MARK BOWE
A DIFFERENT KIND OF BUILDER
Congratulations

2015 Roll of Distinguished Alumni

Andrew D. Peters 1976, Marketing
Chief Safety Officer for AECOM

Penelope Facemire Roll 1988, Accounting
Executive Vice President and Chief Financial Officer of Ares Capital Corporation

Marc A. Chini 1980, Business Administration 1982, M.S. Industrial Relations
Executive Vice President and Human Resources Leader of Synchrony Financial

William C. Bayless Jr. 1986, Marketing
Co-founder, President and CEO of American Campus Communities, Inc.

Read about this year’s inductees at be.wvu.edu/distinguished_alumni
In This Issue

16 TARA DATZ: B&E STUDENT AT AGE 16
Tara Datz completed two years of high school coursework in one to get a head start on her college education.

20 A DIFFERENT KIND OF BUILDER
Mark Bowe, a 1993 management grad, describes himself as a serial entrepreneur.

28 MORE THAN A LITTLE LEGACY
Accounting Professor Ade Neidermeyer retires after 42 years at WVU.

32 THE BUSINESS OF MAKING HEALTHCARE BETTER
B&E faculty work to move West Virginia up from the bottom of the nation’s healthcare ranks.

IN EVERY ISSUE

2 MESSAGE FROM THE DEAN

3 OPENING SHOTS
B&E student athletes

6 EXECUTIVE Q&A
David Santee, chief operating officer of Equity Residential

8 ALUMNI SPOTLIGHT
The Lynch family: generations of B&E grads

11 FACULTY TIPS
Professor Michael Walsh shares marketing trends

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

14 NEWSWORTHY
B&E maintains prestigious AACSB accreditation

36 2014-15 SCHOLARSHIPS

37 B&E YOUNG PROFESSIONAL NETWORK CHARTER MEMBERS

ON THE COVER
B&E grad Mark Bowe is the host and producer of “Barnwood Builders” on the DIY Network. He lives in Lewisburg, West Virginia.
West Virginia University has a great reputation for rolling up its sleeves and doing what it can to improve our state and the lives of West Virginians. And the role of our institution in the state is more important than ever.

That commitment goes back to our land-grant mission, which was put into place nearly a century and a half ago. However, it also goes beyond that.

With economic data for the state of West Virginia that certainly could be better, we remain optimistic. In fact, we’re downright excited. Why?

The College of Business and Economics keeps its finger on the pulse of our state economy. We do that through the creation of new programs that are important to the success of West Virginia:

- **Supply Chain Management** is in response to manufacturing opportunities.

- **Hospitality and Tourism Management** is in response to the fourth-largest industry in our state and the industry that works in concert with our abundant natural resources.

- **Master of Science in Finance, with a concentration on Energy** addresses our unique position living in an energy-rich state.

- **Business Data Analytics** is our newest offering, and encompasses the large volumes of data that are gathered every moment of every day and put to use in the global business marketplace. This graduate level area of study is available in the form of a Master of Science in Business Data Analytics and as an area of emphasis in the business school’s nationally ranked online MBA program.

Our contribution also comes in the form of outreach to our state. The Mountain State Business Index is a monthly barometer reading of our state’s economic performance. The Bureau of Business and Economic Research uses seven economic indicators to determine this index, and it is provided to stakeholders across West Virginia each month.

Our Center for Executive Education trains people who are already in the workplace. We do this through customized corporate training programs, annual management and professional development courses and one-on-one coaching.

And we tailor programs that are specific to our veterans. As military personnel and their families look to expand their horizons and gain the education and skills that will help them flourish in today’s business world, we are there.

In fact, I am very happy to announce that military personnel from the Camp Dawson West Virginia Army National Guard facility in Preston County will be among those graduating from our online MBA program in December.

Our land-grant mission is something we take very seriously. Making our state a better place to live and do business is paramount to what we do.

Additionally, our ultimate goal is an extension of that mission. We want to create bright, skilled people who will become game-changers in West Virginia or wherever they are in the global marketplace. B&E graduates are leaders — resourceful, impactful, skilled individuals.

Thank you for working with us as we help mold the future. **Every student. Every day.**

Nancy McIntyre, Ph.D.
Interim Dean
Stephanie Aldea, MSIR student, will soon be a two-time graduate of B&E — but that’s not the only credit she wants to add to her name. Aldea is on a journey to compete in the 2016 Summer Olympics in Rio de Janeiro, Brazil, for the Canadian Olympic Track and Field team. As a former member of WVU’s Track and Field and Cross Country teams, balancing her education with her athletic career has been her life in a nutshell. That balancing act includes running 90 miles a week and hitting the heavy weights on the side of studying and completing class assignments.
Jennifer Moreale is a lifelong athlete and a fighter. The Italy native, a novice boxer on WVU’s club boxing team in 2013, was the first female from WVU to win a national boxing championship title — all while working toward her Ph.D. in finance and completing a graduate assistantship. Moreale has also begun to blend mixed martial arts training into her 12 hours of training per week, and will compete in the spring. Her ultimate goal is to be a professor, a world champion boxer and an Olympian.
B&E Student Athlete
SANTHOSH VERTHANTI

Santhosh Verthanti earned his MBA in August 2015 and was the sole B&E student on the 2014-2015 WVU Cricket Club team. A native of Hyderabad, India, he began playing cricket when he was 10 years old.

In March 2015, he competed alongside his WVU teammates in the American College Cricket Championship in Fort Lauderdale, Florida. The team was ranked fourth in the nation and advanced to the second round, but lost in a close game to Embry-Riddle Aeronautical University.
David Santee, Chief Operating Officer of Equity Residential

Written by PATRICK GREGG
Photographed by ALEX WILSON

DAVID SANTEE DECIDED EARLY IN HIS CAREER that he was going to be somebody West Virginia could be proud of, and he turned out to be right on the mark.

Since 2013, Santee has been executive vice president and chief operating officer of Equity Residential, a Chicago-based $40 billion multifamily real estate investment trust — the largest one in the world, in fact.

Born in Morgantown and raised in Charleston, West Virginia, he graduated from the WVU College of Business and Economics with a finance degree in 1982. A member of the Sigma Phi Epsilon fraternity, he often comes back to campus to meet fraternity brothers and old acquaintances. He bleeds gold and blue, plain and simple.

Working for the company founded by renowned entrepreneur and business magnate Sam Zell, Santee has had his foot firmly on the accelerator for 21 years now. With hundreds of apartment communities in 12 states, he helps manage a company traveling at warp speed. And he loves it.
“Our industry is very dynamic, because we’re really managing businesses that are like small cities. It represents challenges every minute of every day, and I love that.”

DAVID Santee
COO, Equity Residential

You’ve been with Equity Residential for a long time. How did you get started?

I have been here since November 1994. This is the third job of my career. The first was in California, but it was just too far from home. We moved to South Florida about a month after Hurricane Andrew in 1992, and then that company moved me to Charlotte, North Carolina. Following that, I started with Equity Residential in Washington, D.C., as a regional vice president and worked my way up to senior vice president for all East Coast operations. It was more about the excitement and opportunity because we knew we were going to be doing some mergers and acquisitions. We moved to Atlanta in 1998 and stayed there until 2006. At that point I was selected to succeed our retiring COO, who was a co-founder of the company.

How did your company become one of the most prominent in the apartment rental business in the U.S.?

Equity Residential started out as a $600 million company in 1993, and I was hired a year later. Our mission was to build a tremendous capital base, and that was the most exciting time of my career. At one point ... we averaged buying a property a day for two years. Now we’re a $40 billion company, and we’re the largest publicly traded apartment real estate investment trust in the world.

What do you love about working at Equity Residential?

The fast pace and growth. Our industry is very dynamic, because we’re really managing businesses that are like small cities. It represents challenges every minute of every day, and I love that. And we have an open culture. Number one of our top 10 ways to be successful is to question authority. People don’t really look at the culture of an organization before they jump into a job these days. Culture is everything because it will help you be the best you can be.

You earned a finance degree from B&E in 1982. How did B&E prepare you for the global marketplace?

B&E prepared me because I had the necessary skills and knowledge that I still use every day when I come to work. It gave me the knowledge, and I’m very happy I get to use what I learned in college. I worked at a hotel in college, and it turns out that in addition to being a very analytical person, I am also a very service-oriented person. I think that’s a good thing.

You’ve lived on both the East and West coasts. Now you’re in the Midwest. As a Morgantown native, what do you miss most?

I miss a slower lifestyle. If I could do what I do today in West Virginia, I’d move back in a heartbeat. I miss the people. When I first went to Los Angeles, a lot of people made fun of me because I was from West Virginia. That was a defining moment for me. I decided then and there that I was going to be somebody West Virginia could be proud of.

You do make it back to Morgantown. How often do you visit and why?

