camp, we were all wondering if it was really going to happen and how it was going to be. We were all scared from the start of the camp. We didn’t know how it was going to go, and then we met these kids, and it was absolutely life-changing — for us and for them,” Pisula said. “I thought we were really doing this for the kids, but honestly, it changed all of us as counselors as well.”

The transformation started from the time the campers stepped off the bus. Pumphrey said that from the time the kids checked in, she knew the yearlong planning process was totally worth it. And within days, they all became a family — the CK family.

Throughout the week, the counselors helped the campers steer clear of talking about what’s going on at home through games, activities and just plain fun. One of the more fearless campers, Josh (nickname: Hunter), is an eight-year-old from the Wheeling, W.Va., area. He said his favorite part was the big swing, and the soapy slide.

“My mom is in cancer, and she wanted me to come to camp to learn more about nature,” he said. “We had to slide down a big slide, and there was soap. At the bottom, it was really soapy, so I had to close my eyes, and it’s really hard to keep your mouth shut because you’re having so much fun.”

But for one night, during the empowerment ceremony, the campers reveal the tales of their home lives and experiences coping with their parents’ cancer.
We sat down in a circle, and we all held hands. Counselors told their stories, and then we left it open for the kids to talk about theirs. It was heartbreaking to see these little kids bawling about how their moms are sick or they don’t have hair. It was really sad but, honestly, that was probably the best part because I think it was something the kids were looking for, acceptance from other people,” Pisula said. “A lot of the kids were talking about how their friends don’t understand and how they’re bullied in school, so to be able to sit down and cry with them was honestly something that will stick with me.”

“You never knew what to expect, but after empowerment, we all just became family. It kind of set up the rest of the week, where we cannot forget about what happened, but just show the kids a good time — let them be kids again because these kids aren’t normal kids,” Walker, a Morgantown native and business sophomore, said.

The planning and fundraising for Camp Kesem at WVU 2017 is already under way. With Pumphrey at the forefront as co-director and many other B&E students serving in the student organization, it is sure to be another success.

“To prepare for next year’s camp, we’ve started fundraising and applying for grants. We’ve also been recruiting student leaders and have contacted our campsite to start making plans. We’re also starting outreach to get in touch with families throughout the community,” she said. “There are so many ways a community member could be involved. They could just spread the word to help us find new volunteers and campers. And, donations of funds, camp supplies, snacks and advice are always welcome.”
Reyes Builds Momentum by Doing Things Differently
hen Javier Reyes stepped onto the campus of West Virginia University to interview for the position of dean of the College of Business and Economics, you may just as well have gone straight to the WVU bookstore to get him started on a wardrobe of “the old gold and blue.”

“He was the best person for the job, and he really kind of ‘wowed’ all of us,” recalled WVU Provost Joyce McConnell. “He had all of the qualities we were looking for, as well as a style we believed would lead B&E to the next level. And we haven’t been disappointed.”

The most intriguing thing about the new Milan Puskar Dean is that he’s not a “Let’s take the castle by storm!” type of guy. He’s a relationship guy, and he has taken the opportunity to build, build, build since the announcement he got the job on January 29. He traveled to West Virginia a couple of times a month to meet with faculty, staff, alumni, students, donors and friends of the College until he officially took the reins of the business school in July. And he has gone at warp speed ever since.

“I felt as though the first 90 days of my being dean were really important, and I wanted to do as much as I could during that time,” said Reyes, “not just to give me a bigger and better picture of B&E, but also to give me an accurate assessment of all facets of our business school.”

That first 90 days saw Reyes do things like throw himself into faculty and staff concerns and successes, visit with both undergraduate and graduate students, meet with alumni and donors, moderate a panel at the West Virginia Business Summit, etc. All of these activities reflect a dedication to experiential learning and “learning by doing.” Make no mistake — all efforts are student-centric. A mindset that higher education is a vital combination of academic advances in the classroom and invaluable experience and learning outside the classroom has washed over the school like a warm, spring shower.

“There is definitely a unique momentum at our business school,” said WVU President E. Gordon Gee, “and the upward trajectory is unmistakable.”

A native of Mexico City, Reyes has been in the U.S. for nearly two decades making contributions for, now, three land-grant institutions. His heritage is part of who he is and what he brings to WVU, and his contributions are the latest example of the value of diversity. He is a firm believer that a global mixture of students provides a more complete learning experience.

Over the course of 13 years at the Sam M. Walton College of Business at the University of Arkansas, his evolution and growth bred a versatile, hard-working leader. By the time he left the University of Arkansas this past spring, Reyes was essentially working three jobs at the same time: vice provost for distance education, associate dean for undergraduate studies and executive education at the Sam M. Walton College of Business, and as a full professor at the business school in the department of economics.