I love the fall season in West Virginia. I’ve come back for Homecoming regularly, regardless of where I’ve lived. I like to come back to WVU to see my friends. I always see someone I haven’t seen in a long time, and I really enjoy that. We started to have an informal fraternity gathering years ago. There’s just something about WVU. I was there for the last football game in the old stadium and the first game in the new stadium. And I saw John Denver sing “Thank God I’m A Country Boy.”

Who influenced you most in your life?

The people who influenced me the most were negative. It taught me who I didn’t want to be and steered me toward who and what I did want to be. It motivated me to be something to prove them wrong.

If you were to speak with B&E students today, what would you tell them?

First and foremost, follow your passion. Always be a student of your business. If you do that, success will come. The people I’ve seen become the most successful are people who have committed to an organization through thick and thin. It takes patience.

What are you most proud of in your personal and professional lives?

I’m just so very proud of my family. My wife, Anne, and I have been married for 27 years. We have three great kids — Christina, Brandon and Connor. Christina graduated from Auburn. She is a news editor for a local newspaper in northern Georgia and has won numerous awards. Brandon is graduating from Ohio State. He is a mini-me, so to speak. He will earn a degree in finance and has already secured a job in finance. Connor is a junior at Ohio State. He is very interested in public service and loves the very thought of helping people.

In work, the first phase was being out in the field, integrating billions of dollars in assets. The second phase, in 2006, is what started my call to help lead this organization. We embarked on a technology transformation of this business, which has propelled our business. Ten years ago, we were viewed as a mediocre operator. Today, we are viewed as a leader around the world. It’s like being a parent. I want to leave the company substantially better than when I first came to the company. And I think I’ve accomplished that.
Generations: A Mountaineer Family

IT’S BEEN AN INCREDIBLE JOURNEY for the Lynch family. Jim, a 31-year veteran of PepsiCo and now senior vice president of supply chain and operations for the globally recognized company, is smack dab in the middle of a family woven in gold and blue.

Born in rural, southern West Virginia, Jim graduated with a B.S. in business administration from the WVU College of Business and Economics in 1984, but not before he met the woman who would make the majority of this journey with him.

Lisa grew up in a Mountaineer family, and Jim fit right in. She graduated from WVU in 1983 with a degree in speech pathology and audiology. Her dad earned a B.S. in economics in 1946 from the former College of Commerce at WVU, and four of Lisa’s siblings are also WVU grads, as well as a few cousins and two of her uncles. On Jim’s side, his cousin Richard is an alum, too.

But Jim and Lisa Lynch are from two distinctly different backgrounds; Lisa grew up in Charleston, the largest city in West Virginia, while Jim hailed from Pineville in rural Wyoming County. In the end, it was WVU that brought them together.

“As a child, I remember my dad taking us to football games,” Lisa said. “And seeing all of that — the campus, the town, the games — it was a comfort to see it all and do it all and be a part of the University.”

“As a small-town kid coming out of southern West Virginia, it was a huge opportunity,” Jim said. “My first week there, I met kids from every state, the Middle East, Europe and Africa. It was my window to the world.”

Jim was the first in his family to attend WVU, but his World War II veteran dad knew where his son belonged. “He always
said, ‘You’re going to the University.’ And there was no question as to what university he meant.”

While at WVU, Jim took a distribution/logistics course. That course — a course that included the study of manufacturing and getting products to areas where there was demand for them — charted the course for his life.

**Life after WVU**

Jim’s determination came honestly; at age 70, his father decided he wanted to earn his bachelor’s degree, so he attended Bluefield State College in West Virginia and did exactly that. Full of that same determination, this young man from Pineville, West Virginia, made his way into the world, and he did so at one of the most recognized companies on the planet.

A job at PepsiCo was next for Jim, along with marriage to Lisa. The couple also had three children — a son, William, and twins, Adam and Bailey. And even though the family didn’t live in Morgantown, the Mountaineer spirit never left them.

“We lived in the Midwest for 25 years. When we’d come to Morgantown for sporting events with family, it was a joyous environment. It really was something special,” Jim said.

Lisa found WVU fans — and friends — everywhere she went. “Being in the Midwest, we’d talk to anyone we saw wearing a Flying WV. It felt good connecting to Mountaineers that far away.”

The couple’s WVU experience also created professional opportunities. Jim’s hard work and preparation from his degree allowed him to work with some of the most recognized companies in the world: PepsiCo, Gatorade, Tropicana and Quaker Oats. He climbed higher and higher in the company, ranked 29 on the 2015 Forbes list of World’s Most Valuable Brands.

“The rigor of the program at B&E helped me because it was applicable to the real world,” he said. “These skills stay with you throughout your life.”

Looking back, Jim and Lisa say it was the influence of their families that instilled a love for their University. And they, in turn, passed that love on to their college-bound children before moving to Charlotte, North Carolina.

**A third generation**

“We told all of our children they could go to any college they wanted to attend,” Lisa said. “When Bailey was in the third grade, she told me she wanted to go to WVU.” And Bailey did go to WVU, as did Adam after a semester at the University of Kentucky.

“Ever since I was little, I wanted to be a Mountaineer,” Bailey said. “I grew up listening to the family talk about their WVU experiences, and I wanted that for myself.”

While at B&E, Bailey was a marketing major. That is, until she found out through her advisor that B&E was about to establish an area of emphasis in supply chain management. It may have been genetics or it may just have been a good fit, but she loved it. She was one of a handful of students who established the WVU Supply Chain Management Association. And it led to a job opportunity at C.H. Robinson, a third-party logistics company in Charlotte, as an account manager.

“Starting out, yes, it’s what I expected,” Bailey said. “My knowledge of supply chain prepared me for this, and my professors were fantastic. My club activity with the WVU Supply Chain Association actually helped me get this job. At B&E I researched the supply chain industry and looked up potential jobs. The job placement (rate) is insane, it’s in such high demand, and not just in big cities. It’s everywhere. The best thing I learned is that people who
B&E is a very dynamic environment. There is a buzz at the school, and there is always something happening. It is a school on the rise.

JIM LYNCH, B.S., Business Administration 1984

flipping through the channels and WVU is on, I always stop.”

Will believes what WVU gave his parents and siblings was priceless. “WVU provided my parents with the right amount of guidance and freedom that, if they made the effort, they could become the people they are today.”

Building on a foundation

“WVU has provided a foundation for everything I’ve done in my career,” Jim said. And he’s looking to build on that. His induction into the B&E Roll of Distinguished Alumni in 2014 and his service on the business school’s Supply Chain Advisory Council are examples of his — and his family’s — love for B&E.

“WVU allowed us to achieve our life goals. I was the youngest of four kids, and I was getting help financially while I was attending school. It’s very important to pay it forward,” he said.

Bailey is following in her father’s footsteps. “I see myself going back to B&E to help out with the Supply Chain Association, just the same as my dad has given back.”

From an employer’s standpoint, Jim says having talented job candidates from cutting-edge programs like those at WVU is critical to a company’s success. “It really helps companies like PepsiCo get the kind of job candidates they want and need. Supply chain [for example] is a sweet spot for what companies really want these days.”

And Jim should know. For him, it’s the internships, experiential learning and study abroad — learning outside the classroom in addition to learning inside the classroom — at the business school that enhances the learning experience. “B&E is a very dynamic environment. There is a buzz at the school, and there is always something happening. It is a school on the rise. Evidence of that is the creation of new programs, such as supply chain, to create yet another area of interest that has purpose and demand. What B&E is doing is a reflection of the demands of the business world and the demands for jobs to fill those needs.”

In his retirement years, Jim wants to continue being an advocate for the school, bringing in internship opportunities and helping grow the supply chain program. “Industry is shifting, and the University is best positioned to help businesses thrive,” he said. “It energizes me to work with students — the gleam in their eyes, the fire in their bellies.”

Jim said his alma mater has also helped him on the entrepreneurial front. He’s started two independent businesses: Millennium International Services, a now dissolved import/export business, and Penrose Brewing Company, a craft brewery in Geneva, Illinois.

“B&E lets you learn different aspects of business, including what it takes to be entrepreneurial,” Jim said. “That’s an important component of my overall business knowledge.”

The family is now starting to explore life in Charlotte, an area known for its significant representation of WVU alumni. Lisa feels at home in a place with so many Mountaineer fans. And she’s grateful her children will feel that same kinship with WVU alumni and friends around the world.

Jim points to a moment from his past that serves as an example of how WVU molded him. “I remember a team exercise at PepsiCo in 2003. You had to introduce yourself and say what university you attended. I was in this upper management meeting with people from MIT, Harvard, Yale, Stanford and Brown.” That experience reinforced what he already knew. “We really feel like we — in our family — could compete with anyone in the world.”