He is “forever grateful” for the positive course established by former dean Jose “Zito” Sartarelli and to interim dean Nancy McIntyre for holding that course. But Reyes intends to build upon that trajectory, looking ahead. Always looking ahead.

The new dean has been quite clear in echoing WVU President Gee’s message that one of the roles of the state’s flagship university is to help its residents. He established an emerging vision for B&E, components of which include serving as a connector between business leaders, entrepreneurs, government organizations and policymakers; empowering the entrepreneurship and innovation landscape and
Learning by Doing

Experiential learning — learning by doing — encompasses a wide array of possibilities. From assignments outside of the classroom to internships, and from experiences through places like the BrickStreet Center for Innovation and Entrepreneurship to the Center for Career Development (CCD), students have more resources than ever before. That, Reyes said, is what will help differentiate WVU’s business school from others.

“What is going to set us apart is the preparation we provide to our students. They are honing their skills by working in real-life situations with real-life expectations,” Reyes said. “Our students will have meaningful experience on their resumes, and they will see tremendous benefit from attending a school that puts as much emphasis on what they learn outside the classroom as what they learn inside the classroom.”

All of this falls under a concerted effort of preparation for students, and Reyes is a firm believer that B&E’s teamwork approach provides students with abundant opportunities to ready themselves for employers and the global marketplace in general. Take, for
instance, the global supply chain management program, which was only unveiled in the fall 2016 semester as a full major. A team comprised of supply chain students from B&E and industrial engineering students from the Statler College of Engineering and Mineral Resources won a supply chain competition for the second straight year in October. Introduced as an area of emphasis in 2014 and approved as a major by the WVU Board of Governors earlier this year, experiential learning has helped supply chain students make decisions on the go and in critical situations. The competition has provided real-world problems to be solved, and mirrors situations students could find themselves facing days after graduation.

Finance students will also soon find themselves in real-world situations, gaining valuable investment experience based upon real-time market conditions and investment decisions they make.

“An example of the kind of experiences we’re looking to implement for all of the disciplines is the student-managed investment fund, where funds are provided by donors for students to invest and manage. That is a clear application of knowledge and skills through practice, and it will allow us to showcase the quality of the students we have at our business school,” said Reyes.

The belief that experiential learning will ultimately differentiate B&E has generated not only momentum, but an appetite for such learning experiences. Students, faculty and corporate partners are all in.

“We believe the differentiating trait will be experiential learning,” he said. “Study abroad opportunities, case competitions, working with companies, internship opportunities — all will help move B&E forward and upward.”

Robert Tierney, a global supply chain management student on this year’s champion Race to the Case competition team, couldn’t agree more.

“Winning this competition for the second year in a row was an incredible experience,” said the senior from Erie, Pa. “Being able to collaborate with engineers from our Statler College of Engineering provides a real-world perspective on supply chain. Once we begin our professional careers, collaboration becomes a core component of day-to-day operations. Placing engineers and supply chain majors on one team is a great way to develop our collaborative skills. The experiential learning that comes with these case competitions is extremely important. Being able to translate what we learn in the classroom and in our experiences into whatever field of business we enter is most important, and these competitions do just that.”

What is going to set us apart is the preparation we provide to our students. They are honing their skills by working in real-life situations with real-life expectations.”

DEAN JAVIER REYES
We believe it’s incumbent upon us to help better our state. We have a business school with highly respected faculty and staff, intelligent and skilled students, and resources that can benefit our state and its people. That’s an important part of our plan for the future.

DEAN JAVIER REYES
Reyes looks at the experiences — all of the experiences — as invaluable parts of the essential student formula, creating better students, better careers and better alumni. All the while, those students may help to create a better West Virginia and a better world along the way.

“That's more than just our mission as a land-grant institution,” said Reyes. “B&E has a history of graduating students who are real difference-makers, and now we're going to take that to the next level.”

The West Virginia Impact

B&E has a history of providing the state and its residents with unparalleled expertise. The new dean wants to turn up the volume on service to the state because, quite frankly, the resources at its flagship business school can be a big help.

“Some people might think that my coming to West Virginia and WVU this year was bad timing,” Reyes said. “I am an optimist, so I look at it quite differently. West Virginia is at a crossroads — economically, from an employment perspective, demographically, socioeconomically and from a reputation management standpoint. With the resources we have at the College of Business and Economics, we are prepared to roll up our sleeves because we can help on all of these fronts.”

There are plenty of examples to prove his point: Take the Bureau of Business and Economic Research, which produces economic forecasts for the state and all of
its distinct regions, the monthly Mountain State Business Index and highly respected economic studies that prove valuable to state policymakers, business leaders and West Virginia residents;

... or B&E graduate students who volunteer to help small businesses in southern West Virginia that were adversely affected by the tragic floods in June;

... or Hospitality and Tourism Management program faculty conducting research to help the Greenbrier County tourism industry devastated by those floods;

... or the Center for Financial Literacy and Education, which holds a conference every year with statewide high school teachers to help them learn how to teach financial literacy to their students;

... or the BrickStreet Center, which not only hosts both high school and collegiate statewide business plan competitions, but provides experiential learning opportunities for students that have ranged in the past from planning a multimillion dollar aquatic center to helping business communities in small towns with redevelopment.

“We believe it’s incumbent upon us to help better our state,” said Reyes. “We have a business school with highly respected faculty and staff, intelligent and skilled students, and resources that can benefit our state and its people. That’s an important part of our plan for the future.”

A Lesson in Entrepreneurship
Reyes does more than preach the “learning by doing” philosophy. He lives by it — especially when it comes to the state he now calls home. He’s making his way through West Virginia, engulfing himself in the culture and getting familiar with the entrepreneurial landscape.

“I can see there’s a lot of entrepreneurship taking hold in West Virginia. And, it’s really made from the fabric of small businesses,” Reyes said.

In July, Reyes traveled with President Gee and members of the WVU Student Government Association to Tucker and Hardy counties with the goal of connecting B&E with the vibrant small businesses there. They visited Stumptown Ales, a brewery in Davis, and the Purple Fiddle, a café and music venue in Thomas. Within minutes, these businesses and others solidified the vigorous and collaborative spirit of the state for the new dean.

“I like how welcoming and open-minded everyone is, and how all of them want to work together. I think in that part of the state, it’s clear that we don’t see each other as competition anymore,” he said.

“Entrepreneurship in Thomas and Davis is successful partially because of Canaan Valley Resort. There is an interesting synergy that exists between the resort and the towns. It’s an example of the willingness of the community to work together,” Reyes added.

After that first visit, Reyes was eager to return. In late September, after speaking at the Governor’s Tourism Conference at Canaan Valley Resort, he trekked back to these entrepreneurial enterprises with Steven Cutright, director of the BrickStreet Center.

“The tour of Tucker County and the business community there was an eye-opening experience. It made us realize that we need to expand the scope of operations of the BrickStreet Center for Innovation and Entrepreneurship, and it starts with establishing an advisory council that encompasses all of West Virginia,” he stated. “There is fertile ground in our state where we really believe entrepreneurship can grow and develop, and the opportunity is there for B&E to lead that charge.”

Differentiating B&E
Reyes believes that by doing things differently, WVU’s business school will continue its rise through the exceptional experiences of its students. Being different not just to be different, but because taking extraordinary avenues can yield extraordinary results.

“It’s not our goal to be just like any other business school, and we feel like our approach to educating our students will be what differentiates us,” he said. “When our students graduate from B&E, they will be highly skilled and career-ready, and they will excel in their areas of expertise. That will be because we took this different approach.”
Is there economic
OPPORTUNITY
for WEST VIRGINIA?

WVU chief economist says opportunity
could come in several different forms

Written by PATRICK GREGG
It’s no secret that the coal industry is on the decline in West Virginia. Production is down, natural gas is booming and prices are very low, environmental regulatory standards are more stringent and international demand is dropping. For a state that has depended too much on coal for generations, that’s not the best news.

Thus, West Virginia is at a crossroads. But is there economic opportunity out there for the state? West Virginia University’s chief economist says “yes.”

Dr. John Deskins, director of WVU’s Bureau of Business and Economic Research, produces economic forecasts for the state and its distinct regions, the monthly Mountain State Business Index, and leads studies and research on West Virginia’s economy. And while the coal industry has seen steep declines in recent years, Deskins said the state could have bright days ahead of it.

“West Virginia as a whole needs to come to the realization quickly that it needs to diversify its economy and it needs to do much better with its human capital,” Deskins said. “If we develop good public policy and look at the industries that can really flourish here, the outlook could be anything we want it to be.”

He emphasized that the biggest potential to bring money into the West Virginia economy are the industries of energy (specifically, natural gas), manufacturing and tourism. “There are other sectors that have the potential to grow, but these are the industries that stand to bring in money from outside the state.”

The decline in coal has been dramatic, and the BBER’s annual coal report released in July indicated that the industry likely will not return to its peak production.