For Adam, the UK atmosphere wasn’t the right fit. “I called Bailey and asked her why she was flourishing so much at WVU,” he said. “At that point, I knew I would transfer — my grandfather, my aunts and uncles, my cousins and my twin sister had all gone to WVU. It was the right move.”

In May 2015, the twins received diplomas signed by WVU President Gordon Gee, the same WVU president who signed the diplomas of their parents more than 30 years before them.

Adam, now an operations supervisor for J.B. Hunt in Charlotte, describes his WVU-loving family like a bloodline. “We were born and raised Mountaineers, even though we knew we could go anywhere. But this is tradition, and we are all Mountaineers.”

The twins, now 23, are confident in the road that lies ahead, much like their predecessors.

“If you’re going to do something, you should be all in, 110 percent,” Adam said. “I’m not going to leap just to leap, but you should love what you do. I love logistics and I want to be all in with it. I’m going back to graduate school to continue pursuing a line of study where I’m happy with what I’m doing.”

Although oldest son Will earned his undergraduate degree at Creighton University in Nebraska and is in his last year of law school at the University of Illinois, he believes the Mountaineer tradition has created incredible opportunities for his family.

“All my relatives still live in West Virginia. WVU is a family tradition. I had a great template because of WVU. Mom and Dad were successful. That’s a great example to have,” Will said. “The winters are never dull with basketball, either. And when I’m
These are exciting times in the world of marketing — whether it is the actual practice or teaching the next generation of marketers. And the future should be even brighter! Marketing, branding, sales and communication will never be static disciplines, and that is why it is an exhilarating career path. To keep up in this fast-paced industry, the analytical and creative marketing professionals must recognize the following five marketing movements.

**1. EXPERIENCE TRUMPS THINGS.**
It’s intangible over tangible. Consumers increasingly seek unique and memorable experiences. It’s not about owning fancy and expensive gizmos and gadgets. Consumers are finding that experiences foster as much if not more happiness and value in their lives. Cooking schools now offer trips to forage for the food you will cook. Restaurants focus not only on the food they prepare, but also on the atmosphere, the customer service, the music they play. It’s all about a meaningful experience.

**2. SPEED OF NOW.**
Business, just like life, moves at warp speed. There is constant change. Marketers and business professionals alike must recognize the change and possess the ability to alter and adapt. A marketing plan may have a yearlong duration, but it is doubtful that the initial plan will reach its conclusion. Between consumers’ shifting lives and attitudes, as well as rigid competition, be prepared to revise, revise, revise.

**3. GLOBAL GIVES WAY TO PERSONALIZATION.**
Marketing is shifting from “global markets” to “markets of one.” One-size-fits-all does not work anymore. Marketing of global products and services is becoming more regionalized, more localized and even more individualized. Marketers cannot ignore this movement because consumers now expect personalization. With consumers utilizing multiple marketing channels, they constantly entertain personalized content. From analytics and IP targeting, Facebook produces customized newsfeeds that relate to the users’ specific behaviors and lifestyle. And that is just one example!

**4. TOO MUCH, TOO FAST … TOO LITTLE TIME.**
Consumer attention is the bedrock to marketing efforts, but consumers are relentlessly bombarded with information and messages. Gaining consumer attention is rapidly becoming the holy grail of marketing. As stated previously, consumers are continuously on the move, so marketers are obligated now more than ever to guarantee that the message of their company, product or service is visible to the target audience.

**5. CONSUMERS ARE IN THE DRIVER’S SEAT.**
Thanks to technology and social media, consumers have unprecedented levels of power and influence. Very few businesses are taking advantage of the concept of transparency; most are actually fighting it. In today’s consumer revolution, the buying public is demanding openness and honesty. Consumers are asking the questions, and businesses must provide clear answers to stay in good graces.
SOCIAL MEDIA IS INFLUENTIAL, as are the people behind the posts — people like senior marketing major Chris Hickey. Alongside a fellow B&E student, Hickey helped develop the #RespectfulMountaineer social media awareness campaign, initiating a culture transformation at WVU.

“After the riots that occurred [in Morgantown] last year, I talked with a few friends about how we could stop this repulsive behavior,” Hickey said. “By simply tweeting and starting a conversation with my friends, it became its own thing. I really didn’t expect it to take off or garner more than 6.2 million impressions.”

This social media awareness campaign matured into a community service student organization also known as Respectful Mountaineer. Hickey is its president.

“We know that participating in illegal, destructive behavior was not the way to represent, so we hope this program will help show real Mountaineer pride,” he said.

His message to students and fans? “Fundamentally respect yourself, respect the community and respect the University. You’re an ambassador every time you wear the Flying WV.”

During the summer of 2015, Hickey interned at We Are Social, a global social media agency in New York City, where he managed social channels for prestigious brands like Izod.

“People don’t understand the power brands can have when using social media strategically,” Hickey said. “I really got a grasp of that through my classes, the campaign and internships.”

After graduation in December 2015, Hickey envisions a career in social media marketing. He also sees value in advancing Respectful Mountaineer and hopes his successor will, too.

“I’ve learned valuable life lessons,” Hickey said. “Especially knowing when to speak up and speaking your mind, but doing so in a respectful way.”

“NO” WAS NOT AN OPTION when Kaila Ilyes applied to be a WVU Visitors Center tour guide and became the first freshman ever to be hired there.

“When I came here my freshman year, I wanted to get a job. B&E really promotes getting a job after your first semester to become more engaged,” Ilyes said. “I really wanted to be a tour guide. I knew what I wanted to do, and was passionate about it. If you’re passionate about something, you’ll soar to new heights.”

In addition to her job as a tour guide and upholding a nearly perfect GPA, Ilyes is the president of Mountaineer Guides, an organization made up of motivated student volunteers serving as University ambassadors.

“It is essentially an extension of the Visitors Center,” she said. “We have several big events with potentially thousands of parents and potential students coming to the University. As a tour guide, there aren’t enough of us to make them all feel personally welcomed, so I am in charge of the group of 17 volunteer Mountaineer Guides working those events.”

Always exemplifying true Mountaineer spirit, Ilyes employs principles she learns from her B&E management courses while she leads tours, promoting WVU and representing the University and the College at the same time.

“Just having someone come up to me at the end of a tour and saying, ‘I’m coming to WVU. This is everything I want. You did an amazing job with the tour,’ that’s so much more rewarding than any paycheck I have ever received.”

A LOOK AT OUR STUDENTS

CHRIS HICKEY  Senior, Marketing

KAILA ILYES  Junior, Management

Written by BLAIR DOWLER
Photographed by ALEX WILSON
LIKE A DETECTIVE, police officer or FBI agent, Paul Kirk gets the thrill of busting bad guys.

Working in Las Vegas, Nevada, Kirk combats white-collar crime and internal fraud — from misappropriation to employee theft — as the director of fraud and controls for Caesars Entertainment Corporation, the renowned casino-entertainment company.

“I help to detect, prevent, investigate [and] mitigate fraud across the entire organization. We have reports we use to monitor employee activity, and then we initiate investigations if we notice anything suspicious,” Kirk said.

Kirk said he took a “nontraditional route” to his current career in forensic accounting. He started as an operational account manager at Caesars in 2009, but was instrumental in the development of the company’s audit department.

“We home-grew a couple of our reports, and we were able to detect fraud and become successful enough that leaders in our company decided to build an entire department around it,” he said.

Today, Kirk evaluates operating risk and develops systematic tools to identify risk and fraud for more than 30 Caesars properties, each with multiple restaurants and retail stores.

“We monitor 500-plus outlets for fraudulent activity, so I travel frequently to these properties to train employees to detect fraud,” Kirk said. “I like being able to help frontline operators strengthen their processes and put better controls in place to prevent this type of thing. It’s a good feeling when we uncover things, and then we’re able to build processes that prevent it in the future.”

To hone his investigative skills even more, he has enrolled in B&E’s new Master of Science in Forensic and Fraud Examination program.

THE FINANCIAL CRISIS OF 2008 scared many people, but for Michelle Mou, it sparked her passion for finance.

“When I was in high school, I felt there was no difference between finance, accounting [and] economics,” said Mou, an MBA and M.S. Finance international graduate student from China. “Later, I learned about the financial crisis and became really interested in finance … I saw [it as] something that could destroy the whole economy. This area of study is really powerful and interesting to me, and I can continue learning and have a promising career in either the United States or China.”

Furthering her interest in finance, Mou secured two internships to get real-world experience while earning her graduate degrees.

She started by interning at WVU Medicine, working in insurance contracting and examining claims to ensure adequate payments according to contracts.

“I felt that it was worthwhile to do the data verification and auditing work. When reviewing thousands of claims, I would be lying if I said it was interesting, but afterward I felt it was very rewarding knowing I helped someone recoup losses,” she said.

After leaving WVU Medicine, professors within B&E’s finance department recommended Mou for an internship at the WVU Foundation, which manages donations to the University.

“Working with the WVU Foundation, I do more of what I like to do — portfolio management, investment and other financial matters. I help record the market value and organize data,” she said. “I could also be involved in a new project, so I am trying to learn [a financial software called] Bloomberg to help with it … It is one of the best tools, so it will help in my future career development.”
The Gold Standard

B&E earns dual reaccreditation with AACSB, the gold stamp of quality for business schools around the world.

THE LAST FIVE YEARS at the College of Business and Economics have been worthy of applause. In spring 2015 the College celebrated another milestone — more than 60 years of accreditation with the Association to Advance Collegiate Schools of Business (AACSB), as well as a five-year reaccreditation until 2020.

AACSB provides internationally recognized, specialized accreditation for business and accounting programs at the bachelor’s, master’s and doctoral levels. The AACSB Accreditation Standards challenge postsecondary educators to pursue excellence and continuous improvement throughout their business programs. AACSB accreditation is known worldwide as the longest-standing, most-recognized form of professional accreditation an institution and its business programs can earn.

B&E’s AACSB accreditation makes WVU one of 727 member institutions in 48 countries and territories to hold the designation. Less than five percent of the world’s 16,500-plus institutions offering business degrees have earned AACSB accreditation. And B&E has held that designation since 1954.

Separately, the Accounting program has been accredited by AACSB since 1997, making B&E one of only 182 institutions around the globe to hold this specialized accreditation in accounting.

But this is much more than just a stamp of approval for the College — the recognition implies B&E’s true commitment to excellence in faculty and curriculum taught every day within B&E’s walls.

“We have a compelling story to tell, because we really are taking WVU’s business school to the next level,” said Dr. Nancy McIntyre, interim dean of B&E. “Our high-achieving students are ready for the global marketplace, and our accreditation over more than six decades gives great value to the degrees they earn each year.”

McIntyre spearheaded the reaccreditation process in her previous position as senior associate dean and organized efforts for reaccreditation in 2010. She said while AACSB reaccreditation is infinitely important to those currently working toward degree completion at B&E, prospective students and their parents also look for these benchmarks in their nationwide college search.

“It is the gold stamp of quality for higher education in the United States. Around the world, both students and parents are becoming much more aware of the importance of accreditation for both undergraduate and graduate programs,” McIntyre said.

“For students who are graduating and entering the workforce, they will find they are better prepared for that step because our accredited school has met AACSB standards and made commitments to provide a vibrant educational environment. For students continuing their education, they are realizing that in order to go to a top-notch master’s or doctoral program, their undergraduate degree should come from an AACSB-accredited school.”

“As important as the perception of students and parents is the importance to other universities and deans who rank our program for U.S. News & World Report and Bloomberg Businessweek,” McIntyre added. “Our accreditation tells our peers that we have met and exceeded high standards, and that’s important.”

Sarah Ham, senior manager of marketing communications at AACSB, said that AACSB-accredited schools are considered the best in the world, with the highest-quality faculty, most relevant, challenging curriculum and the ability to provide educational and career opportunities not found at other business schools.

“When a student sees the AACSB accreditation seal, or learns that a school has earned AACSB accreditation, it sends a signal that every element of the institution — from the faculty to the curriculum in the classroom — has met rigorous requirements to be the best,” Ham said. “[These] bachelor’s, master’s and doctoral degree programs have passed rigorous standards for quality, producing highly skilled graduates who are more desirable to employers over nonaccredited school graduates.”

Ham also emphasized B&E’s commitment to preparing and educating students, as well as its excellence in research, scholarship and innovation that engages students through teaching, research and service.
“B&E’s curriculum is enriched through teamwork and a diverse student body, with 44 percent of the current MBA class comprised of international students. Students at B&E are immersed in the experiential learning opportunities critical to achieve future success, and they each benefit from synergistic development of the concepts and applications used in the business world today,” Ham said.

“Earning AACSB accreditation is a rigorous and demanding process. And over the last 60 years, the College of B&E has not only created the momentum needed to be continuously improving, but has integrated it into the very fabric of the school. Graduates from B&E have been provided the skills necessary to transform from students to future business leaders — the kind of leaders that a competitive global marketplace demands.”

B&E currently enrolls about 2,200 undergraduate students in eight major areas of study and more than 420 graduate students in seven degree programs.

McIntyre is pleased with the steps the College has taken in the last five years to achieve reaccreditation. “We perform annual reports, encourage and reward our faculty for publishing in A+ journals, and we only hire new faculty members from top-flight schools,” she said. “We then provide reduced teaching loads for our new faculty to give them time to build research and publish, so they are in the best position to succeed here.”

AACSB now focuses on innovation, impact and engagement, which are major components of the College’s strategic plan, and because these efforts have grown significantly in the last five years, a new position of associate dean for innovation, outreach and engagement was formed this spring. Dr. Joyce Heames was appointed to this position and is now responsible for reporting survey data, writing draft reports and annual reports and more for AACSB’s Maintenance of Accreditation visit each year.

Heames is already looking to set B&E up for successful reaccreditation 2020. “We have implemented a rigorous Assurance of Learning process that helps faculty continuously evaluate the quality of delivery as well as course content,” Heames said. “We submit reports to AACSB in the interim years, between being reviewed every five years for continuous improvement.”

AACSB accreditation is based on 15 standards. B&E representatives submit reports to AACSB every year and are meticulously reviewed every five years.

**STRATEGIC MANAGEMENT AND INNOVATION**

#1 Mission, impact and innovation
#2 Intellectual contributions, impact and alignment with mission
#3 Financial strategies and allocation of resources

**PARTICIPANTS: STUDENTS, FACULTY AND PROFESSIONAL STAFF**

#4 Student admissions, progression and career development
#5 Faculty sufficiency and deployment
#6 Faculty management and support
#7 Professional staff sufficiency and deployment

**LEARNING AND TEACHING**

#8 Curricula management and assurance of learning
#9 Curriculum content
#10 Student-faculty interactions
#11 Degree program educational level, structure and equivalence
#12 Teaching effectiveness

**ACADEMIC AND PROFESSIONAL ENGAGEMENT**

#13 Student academic and professional engagement
#14 Executive education
#15 Faculty qualifications and engagement
At 16, most teenagers have their sights set on an extravagant birthday party, attending junior prom and getting a driver’s license. But for one student from a small town in Maryland, graduating early to come to West Virginia University was all she wanted for her sweet 16.

Tara Datz, an avid nonprofit volunteer, experienced horsewoman and student wise beyond her years, decided to skip over the typical high school senior year experience. She knew she’d be leaving a group of peers she’d had since childhood, but graduating a year early meant she wouldn’t have to wait to pursue her dreams.

“The full high school experience — the one you see in movies that teenagers across the country dream of experiencing — that was never really my dream,” Datz said. “I woke up one day toward the end of my sophomore year of high school and realized that taking the next step in my life was what I actually wanted, more than anything. And when I put my mind to something, I make it happen.”

The idea of graduating from college early didn’t scare her. It thrilled her. “How cool would it be for me to graduate college when I’m 19 and get to start my life when some people my age are still completing high school? That thought really pushed me along my way.”

But with just one year left to complete two years’ worth of coursework, Datz had to work overtime. She attended summer school, took online classes and maintained a full schedule of both junior and senior year courses. Along the way, her loved ones questioned her decision.

“My parents, who have supported me in everything I’ve done since I was born, were not at all supportive of my decision,” she said. “Both of them, along with the rest of my family, thought it would be far too difficult for me to do in just a year. It was an uphill battle until the end.”

Datz’s mission to get ahead stemmed mostly from the small-town life she’d led. And one of her dreams was to return home a better and brighter person.

A native of Lisbon, Maryland, Datz grew up in a tight-knit community. She attended elementary and middle school across the street from her house and spent years of her childhood at a daycare run by her own grandmother. Describing Lisbon as “the smallest town ever,” Datz said she longed for the independence and freedom that would come with moving away for college.

She also wanted to find a safe environment. Among university rankings, reputations, job placement rates and more, campus safety was a big factor in choosing which college to attend — a concern shared by both Datz and her parents.

“I wanted the big campus experience, so I visited Penn State University, the University of Maryland and WVU. And what set WVU apart was that it felt like a place I could call home, somewhere that I felt safe, which was important to me coming into college at a young age,” Datz said. “It was just so clear for me to see myself here for the next four years of my life with all the nice, welcoming people I encountered on that campus visit.”

When it came to choosing a major over the summer, she considered her options, stopping briefly at the thought of becoming
a schoolteacher. But ultimately she realized it was her volunteer experience, specifically with horses, that really inspired her. Her passion for nonprofit work led her to choose business and nonprofit management.

“A career in nonprofit work is eventually where I want to be,” she said. “Rather than just being able to donate a few volunteer hours here and there, I want to use what I’m good at and be able to actually help people on a larger scale.”