“After reaching nearly 158 million short tons in 2008, the state’s coal mine output has plummeted to 95 million short tons in 2015,” read the study. “The drop in statewide coal production has even accelerated in recent
quarters, falling to an annualized pace of less than 73 million short tons through the first half of 2016. In the short term, the forecast calls for coal production in West Virginia to continue to slow to a total of less than 68 million short tons for 2016 as a whole — likely a historical low.”

But Deskins said that as one industry declines, the state must do a better job of identifying potential in industries that can flourish. “It’s like the old saying: ‘As one door closes, another one opens.’ As a state, we have to work together to identify those doors and open them.”

**ENERGY**

“We do think coal will improve a little, perhaps by a few million tons of annual production. By historical standards, it will continue to be depressed for some time, so we need to look at energy alternatives, such as natural gas,” said Deskins. “After infrastructure kinks get worked out, say in the next year or year and a half, you will see marked improvement in the natural gas industry.”

WVU’s chief economist said West Virginia is in a good position to benefit from “downstream” economic activity, with natural gas cracker facilities to be located in nearby Pennsylvania and Ohio. “We will see substantial economic impact as a result of drilling alone,” he said, “and that will be a very positive impact. And that’s not the only industry opportunity.”

Scott Rotruck, director of Energy and Transportation Services with West Virginia law firm Spilman Thomas & Battle, supports Deskins’ call for a diverse economy and has long supported economic diversification from a variety of policy appointments.

“Dr. Deskins is absolutely right on the mark that economic diversification is critical,” said Rotruck. “An ‘all of the above’ energy strategy is the reality that we face — we ought to seek to optimize each energy source. Public policy is very important when it comes to energy. Seeking to optimize each energy source ensures competition, as companies in these various energy sectors are looking to get their piece of the pie in the market.”

Rotruck, a 1977 political science graduate of WVU and former vice president of Chesapeake Energy, knows the state economy. He was former chairman of the West Virginia Council for Community and Economic Development, the West Virginia Jobs Investment Trust and the West Virginia Tourism Commission. He recently accepted a position on the West Virginia State Board of Education. The Keyser, W.Va., native said the 1979 Energy Act introduced by President Carter put the coal industry in the spotlight by turning to the biggest coal reserves in the world, which were in the U.S. This laid the groundwork for the success of the coal industry in West Virginia.

“But now we know we need energy diversity. That diversity includes coal, natural gas, solar, geothermal, wind and water, and West Virginia can be a source for all of these because we have reliable energy sources in our state,” he said.
Rotruck pointed to an abundance of water in West Virginia, which is important in the energy sector. “There is an enormous connection between energy and water. Natural gas is a water-conserving energy. I am optimistic because West Virginia is sitting on top of major gas shales and we have an abundance of water,” he said. “That’s extremely advantageous.”

When it comes to natural gas, West Virginia is in a pretty good spot. The Marcellus and Utica shales that are economically recoverable exist primarily in the northern part of West Virginia, but the Rogersville Shale, an even deeper formation, may prove to be economically recoverable in some southern counties.

West Virginia is in prime position to optimize several energy sources that go beyond coal including natural gas, wind, solar, geothermal, water.

With the arrival of a Toyota facility in Buffalo, W.Va., and the forthcoming Proctor & Gamble facility in the eastern panhandle, the jobs outlook is moving in a positive direction.

“For West Virginia, we want to capture all the value-added manufacturing based off of optimizing the use of our diverse energy resources. We are near an energy-hungry New England. Manufacturing here can see an amazing resurgence, and the investment by Proctor & Gamble in the Eastern Panhandle can become the first example of that.”

MANUFACTURING

“Manufacturing has lost a lot of jobs in West Virginia over the last decade, but that tide is definitely turning. And there is so much potential there,” said Deskins.

He specifically pointed to the manufacturing of natural gas, chemicals and transportation equipment, the last one attributed to the Toyota Motor Manufacturing WV, Inc., facility in Buffalo, West Virginia. Deskins also spoke positively of Proctor & Gamble’s new $500 million Tabler Station location in the state’s Eastern Panhandle that will eventually employ 700 full-time workers at the facility about four miles south of Martinsburg. The P&G plant will produce products like Bounce fabric enhancers, shampoos and body wash.
“The P&G facility will be a boost to the economy, with hundreds of new jobs in the manufacturing sector. The company actually had to shut down its application portal this spring because it had been inundated with applicants for jobs,” Deskins said.

Rebecca McPhail, president of the West Virginia Manufacturers Association, agreed that the state is poised for significant growth in the manufacturing industry because of an abundance of shale gas in the region.