At B&E Datz decided to specifically focus on marketing after attending a session by Dr. Mike Walsh, marketing department chair, at the First-Year Academy, a mandatory event for freshmen and transfer students held the weekend before the start of the fall semester.

“Studying marketing will make me a huge asset for a nonprofit organization,” Datz said. “How well you stand out, how you maintain relationships with customers and donors, how you brand yourself,”

those are the key aspects nonprofits, like any business, need. And her marketing studies will teach her how to use those strategies to help others.

While a career in nonprofit management is her broader goal, she has a very specific career path in mind as well. This self-described “passion-turned-obsession” is for rescuing horses. And it began at Gentle Giants Draft Horse Rescue, a nonprofit organization in Mount Airy, Maryland, dedicated to saving draft horses from slaughter, abuse and neglect and finding them adoptive homes as trail and schooling horses. The organization also raises awareness about the horse slaughter industry. Formed in 2005 specifically for the rehabilitation of draft horses, Gentle Giants is the first rescue group of its kind, with an average of 70 draft horses at the ranch. Datz worked there during summers for four years, helping to oversee more than 500 volunteers ranging in age from 13 to 65.

“While managing people twice my own age and more, I’ve really learned a sense of how to carry myself and the maturity I need to possess, as well as the tone to use when asking people to do things. It is a volunteer establishment, after all, with kindhearted people who are generously giving what they can to the ranch to make it better, which is their time and dedication,” Datz said. “It has taught me a lot about working with all types of people and respecting each individual situation.”

Volunteers at the ranch who donate a certain amount of time are allotted sessions to ride horses. Training these volunteers on proper riding technique is Datz’s favorite job, since she has been riding horses for a decade.

Datz also loves the more intangible benefits of horseback riding and volunteering. As a young woman who once struggled with anxiety, she said riding horses is what helped bring her out of her shell. Watching new riders experience that feeling for the first time is one of her biggest thrills.

“What set WVU apart was that it felt like a place I could call home, somewhere that I felt safe, which was important to me coming into college at a young age.”

TARA DATZ, 16-year-old marketing freshman
volunteers to work with and around horses in the last year has made me realize how much I like helping people and animals.”

And Datz knows she’s not alone in her love of nonprofit work. “People travel far and wide to volunteer at the ranch — even taking time off work. I think the reason people come is that they want to feel like they’re a part of something special. It’s my belief that everyone in this world wants to feel that way, in some form or another.”

The commitment Datz has given to the organization and its volunteers has come back to her twofold. It both inspired her career path and gave her an incredible gift — a draft horse of her own named Lakota, a graduation gift from the organization.

“I had been repeatedly expressing my concern that someone would come along and adopt her, and when I saw her in my front yard with a big red bow on the day of my graduation party, I lost it,” she said. “I have been working with her for four years and am really grateful to adopt her as my own, and that the ranch is going to care for her while I’m away at college.”

The gift was a sign of appreciation for the continuous work Datz provides to the rescue’s founders and volunteers, but Lakota came with conditions attached.

Datz can keep the horse but she must achieve a certain GPA at WVU, maintain good standing with the University and see her education through to graduation. The conditions also include visiting Lakota at the ranch once a month to take care of her, which in Datz’s eyes is no chore.

Datz said that, upon graduation, no matter how many years it takes or what circumstances she’s in at the time, if the opportunity comes up for her to take over the ranch, she would always choose to do so, without a doubt. The idea came up as a joke between her and the staff. A lighthearted comment at first, it turned into a vision for her. To be appointed to the rescue’s board of directors would be her “dream job,” she said.

“I just know in my heart that it’s where I want my experience at WVU to take me in the future. Helping people, and helping people help horses. [That is] exactly the way I want to live my life, and I think it’s a very honest way of living,” she said. “It makes people feel good about what they can do for others [and] makes them feel at the end of the day that they are impacting lives for the better.”

Now that she’s already done the impossible — by graduating early, coming to college at just 16 years old and pursuing her passion at B&E — what’s left? “All I have left to do now is put in the work, get that degree and make everyone proud, including myself.”

Tara Datz’s dream job: to be appointed to the board of directors for the Gentle Giants Draft Horse Rescue.
A DIFFERENT KIND OF BUILDER
Mark Bowe is a different sort of guy. Different, in that, after meeting him, you feel invigorated. He’s like a human vitamin.

This B&E alumnus is the poster child for hard work in every sense of the word. Bowe is the host and producer of “Barnwood Builders,” a successful reality show on the DIY Network about reclaiming and restoring America’s oldest barns. He also owns an insurance agency in Lewisburg, West Virginia. He runs an antique cabin and barn restoration company. And, not surprisingly, he’s already got an idea for another TV show in his sights.

He describes himself as a serial entrepreneur, and says his mind, like the minds of many successful entrepreneurs before him, works in mysterious ways. For example, during one of the interviews for this article, Bowe couldn’t help studying the table at the restaurant because he thought its design could be vastly improved.

But there’s nothing mysterious about his attitude toward hard work, his love for his native Mountain State or his general approach to life — which is pleasantly infectious.

“My uncle said there are two kinds of people — basement people and balcony people,” Bowe recalled. “Basement people are reaching up trying to pull people down to their level. Balcony people are reaching down to pull people up, to make people all they can be, to help people release their potential. And that’s what business is all about. We should all want to be balcony people or surround ourselves with balcony people.”

Like his father, Bowe is fiercely unafraid of work or challenges. He grew up in Glasgow, West Virginia, a small town in eastern Kanawha County, and lived in a home he describes as “between a river, a railroad track and a mountain, so that should tell you something.” Not the product of an affluent upbringing, his dad worked at an underground coal mine during the day and laid the foundations of houses in the evening.

“As a child, I grew up thinking everybody had two jobs,” Bowe said with a smile. His dad said he never knew if the mines would shut down and told his son he should always have a trade to fall back on. “That’s why I have an insurance business and a restoration business.”

He points to his father as his entrepreneurial inspiration. He believes thinking like an entrepreneur means having the ability to adapt and overcome. “I always knew I really didn’t want to work for someone else.”

MAKING LEMONADE OUT OF LEMONS

Bowe took his 1993 management degree from B&E and his 1994 safety management master’s degree from the former WVU College of Engineering and Mineral Resources, combined them with his work ethic and his passions, and established Antique Cabins and Barns in 1996, a company specializing in the recovery and restoration of 19th century log and timber structures. It would be that knowledge and those skills that would eventually lay the groundwork for “Barnwood Builders.”
But, as many entrepreneurs before him, this journey didn’t come without some speed bumps and potholes in the road. During the economic recession in 2008, Bowe was down to his last $1,200 in his business account. He couldn’t get restoration jobs and couldn’t liquidate his equipment. He was between a rock and a very hard place. Still, he decided to meet with a potential restoration client in Alabama. He stayed at an upscale hotel, bought $200 sunglasses, a $200 pair of shoes and spent two days touring the client’s farm. After all that, Bowe drove back to West Virginia with a $100,000 check.

“That’s the thing about being an entrepreneur,” Bowe said. “You have to understand the peaks and troughs. Work for the $2 million project and plan like you’re going broke. Working and planning will be the recipe for a successful business.”

The recession also forced his hand at the insurance business. “My restoration business was being hit hard. Rather than cry about it, I decided to do something about it. I realized that one thing everyone needs — regardless of the economy — is insurance.” He opened his own agency, worked hard at it and made it successful. He also took much of the money he made on the first season of “Barnwood Builders” and acquired another insurance agency in White Sulphur Springs, West Virginia. “I merged the two agencies and gave customers better service than they were getting before and gave them better products.” His agency now acts as a broker for more than 20 insurance companies.

“Everything I look at is an evaluation,” Bowe said. “I ask myself how I could improve things. That’s how my mind works. A professor at B&E asked me what I wanted to do. I replied, ‘I want to make money.’ He said, ‘Then you should be an entrepreneur.’ And he was right.”

That professor was right.

THE TV STUFF
“Barnwood Builders” is like the inner workings of Bowe’s mind translated into television. The show is aired on two cable networks: DIY, whose programming focuses on home improvement, as well as its sister network GAC (Great American Country). By organizing the TV episodes much like he does his restoration projects, the show has a natural flow. Each has eight acts — a very specific schedule used to produce the episode. “Each day on the set, there is a white board [on which] the director comes up with a plan that we want to capture. As the producer, I anticipate and inform the director what’s going to happen on the job to get us the shots we hope to get.”
In his dual role as host and producer, Bowe is continually coordinating with everyone on the set about the day’s order of events. And he feels that experience has made him a better communicator.

“Now that I’ve seen the show and digested all of this, I’m much more efficient at communicating with the production company,” Bowe said.