“This sort of growth leads to additional manufacturing needs and growth of manufacturing companies who manufacture items to support the natural gas and chemical industries, or who use these chemicals to produce other goods,” McPhail said. She added that West Virginia has the ability to attract manufacturing to the state through location, a reasonable cost of living, diversity and quality of life, and a supportive business and advocacy network that includes groups like the WVMA, WVU Manufacturing Extension Partnership and other industry partners.

However, she said the state must focus on the components that must exist in order to attract companies, create jobs and lay the foundation for a burgeoning manufacturing sector.

“West Virginia must continue its newfound focus on policy development that creates a positive environment not just for manufacturing, but for all business and industry investment and growth. This includes regulatory balance, a competitive tax environment, and strengthening of the state’s education system,” said McPhail. “In addition, developing the infrastructure needed to maintain the benefit of shale gas development and downstream manufacturing growth is essential.

“The state must also focus on education, training and health initiatives to prepare West Virginians to meet the needs of an expanded workforce. This can begin by promoting educational pathways that create a strong workforce for future manufacturing growth, assembling stakeholders and implementing cross-sector strategies to address the regional drug crisis, and working to improve the overall health and well-being of West Virginians,” she said.

While the state is comprised almost entirely of small- to medium-sized businesses, the lion’s share of the largest companies in West Virginia — Toyota, Macy’s and, now, P&G — reside in the manufacturing industry. And the state’s leading manufacturing official said that is a great sign.

“Companies like P&G selecting West Virginia demonstrates the growing strength of the state’s manufacturing environment,” McPhail said. “These companies create great paying direct jobs along with a multiplier effect that further expands the economy — tax base, decreased unemployment and infrastructure development. Equally important is that investments the caliber of P&G create a sense of confidence in West Virginia for other companies that might be considering new ventures.”

TOURISM
Above all, West Virginia is probably best known for its beauty. Hospitality and tourism comprise an important area of focus for the state for two reasons: the attractions

ECONOMIC BENEFITS OF NATURAL GAS FOR WEST VIRGINIA

UPSTREAM
Also known as exploration and production (E&P); the searching for and recovery of natural gas

Benefits: Forecast of continued growth; West Virginia natural gas has helped U.S. become a major energy producer; national energy independence predicted as early as 2025

MIDSTREAM
The transportation (by pipeline, rail, barge or truck), storage and wholesale marketing of natural gas

Benefits: West Virginia natural gas has the supply to meet urgent needs in regions of U.S.; production/transportation will represent a significant economic boost to the state

DOWNSTREAM
The refining and processing of purifying raw natural gas, and the manufacturing, selling and distribution of natural gas products

Benefits: Marcellus/Utica shale region is second-largest natural gas field in the world; ultimate result will be residential distribution and vast job creation, including faster expansion of manufacturing sector

Eddy: Natural gas growth means manufacturing growth

If you ask Joe Eddy, a booming natural gas industry in West Virginia will spur the resurgence of manufacturing. Period.

“There is no question that the growth of natural gas in West Virginia will help in the rebuilding of the state’s manufacturing sector, and other industries as well,” said Eddy, president/CEO of Eagle Manufacturing in Wellsburg, W.Va., and a member of the B&E Global Supply Chain Management Advisory Council. “Manufacturing and the natural gas industry have always been mutually dependent, with manufacturing providing more than 30 percent of natural gas demand, and chemical manufacturing
utilizing the majority of the natural gas liquids to produce plastics and many other products that make our lives more convenient and enjoyable.”

As ethane gas cracker facilities are built in Pennsylvania and Ohio, Eddy said West Virginia’s position on top of the second-largest natural gas field on the planet and its proximity to these facilities could be the makings of something huge for the Mountain State. Such a facility takes ethane, a component of natural gas, and processes it into ethylene by heating it up so hot that it breaks apart the molecular bonds that hold it together. Ethylene is used in plastics manufacturing.

The Royal Dutch Shell ethane cracker plant in Monaca, Pennsylvania, is currently under construction with projected completion in the early 2020s. PTT Global Chemical, the operator of the proposed ethane cracker in Dilles Bottom, Ohio, located across the Ohio River from Moundsville, West Virginia, is expected to make its investment decision in the spring of 2017. The company has already committed more than $100 million for engineering and permitting for this project.

“We’ve barely tapped the potential of the West Virginia tourism industry,” said Bailey, a 1979 WVU Perley Isaac Reed School of Journalism grad and industry executive for more than 20 years. “Travelers want to get away, experience outdoor recreation and unique experiences related to that, and there is a direct connection, for example, to the state’s unique towns. West Virginia needs to keep up its downtown areas, because many

He added that WVU and B&E are in a great position to help bolster the industry with expertise and providing skilled graduates for all facets of an economic rebirth. “A strong and sustained natural gas industry grants the chemical and manufacturing sectors the opportunity of long-term sustained competitive advantage,” Eddy said, “leading to jobs growth, tax-base improvement and economic development in West Virginia. WVU could be right at the heart of it all.”
We’ve barely tapped the potential of the West Virginia tourism industry. Travelers want to get away, experience outdoor recreation and unique experiences.