As a result of its popularity in the first season, DIY signed on for two more seasons of programming. The second season is finished and will air soon, and Mark said the third season is now in production. For the first two seasons, Mark worked as talent on the show, but in Season 3, he will be both talent and producer — a challenge he’s eager to take on.

Bowe is also working on a new TV show idea. He said he’s already pitched it to a network, and that network has agreed to make a pilot. Details on the show are forthcoming, but he promises it’ll be a “cool show.”

Despite his success, there’s no ego here. In fact, his successful television productions have only made him more grounded. “I understand its impermanence,” he said. “And I’m genuinely having as much fun as it appears.”

That was apparent on the set of an episode filmed in West Virginia near Stonewall Resort in August. It was everything a Mark Bowe project should be: historic, difficult, fun and a great story.

The project began with an 1840s-era cabin in need of dismantling. The structure would be moved seven miles to a new site at Stonewall Resort and become part of an Appalachian homestead exhibit, events center and wedding pavilion with overnight accommodations. However, according to resort representatives, the homestead exhibit will be much more than a wedding and event venue. It will have a strong educational component that will show how people in Appalachia once lived and celebrate their spirit of innovation.
THE CREW

When Mark Bowe put together his crew, it wasn't like the NFL draft. It was more important than that. "It goes beyond a sense of team," Bowe said. "You're spending significant amounts of time with these people, more time than you're getting with your family sometimes. You want people who are hardworking, dependable and would do anything for any of the rest of the crew. You want people you'd want to be in a foxhole with." Here are the members of the "Barnwood Builders" crew and some information that not only tells us something about each of them, but tells us something about Bowe as he describes each one.

JOHNNY JETT
Home: Kentucky
"Age 67. Met him in 1998 when I was driving through Kentucky looking for old cabins and houses. Johnny had one for sale. I said, 'I'm Mark Bowe, and I'm getting into the cabin business.' He said, 'I'm Johnny Jett, and I'm getting out of the cabin business.' We've been friends ever since."

SHERMAN THOMPSON
Home: Pennsylvania
"Sherman is friends with Johnny. Pound for pound, he is the toughest, most hardworking person I've ever met. He grew up on a farm in Kentucky. He's also the most giving and has the biggest heart. He's all heart and willpower."

GRAHAM FERGUSON
Home: West Virginia
"He's our new age hillbilly. He knows stuff about nature that would blow your mind. He knows remedies and everything that nature has to give. He has kindness and love and everything that is good. And he also looks good in any hat we put on him."

TIM ROSE
Home: Virginia
"Tim is a former logger. He represents everybody else. Tim is a woodsman — he knows the woods. He knows the right chain to put on a chain saw to make it cut through wood like butter. He is former military and does what it takes to complete the job. He is also the funniest guy we have. He keeps us cracking up."

With the cabin came an amazing story. The structure was donated to the Stonewall State Park Foundation by the daughters of Bill Fox, four sisters whose father's dying wish was to see the cabin restored. The day of production on August 26 was also the 10th anniversary of the death of Mr. Fox.

“Our challenge was to repurpose a cabin built in the 1840s and transform it into a structure that meets present-day code, calling on our restoration expertise,” said Bowe.

Mark emphasized that the attraction for him was the story behind the story — the place where the story really began. "Elizabeth Fox came from Virginia nearly two centuries ago with 11 kids in a covered wagon and lived in a 16-by-22-foot log cabin. With 11 kids!"

And on that late-August day, distant parts of the Fox family met for the first time — on a TV production set. "It all came to be because Mr. Fox had a dying wish that this cabin would be restored. This is a vivid part of history. There wasn't a dry eye in the place when the Fox family was here. It was one of the last original structures from Old Roanoke, a Roanoke that was flooded to create Stonewall Jackson Lake to control flooding on the West Fork," Bowe said.
“This project was the combination of history, emotion and hard work. The best projects we have incorporate all of these elements.”

**WORK HARD. BE KIND. TAKE PRIDE.**

Mark’s humble beginnings and life experiences have shaped him, much like the weather shapes a rock formation over time. Those experiences have strengthened his philosophy for life: work hard, be kind, take pride.

“A great example is something as simple as going to the grocery store. I was checking out one day, and I said to the cashier, ‘How are you today?’ The cashier said, ‘I’ll be great soon. Almost time to go home.’ On another trip to the store, I went to check out and noticed a cashier cleaning the counter and aisle. I went to that checkout and said, ‘How are you today?’ The cashier said, ‘I’m doing great! Is there anything I can do for you today? We want to keep you coming back here, you know.’ That second cashier is the kind of person I want to hire.”

He then pointed to a philosophy that has guided him through thick and thin.

“You have to have a work ethic. [WVU Men’s Basketball Head Coach] Bob Huggins didn’t get to where he is today by not having a great work ethic. And that has to translate into being kind ... giving back to your community, giving back to the people who were instrumental in helping you succeed. And you should take pride in everything you do. You have to have a sense of pride in the job you’re doing, where you’re from and how you live. Every guy on the ‘Barnwood Builders’ crew does these things — on and off the job.”

He is also a great defender of his home state and is committed to leading the charge to change it. “I’m tired of being at the bottom of the good list and the top of the bad list,” he said. “I want to make West Virginia better.”

Bowe said he would love to teach at his alma mater and plans to look into how he can make that happen. His gritty approach to business and life can help good people build successful careers.

But no matter where he is — on television, at his insurance agency or maybe teaching future business success stories at WVU, you can bet Mark is all-in — 150 percent.

“I’m tired of being at the bottom of the good list and the top of the bad list. I want to make West Virginia better.”

MARK BOWE
“IT’S TRULY THE END OF AN ERA at the College of Business and Economics,” said Dr. Scott Fleming, associate professor of accounting, about the retirement of his mentor, friend, former professor and, now, former colleague Dr. Adolph “Ade” Neidermeyer.

After 42 years of service to West Virginia University, Neidermeyer, a celebrated professor of accounting and personal financial planning expert, taught his final B&E students in spring 2015.

While the WVU community can no longer find him in his office, classroom or the halls of B&E, he will leave behind a memorable legacy and some 25 teaching awards — given by his students.

“That was my most outstanding accomplishment,” Neidermeyer said of the awards.

Through more than four decades of service at B&E he taught a variety of accounting courses, advised the WVU Chapter of Beta Alpha Psi and established the Accounting Club. He also created and implemented a personal financial management course adapted for both graduate and undergraduate students.

In addition to being named B&E Outstanding Teacher dozens of times based upon student evaluations, he also was honored as Educator of the Year by the West Virginia Society of CPAs and Counselor of the Southeast Region within Beta Alpha Psi’s National Honorary.

Neidermeyer’s teaching strategy always involved getting to know students one-on-one. “When [students] come to class, they can’t be a nonentity. They can’t just hide in the back knowing that no one is going to call on them,” Neidermeyer said. “It was better to call them by name. They take more responsibility for preparation when you know them. And it’s much more comfortable in the hallways and on campus if you can call someone by name.”
During his retirement, students and colleagues will find him on game days in the stands of Milan Puskar Stadium and the Coliseum, cheering on the football and basketball teams. He said he plans to use his retirement time wisely and pursue other passions — spending time with family, traveling and home improvement, among other things. He also hopes to get involved in beautifying Morgantown.

“It just felt right. I had done 42 years, and it was time to get out while I had some vigor left to actively pursue my retirement,” Neidermeyer said. “I didn’t want to retire and die. I wanted to retire and do a few other things. Not that I wasn’t able to do them while I was working. Retirement just gives me a little more flexibility.”

A military veteran, he will continue to foster his love for teaching, personal financial planning and the United States military by sharing his knowledge with veterans throughout the country and abroad. Through a program by Certified Financial Planners, the military and the United States Department of Defense, he will travel to military bases to teach courses beginning in January 2016.

“I’ll be doing a one-day financial planning overview course. We’ll walk [veterans] through a review of their existing situation with some suggestions,” he said. “The purpose is to get them thinking about their personal financial planning much earlier in life. I will have them put three goals in place for themselves, so it is personally tailored. It will be their responsibility to take what they learned and my suggestions and implement it into their lives.”

The classes will involve insurance planning, risk assessment, basic financial planning tools and putting together a retirement budget and goals.

“I developed this course, the CFP course, at WVU in the mid-1990s. I really like doing it. It’s a fun exchange. You get a lot of audience participation with a program like that because people ask a lot of questions,” he said. “It will be different teaching this type of student because they are actually earning the money. When teaching undergraduates, it was hypothetical.”

Neidermeyer has distinguished himself as an educator over the years through both his professionalism and the ways he challenged his students in the classroom. One way he did this was by getting to know his students, like Fleming, personally.

“The second day of class he knew all of our names. His teaching style was strong. He knew what he wanted out of you. He knew his own skills and knowledge, and you just wanted to do better for him because you respected him.”

CAROL KOSTAK, Master of Public Accountancy graduate student
Fleming said. “He and Ellen, Ade’s wife, were walking out, and his comment to me was, ‘Well hello, Mr. Fleming, and how are you?’ and walked right on past. It had been years since my undergraduate, and that just reaffirmed the legend of his incredible memory,” Fleming said.

As an educator, Neidermeyer had his priorities — students first, then the Accounting department, then the College and, finally, the University. “Over the years, he was just absolutely instrumental in raising money for the department, the College and the University for the benefit of students,” Fleming said. “We have a lot of scholarships that would not exist without Ade’s leadership.”

Carol Kostak, now a Master of Public Accountancy graduate student, knew of the Neidermeyer legend as an undergraduate and decided to sign up for his class. And after one day, she had nothing but respect and admiration for him. “The second day of class he knew all of our names,” Kostak said. “His teaching style was strong. He knew what he wanted out of you. He knew his own skills and knowledge, and you just wanted to do better for him because you respected him.”

In his final semester, Neidermeyer even taught a few final lessons to former student and current B&E Executive-in-Residence Gary LeDonne, who sat in on one of Neidermeyer’s classes in preparation for becoming a B&E professor. “Ade is the best professor I’ve had in terms of pulling it all together and inspiring the students,” LeDonne said. “He could start the class in one place and we would take a route where we, as students, weren’t sure where he was going, but then he would find a way to bring it all together. By the end of class, the whole journey made sense and the students were engaged along the way.”

LeDonne said Neidermeyer’s guidance helped shape his career as an accountant and now as a professor. “He’s one of the reasons I decided to become a professor following my retirement from EY [a leading professional services organization]. For one, the importance of helping students and the profession — the accounting profession has been good to me so, if I can help WVU students launch their professional careers, it’s a great way to give back and pay it forward. I can’t think of anyone who has helped more students than Ade,” LeDonne said. “I can’t imagine how many students he has mentored throughout his career the way he mentored me 30 years ago; we are all part of Ade’s legacy.”
Neidermeyer did not leave B&E, his colleagues and students without giving one final influential lecture on personal financial planning. Several generations of students, accounting professionals and B&E family and friends gathered at Neidermeyer’s farewell lecture and retirement celebration to hear his words of wisdom one more time.

“I had to deliver similar information that I will deliver to the veterans in January — a little checkup for people who probably neglected most of that information. A lot of my old students came, which was nice. It was a good day,” he recalled.

Former student Captain F. Thomas Boross, chief, Auxiliary and Boating Safety for the U.S. Coast Guard and 1985 graduate of B&E, was at the lecture. He was fortunate enough to stay in touch with Neidermeyer long after graduation.

“He had such a profound impact on me and so many students. He was so professional and so smart. He blessed all of his students with his high expectations,” Boross said. “I even took his graduate-level courses. I took them as electives because I wanted to be exposed to the expertise and rigor that Dr. Neidermeyer posed.”

Prior to the lecture, WVU President Gordon Gee spoke about his admiration for Neidermeyer and his dedication to the University and students. Gee also read the “Top Ten Things We Respect, Fear and Will Miss Upon Ade Neidermeyer’s Retirement,” which Fleming and the accounting department compiled.

“You must remember that we knew each other during my first tenure at the University. He was an able faculty leader even in those early days. And, upon my return, his reputation had only grown and his work at the University had flourished,” Gee said. “I am not certain that major research universities truly value teaching at the level that it should. In Dr. Neidermeyer’s case, I believe he was so effective that his work in the classroom became enormously valued by all of his colleagues. He set a very high standard for others.”

With his love for the Mountaineers and his students, Neidermeyer will remain in close contact with WVU and B&E. “I’ve joined the WVU retirees group. It’s a new group. It’s kind of a spin-off of the University Club, and now they’ve integrated the retirees,” he said. “So what we’re really hoping to do is to get all retirees more involved in supporting the University and just having fun.”

Neidermeyer said his time at WVU and B&E was fun and exciting, and he believes he made an effective contribution.

“My wife and I established a scholarship for outstanding performance in financial planning, and that will fund future students. Other than that, my work is over here,” he said. “I left a little legacy.”

“He had such a profound impact on me and so many students. He was so professional and so smart. He blessed all of his students with his high expectations.”

CAPTAIN F. THOMAS BOROSS, chief, Auxiliary and Boating Safety for the U.S. Coast Guard and 1985 graduate of B&E
IT'S NO SECRET that healthcare has been a hot topic for the last few years — the cost of health insurance, the obesity epidemic in America and the Affordable Care Act are seemingly a focus of national news every week.

Hitting much closer to home for West Virginia University, however, is the health of West Virginia citizens. According to the United Health Foundation, West Virginia ranks 44th in the country based on environmental considerations, income, health behaviors, insurance, access to physicians and other criteria.

But through research and outreach, B&E faculty in economics, marketing and management aim to change that. They’re tackling smoking, obesity and the rising cost of healthcare. And they’re taking a stand to improve the state’s healthcare status, making it their mission to uncover what’s holding West Virginia back.

**Paula Fitzgerald**

Dr. Paula Fitzgerald, Nathan Haddad Professor of Business Administration in the marketing department, specializes in consumer behavior, public policy and marketing ethics. For the past three years, she has worked as part of a multidisciplinary team, funded by the West Virginia Offices of the Insurance Commissioner, on an intensive evaluation of the Health Insurance Exchange (HIE) on a state level.

The multidisciplinary team that worked with her on the project included Dr. Thomas K. Bias, an assistant professor of health, policy and leadership at the WVU School of Public Health, and Dr. Tami Gurley-Calvez, a former WVU faculty member currently at the University of Kansas Medical Center as an assistant professor of health policy and management. A registered nurse and a graduate assistant rounded out the team.

They focused on comparisons of health outcomes in West Virginia compared to other states, uncovering the number of individuals and families signed up for HIE, those who are on expanded Medicaid with the Affordable Care Act and the number of those insured compared to the uninsured. They also looked at where the state was before the expanded Medicaid and HIE programs and where the state is now.

Despite the HIE's overwhelmingly bad press, Fitzgerald’s team found two bumps in the data. HIE users tended to rate their experience either excellent or terrible, without much in-between.
And a substantial number of people rated the exchange highly. “That was surprising to us, since the belief was that it was a dismal experience for all,” Fitzgerald said. “So it kind of countered conventional wisdom, being that there was such a great dispersion in how people evaluated their experiences, which is always an interesting find.”

Fitzgerald is also working on a nationwide project dealing with the effect of obesity in the marketplace and how it increases insurance premiums. She is working alongside Dr. Mike Walsh, chair of the B&E Marketing department, and Cait Lamberton, Ben R. Fryear Faculty Fellow and associate professor of business administration at the University of Pittsburgh.

Fitzgerald added that more than $1,000 of the average insurance premium goes to obesity-related illnesses.

“Obesity creates a real cost for other people. Hospitals have to purchase all-new equipment, and we all pay for that — larger beds, larger MRI machines for people who are 600 pounds, larger wheelchairs and special equipment to turn people in a bed,” Fitzgerald said. “Five dollars of every airline ticket is due to increased fuel cost because of obesity.”

Jodi Goodman

Dr. Jodi Goodman, associate professor of management and coordinator of the doctoral program in management, is working on a study of the interactive effects of public policy, competitive and consumer market environments on firm performance and behavior in the health insurance industry.

With the national focus on healthcare policy, the research is timely and will provide insight into how health insurance companies respond to their multi-faceted institutional environments and to changes in those environments over time.

The research examines insurers across the United States, but Goodman is interested specifically in how West Virginia compares to other states.
I want to understand how public policy shapes what insurance companies do in terms of the products and services they focus on," Goodman said.

Her interest in this line of research was prompted by the passage and implementation of the Patient Protection and Affordable Care Act and by a desire to conduct research with public policy implications. Goodman is studying the effects of the competitive market in other states, the health of various populations and their access to insurance and healthcare services and state legislation, including insurance coverage mandates and other pertinent state laws that differ in number and type across the nation.

Along with doctoral student Karen Nicholas, Goodman has compiled state and insurer data from 2001 to 2010. She hopes to expand the project in the future to include years following implementation of the Affordable Care Act in an effort to examine changes in the effects of the legislation over time.

"With 10 years’ data, it’s a huge data set,” Goodman said. “In the end it will be extremely rewarding research."

Jane Ruseski

Dr. Jane Ruseski, associate director of the WVU Bureau of Business and Economic Research, is an applied micro-economist with specializations in health economics, and health financing and policy. Much of her current research deals with the socioeconomic determinants of healthy and unhealthy behaviors and the effect of health behaviors on outcomes, including chronic health conditions, obesity, health disparities and labor market outcomes.