ALISA BAILEY
CEO of the Charleston Convention & Visitors Bureau

We’ve barely tapped the potential of the West Virginia tourism industry. Travelers want to get away, experience outdoor recreation and unique experiences.

ALISA BAILEY
CEO of the Charleston Convention & Visitors Bureau

Travelers want to come to downtowns. So you’re seeing many downtowns working to revitalize.”

The Charleston area is working on exactly that, putting forth some $200 million in public and private money to do things like refurbish the Charleston Convention Center and Clay Center for the Arts and Sciences, downtown development and expansion of its airport. Such a focus on revitalization, she said, can open up economic development strategies such as tying together communities that have common threads, such as heritage or history, or common activities or events. And she emphasized that there is no room for territoriality.

“This can be the economic seed of growing lodging, restaurants, retail and attractions. Tourists don’t care where the municipal or county lines are,” Bailey said. “We all need to work together.”

B&E’S ROLE

“B&E needs to be at the center of what is happening in the West Virginia economy,” Rotruck said. “B&E provides the solid numbers those of us in the business community can count on, whether they are hard and fast numbers or projections. Through a number of activities, the school brings parties together who are stakeholders in the state’s economy. It’s important that WVU’s business school continues its important role in research and education, strengthening programs specific to the state, and service and thought leadership to improve the lives of its citizens.”

Deskins said the leadership role is especially important now.

“We have very specific regional economies in West Virginia, but there is little data and forecasting out there for these regions. B&E can be the sole provider of this critical information for these regional economies,” he said. “We serve as a thought leader — we help people think about how they look at economic development.

“The challenges we face are hard and they’re hard to overcome, but we can help shape the approach policymakers use in taking on these challenges. Our role in thought leadership is so very important, and is critical to the forward advancement of our state.”

With the continued growth of the West Virginia tourism industry, there is a focus on small town revitalization. Towns like Philippi are offering quaint getaways for tourists.
SCHOLARSHIPS

The College of Business and Economics awards more than 75 scholarships each year. Everyone who creates a scholarship — whether it be for academic merit, financial need, or both — shares a desire to give back to West Virginia University and keep B&E competitive in recruiting and retaining outstanding students. This is a comprehensive list of our 2015-16 academic year scholarship recipients, with our deepest thanks to those who made them possible.

AA Neidermeyer Graduate Scholarship
Jared Proctor

A.J. Dadisman Scholarship
Nathaniel Boden

A.K. Robinson Scholarship
Allison M. Zalesky

Andrew Urbaczewski Scholarship
Robert N. Raheb

Arthur and James Gabriel Scholarship
Jennifer A. Testerman

B&E General Scholarship Fund
Duane J. Greathouse
Cayce R. Wolfe

Beta Gamma Sigma Scholarship
Chase F. Thomas

Boise Cascade Office
Products Scholarship
Logan Stot

Brian Douglas Brick Memorial Scholarship
Emmet T. Abebe
Christina B. Cudney
N.H. A. Diep
Jonathan Michael
Robert Skinner

BrickStreet Scholars
Nikolas J. Harris

C.B. Shingleton III Endowed Scholarship
London M. Hazuka

Charles Edward Witt Memorial Scholarship
Scott D. Pitzer

Charles Powell Mead Memorial Scholarship
Nolan R. McMullen

College of B&E Anonymous Endowed Scholarship
Candace K. Bosley
Robert C. Buttermore
Peter Cerrato
Dylan T. Clark
Corinne E. Deibel
James B. Duboyce
Megan E. Harding
Victoria M. Johnson
Zachary Koop
Zachary T. Lorance
Mia N. Mahalko
Victoria P. Manning
Victoria Marinucci
Nicholas J. Maroney
Drew J. Parker

Kaela A. Pocki
Francis J. Reilly
Kelly Remson
Liam P. Shannon
Cynthia Ann
Keener Luzier Spirit Scholarship
April D. Strain
D. Ray Hall Scholarship Endowment
Ryan C. Antonini
David Cheney
Daniel C. and Elizabeth D. Brown Scholarship
Charles P. Winkler
David R. Greenlee
Memorial Scholarship
Jeremy W. Scott
David W. and Nancy F. Hamstead Accounting Scholarship
Tennyson DeMarco
Emily G. Keller
Don Hoyman Entrepreneurship Scholars
Joshua D. Waggner

DonMar Scholarship
Brandon G. Cook
Doug and Nancy McIntyre Hospitality and Tourism Scholarship
Steve C. Drumheller
Douglass H. Tanner
Endowed Scholarship
Ellie M. Attaway
Dr. Gail Shaw Accounting Student Support Endowment
Mark R. McHugh
Dr. Jack Turner
Master of Business Administration Scholarship
Benjamin Schwanke

Excellence in Personal Finance Advising
Stephanie Wilhelm
Facemire-Roll Scholarship
Gregory P. Jones
Augusta G. Lauro
Garo F. Petrosyan
Jennifer A. Testerman
Francis J. and Mildred M. Harman Memorial Scholarship
Leila E. Warden

Fred Haddad
Kellie L. McCleary
Sarah J. Stocki
Fresh Hospitality Summer Experience Scholarship
Joshua D. Chancey
Morgan Gocke
Megan D. Janowski
Caroline Mullins
Matthew G. Smith
Katherine R. Tremaine

GE/Glen Hiner Scholarships for B&E
Emily M. Myers
Giana and Fulton Family Accounting Education Fund
Wesley G. Bailey
Logan G. Hoskinson
Tyler D. Kondo
Stephen M. Sadowski
Jared M. Shaffer

J. Thomas and Judith Ann Jones Scholarship
Paul F. Heflin
Noah T. Hukill

James M. and Kristine B. Mullendore Award
Sukhsha Kapoor
Hannah E. Pearsdorf
Charles O. Pulman
Maria S. Romo
Cecilia L. Snider

Jimmy Robinson Scholarship
Shannon M. Hoskins
John D. May Award
Gregory P. Jones

John E. Arbuckle B&E Scholarship
Jacquelin M. Hines

John L. and Bette J. Schroder Endowed Scholarship
Christopher C. Hafner
Natalie Kim

John L. and Hazel L. Sutton Scholarship
Morgan A. Bott
Jeffrey J. Clevenger
Braden M. Johnson
Jordan M. Thompson
William A. Whitchol
John T. and Irene K. Grossi Memorial Scholarship
Ellis Y. Roper

Jose V. Sartarelli Scholarship created by W. Marston and Katharine B. Becker
Shane K. Commodore
Brandon G. Cook
Courtney P. Hesse
Olivia K. Panaski
George S. Smith
Jesse R. Thomas
Allison M. Zalesky

Kaiser Aluminum and Chemical Corporation Scholarship for B&E
Emmy Bates
Amanda Bendix
Marah M. Bieger
Amelia Currat
Kristin Muro

Kary E. Gorman Memorial Scholarship
Gabrielle H. Schwind
Lisa Hembick, Jennifer Bolton
Morgan Gocke

Larra A. N. and Charleston Endowed Scholarship
Deonna A. M. Gandy
Hannah E. Pearsdorf

Mary Catherine Buswell Memorial Scholarship
Jordan S. Brown
Gail L. Hatfield

Mendenhall Endowed DEANS/B&E Scholarship
Ryan Dudley

Michael P. Cipoletti Memorial Scholarship
Colin E. Moser

Michael S. Lane Memorial Scholarship
Garrett D. Brown

Michael S. Martin Scholarship
Emily H. Melzer

MSIR Outstanding Student Service Award
Kevin Noren

MSIR Program SHRMR Conference
Rachel Hamilton

Northrup Grummans Corp. Presidential Scholarship
Zachary Hills

Northeast Florida Corporation
Zachary Hills

Pat and Jessica Graney Supply Chain Scholarship
Justin R. Cryzter

Sartarelli Scholarship
Christopher C. Hafner
Vincent S. Toier

Russell S. Newman Memorial Scholarship
Travis W. Morgan

Royce J. and Caroline Watts Family Endowed Scholarship
Christopher C. Hafner
Vincent S. Toier

Terry and Frances Seelinger Scholarship
Christa N. Bland
Rachel S. Kraich

Thomas and Florence Freeman and Phyllis Attanosio Scholarship
Samantha L. Deridder