Her recent work is on a $1.9 million grant from the Center for Medicare and Medicaid Services awarded to WVU in February as part of the State Innovation Models (SIM) Initiative. SIM provides financial and technical support to states for the development and testing of state-led, multi-payer healthcare payment and service delivery models that will improve health system performance, increase quality of care and decrease costs.

The overarching goal of the project is to work in concert with the West Virginia Health Innovation Collaborative, established in 2014 to address issues of poor health and rising costs by mapping a

Lack of Health Insurance by State, 2014

Percentage of the population that does not have health insurance privately, through their employer or the government

Public Health Funding by State, 2014

State dollars dedicated to public health and federal dollars directed to states by CDC and the HRSA

Obesity by State, 2014

Percentage of adults who are obese, with a body mass index (BMI) of 30.0 or higher

Source: America’s Health Rankings by the United Health Foundation (www.americashealthrankings.org)
new strategic vision for a healthy and prosperous state. Ruseski’s work on the matter includes taking a holistic approach to looking at a state’s healthcare, delivery system, financing system and its population’s health priorities to achieve goals of providing high-quality healthcare at a better value. The ultimate goal? Improving the population’s overall health.

Ruseski said the grant is a very large endeavor, bringing key West Virginia stakeholders — covering all aspects of healthcare — to the table to talk about state health and healthcare — and WVU is at the heart of it. “As a whole, we are trying to figure out where we are, what we need to do and how to do it.”

Aside from the SIM Initiative, Ruseski dedicates time to researching how individuals’ physical activity affects the economy. She is currently part of a West Virginia Prevention Resource Center grant team engaged in a five-year project aimed at improving physical activity among primary school children.

Her most recent research about physical activity among adults, with Dr. Brad Humphreys, associate professor of economics, finds that habit formation and present bias are important determinants of individual decisions to be and to stay physically active.

She and Humphreys are also involved in a flash-funded study that takes a behavioral economic approach to understanding maternal smoking in Appalachia. The rate of maternal smoking in West Virginia is alarmingly high at 26 percent, compared to the 19 percent for the rest of Appalachia and eight percent across the country.

“We want to find out what is driving this and what the mechanisms and motivations are behind such a high percentage,” Ruseski said. “We’re studying whether or not it is generational and also how age, education, single motherhood, access to cigarettes, pricing and other factors might lead to this frequency.”

Ruseski also sits on the strategic advisory panel for Future of Nursing West Virginia, an action coalition focused on strengthening the nursing profession and helping new nursing graduates transition into fulfilling careers.

**Experiential Learning and Outreach**

**B&E’s BrickStreet Center for Innovation and Entrepreneurship**

The BrickStreet Center steers student-based, faculty-led teams to develop marketing plans, feasibility studies, business plans and strategic operating plans. For example, the Center brought together MBA students and WVU’s School of Dentistry to perform an eight-month study on the cost to move the dental clinic out of WVU Hospitals into a new building, as well as an operational efficiency analysis to increase revenues and decrease operating expenses.

The BrickStreet Center also engaged with WVU Medicine and the WVU Cancer Institute’s clinical and medical directors to establish a statewide cancer clinical trial network. B&E assisted in defining and structuring all business operating requirements, provided an MBA intern to work inside the West Virginia Cancer Clinical Trials Network offices and performed a statewide economic impact study through the College’s Bureau of Business and Economic Research.

**B&E’s Center for Executive Education**

The Center for Executive Education has been instrumental in training healthcare leaders in business and management for the past 10 years, offering programs such as the Healthcare MBA Essentials and the Executive Certificate in Academic Healthcare Administration.

Three years ago, the Center also launched the annual Leadership Education and Development certificate program for the West Virginia Primary Care Association, an alliance of more than 30 health-care organizations across the state. The program is centered on healthcare managers’ Core Training Competencies identified by the West Virginia Primary Care Association Governance Committees. It consists of a series of highly interactive face-to-face and distance learning sessions on a variety of business topics designed to guide participants to become more proactive and effective managers of healthcare centers.

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**PREVALENCE OF SMOKING DURING LAST THREE MONTHS OF PREGNANCY BY STATE, 2010**

Source: Pregnancy Risk Assessment Monitoring System, Centers for Disease Control and Prevention

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**MOTHER SMOKED: SAMPLE MEANS**

Percentage of mothers reporting smoking at any time during pregnancy

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Source: Center for Disease Control Confidential Natality Public Use Files
The WVU College of Business and Economics awards more than 50 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 WVU and keep B&E competitive in recruiting and retaining outstanding students. This is a comprehensive list of our 2014-15 academic year scholarship recipients, with our deepest thanks to those who made the scholarships possible. Visit be.wvu.edu/scholarships for students. This list includes a listing of scholarships, qualifications and application deadlines.

### B&E SCHOLARSHIPS

<table>
<thead>
<tr>
<th>Scholarship Category</th>
<th>Scholarship Name</th>
<th>Recipients</th>
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In Memory

We extend heartfelt sympathies to the families and friends of the following B&E alumni who have passed away from March 2015 through September 2015.

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<tr>
<th>Name</th>
<th>Degree</th>
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<td>B.S.</td>
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<td>Mrs. Helen L. Scott</td>
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<td>Mr. Kenneth J. Trimmer</td>
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<td>Mrs. Lorraine B. Wilkins</td>
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<td>Mr. Richard William Humphreys</td>
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<td>Mr. William D. Thompson</td>
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<td>Mr. Arthur G. Oliver Jr.</td>
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<tr>
<td>Mr. Barry Kliwinski</td>
<td>B.S.B.A.</td>
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B&E Young Professional Network

The 125 charter members of the B&E Young Professional Network hail from 20 states, 49 cities and two countries. This network, established in July 2014, is a group of dedicated young alumni who support the philanthropic efforts of the College through meaningful contributions, which over time will create a legacy for the future of B&E. To join, visit be.wvu.edu/give and become a part of this growing network.

- Nicholas Aberegg
- Victor Adelanwa*
- Andra Alvarez
- Maxwell Anderson
- Matthew Anstey
- Brittany Audia*
- Joshua Bach
- Jill Bach
- Douglas Ballad
- Nicholas Bartlow
- Cassandra Baylous
- Justin Blankenship
- Christopher Boland
- Langston Bryant
- Shanna Cales
- DJ Casto
- Leah Casto
- Nan Chen
- Matthew Cohen
- Kimberly Corbin
- Lisa Costello
- Christina Cudney
- Jennifer Cunanan
- Anthony DeFazio
- Patrick Denman
- Arnaud Diaz
- Chad Dotson
- Patrick Dunlavey
- Elliott Edwards
- Derrick Erhardt
- Doug Erwin
- Susan Erwin
- Leigha Flegler
- Brian Freed*
- William Gautreau
- Anthony Giambrone
- Brad Gilspies
- Nicholas Goodman
- Anthony Gregory
- Michael Gruber
- Matthew Harris
- Alvin Hathaway
- Sheneka Hathaway
- Adam Heller
- Jennifer Henderson
- Steven Henderson
- Craig Hill
- Sarah Holt
- Abigail Hostetler
- Damon Hubbard
- Andrew Jackel
- Todd James
- Eric Jarrell
- Catherine Kelley
- Carole Kiger
- Patrick Krimm
- Noel Leuzarder
- Adam Levitsky
- Danielle Loeque
- Vincent Lopez
- Jeffrey Martin
- Azria Mathar
- Ryan McNamara
- Izaak Mendelson
- Rachel Miller
- Jonathan Moriarty
- Bianca Mugnano
- Jennifer Neptune
- Donald Nicholson
- Jeffrey Nickler
- Bridget Nocianos
- Kevin Nocianos
- Ryan Noon
- Heather O’Leary
- Kevin Olkowski*
- Tara Olikowski*
- Michelle Onuska
- Danny Orsborn
- Nicholas Oxley*
- Tara Paoloemilio
- Taylor Poli
- Kathy Pratt
- Martin Quaye
- Travis Ritchie*
- Jennifer Rockwell
- Joshua Rogers
- Suryadilta Roy
- Nicole Sangid
- Danielle Santori
- Wayne Saville II
- Stephen Seem
- Tara Seem
- Philip Shaffer*
- Jeffrey Shao
- Angela Sheffield
- Bryan Shires
- Andrea Shirey
- Scott Shirey
- Mike Sirokman*
- Kelly Smith
- Kevin Speaker
- Steven Staffileno
- Judith Stanton
- Megan Sullivan
- Abigail Tardiff
- Zacary Tardiff
- Steven Thompson
- Cameron Thompson
- Michael Torrella
- Matthew Travasso
- Elizabeth Vitullo
- Noah Walters
- Kimberly Weaver
- Corey Westerman
- Daniel Westermeyer*
- Alan Wilson
- Trey Wright
- Kayla Younciar
- Andrew Young
- Anthony Zabiegalski

* indicates lifetime membership