Thomas A. and Dr. Thomas G. Ponziak Marketing Scholarship
Matthew J. Martin

Thomas J. Brewer Scholarship
Rachel Hamilton

Vivian Canaday Mason Scholarship
Drew M. Woolridge
Lauren E. Young

W. Boyd Hutchison Award
Arielle Allen
Erin Bowers

Wallace D. Craig, Sr. Scholarship
Hayley E. Epinger

Wilma McBrayer Leppert Scholarship
Taylor Whitaker

Economics Recognition and Fellowships

W. Marston and Katharine B. Becker

Doctoral Fellow
Maria S. Tackett

Arlen G. and Louise Stone Swiger Fellowship
Joshua Matti

Thomas Bauer Fellow
Ning Ge

Knut Wicksell Fellow
Colin Hodges

Mary Woolstonecroft Fellow
Joylyn Pruett

Antonio De Viti
DeMarco Scholarship
Paul Walker

Hugo Grotius Fellow
Yang Zhou

Koch Fellows

Danko Tarabar

Christoph Yencha

Jon Vilasuso Memorial Scholarship
Fan Zhang

Juan S. Gomez

Best Doctoral Student Award
Jame L. Bologna

Doctoral Student Research Paper Award
Zachary McGurk

Doctoral Student Teaching Award
Marla Y. Tackett
In Memory

We extend our heartfelt condolences to the families and friends of the following B&E alumni who have passed away from February 2016 through September 2016.

Mr. Bryan K. Taylor  
M.B.A. 1990  
d. 2/25/2016

Mrs. Kathryn B. Corbin  
B.S. 1957  
d. 2/29/2016

Prof. Mary E. Templeton  
B.A. 1947  
d. 2/29/2016

Mr. M. G. Jones  
B.S. 1959  
d. 3/2/2016

Mr. Michael H. Boggs  
B.S.B.A. 1987  
d. 3/2/2016

Col. James P. Scarff, Jr.  
B.S. 1955  
d. 3/9/2016

Mr. William R. McCluskey  
B.S. 1974  
d. 3/16/2016

Ms. Deidre E. Gannon  
B.S.B.A. 1975  
d. 3/19/2016

Mr. Robert E. Staley  
M.S. 1981  
d. 3/23/2016

Mr. Alan M. Kern  
B.S.B.A. 1981  
d. 3/26/2016

Mr. Richard Thalheimer  
B.S. 1967  
d. 3/28/2016

Ms. Susan C. Bock  
B.S.B.A. 1981  
d. 4/9/2016

Ms. Joanne R. Givens  
B.S.B.A. 1948  
d. 5/10/2016

Mr. James A. Joe  
B.S.B.A. 1970  
d. 5/11/2016

Mr. Louis W. Schaper  
B.S. 1954  
d. 5/13/2016

Mr. Roger L. Wright  
B.S.B.A. 1967  
d. 5/17/2016

Ms. Mary Margaret B. Meadows  
M.S. 1990  
d. 5/19/2016

Mrs. Phoebe H. Phelps  
B.A. 1947  
d. 5/20/2016

Mr. Paul M. Defuria  
M.S. 1968  
d. 5/23/2016

Dr. Thomas P. Breslin  
Ph.D. 1976  
d. 5/23/2016

Mrs. Patricia N. Godfrey  
B.S.B.A. 1947  
d. 5/28/2016

Dr. Dietrich L. Schaupp  
M.B.A. 1967  
d. 5/26/2016

Mr. Philip E. Effron  
B.S. 1950  
d. 5/30/2016

Mr. David V. McColllam  
M.B.A. 2007  
d. 6/8/2016

Ms. Barbara A. Tullius  
B.S. 1979  
d. 6/11/2016

Mrs. Cynthia A. Erra  
B.S.B.A. 1982  
d. 6/12/2016

Dr. David C. Cipoletti  
B.S.B.A. 1977  
d. 6/15/2016

Mr. George N. Lewis  
B.S.B.A. 1947  
d. 6/23/2016

Miss Jessica L. McChesney  
B.S.B.A. 2011  
d. 6/26/2016

Mr. John L. Morrow, Jr.  
B.A. 1950  
d. 6/28/2016

Mr. Donald L. Siegrist, Sr.  
B.S.B.A. 1952  
d. 6/28/2016

Dr. Dietrich “Dieter” Schaupp

For four decades, Dr. Dietrich “Dieter” Schaupp proudly served the College of Business and Economics and West Virginia University. Schaupp passed away suddenly on May 26 in Morgantown from complications of a heart attack he suffered two days earlier. He was 75.

Schaupp retired from B&E in January 2012 after 40 years of service as a professor of management in the B&E Department of Management to pursue his avocation in construction. After joining the business school in 1973, he was promoted through associate professor to full professor with tenure by 1985. He served as departmental chairperson from 1977-82, acting associate dean from 1983-85 and interim director of graduate programs in 2000. He happily served on numerous college committees through his career at WVU and was awarded professor emeritus status in 2012.

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College of B&E Development Office  
304-293-7807  
Bedevelopment@wvu.edu

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