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KARIS WOLFE
Assistant Director of Budgets and Financial Analysis
WVU Robert C. Byrd Health Sciences Center
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Dear Alumni and Friends:

This fall is turning out to be a season of records:

- overall enrollment in the College has gone over 2,500 for the first time ever;
- first-time freshmen enrollment has achieved an all-time high, as has the number of international students;
- two new online Executive MBA student cohorts started in July, with the overall program now close to 200 students from 16 different states; and
- fundraising started strong following a 2012-13 school year that saw our alumni and friends contribute more than $10 million for scholarships, professorships, centers and programs.

As you read on, you will find features on our great alumni, the new centers we are staffing and the new program in supply chain management for which we just received funding.

In addition, you will find that the world is starting to recognize B&E as a great school of business and economics. Three of our rankings, among many others, speak volumes to the values that we espouse:

- #5 in Top Undergraduate Business Schools for Ethics: *Bloomberg Businessweek*
- #9 in Undergraduate Business Schools for ROI (Return on Investment): *Bloomberg Businessweek*
- #29 Best Online Graduate Business Programs: *U.S. News & World Report* (Executive MBA program)

Increased recognition motivates us all—faculty, staff and administrators—to work even harder for our students, providing them a great education. Thank you for your continued support.

Regards,

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

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**B&E SOCIAL**

There are two ways to update your mailing address, e-mail address, and employment information in our database. Either e-mail this information to bealumni@mail.wvu.edu or go to www.connecttowvu.com.

This ensures that you receive our semi-annual B&E magazine, our monthly electronic newsletter, and an invitation to any alumni event in your area.

**STAY CONNECTED**

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Congratulations

2013 B&E ROLL OF

DISTINGUISHED ALUMNI

DAVID WOODRUM
1964, Economics
President and CEO
Woodrum, Inc.
Chicago, Ill.

ROBERT “BOB” ROBINSON
1969, Marketing
President, Robinson
Automotive Group
Wheeling, W.Va.

JERRY BLACK
1982, Accounting
Senior Executive
Vice President
Aeon Co., Ltd.
Japan

ROBERT “BOB” REITMAN
1955, Accounting
Retired CEO, The
Tranzonic Companies
Nonprofit Consultant,
Philanthropist
Cleveland, Ohio

Read about this year’s inductees at www.be.wvu.edu/distinguished_alumni
“If I have a fault in life, it is that I am a little like crabgrass—I’m not particularly deep, but I’m everywhere.”

And even a cursory glance at 1955 alumnus Bob Reitman’s curriculum vitae would confirm that, indeed, his time and efforts have been generously and widely distributed.

The Fairmont, West Virginia, native has been immersed in seemingly countless causes and organizations throughout his nearly 60-year career, including the United Way of Greater Cleveland, the American Jewish Joint Distribution Committee, the Mt. Sinai Healthcare Foundation, the Weirton Steel Corporation, ideastream (formerly the Educational Television Association WVIZ/PBS), the American Kennel Club, the Cleveland Zoological Society and Business Volunteers Unlimited. And this represents just the tip of the proverbial iceberg.

After receiving his B.S. in accounting from B&E, Reitman went on to pursue his Juris Doctor degree at Case Western Reserve University. Between law classes, he found the time to work at a local law firm as a part-time clerk. A member of the firm introduced him to Sylvia Golden, and six weeks later they were engaged to be married.

“I really have been most fortunate. We’re still sticking together after 58 years. It’s a wonderful tribute to inertia,” Reitman said. With Sylvia as the anchor, the couple never left Cleveland.

Upon his graduation in 1958, Reitman practiced law for 10 years before becoming Executive Vice President and Vice Chairman of The Tranzonic Companies (formerly The AAV Companies), a national manufacturer and distributor of cleaning, maintenance and safety products to industrial, institutional, distribution and business consumer sectors. He later became Tranzonic’s CEO, President and Chairman, a position he held until 1998. Today, he still serves the company as Chairman Emeritus and Director. Currently, he is a principal at Riverbend Advisors, a firm that assists businesses, nonprofits and governments in operational, administrative and governmental matters.

Although Reitman has been involved with everything from banking to zoology, he has taken particular interest in healthcare and education. For roughly 40 years, he has been involved with the United Way of Greater Cleveland. The United Way focuses on improving communities through education, income stability and healthy lives—all of which resonate well with Reitman.

“I found the United Way to be a very sound organization with a fundamental desire to improve the quality of the community,” he said. “That, I think, is probably the underlying thread through the different activities I’ve had. You realize how important it is for those of us who have had some success in life to be certain that those who have not yet had their success have a better opportunity.”

Reitman’s commitment to philanthropy stems from his belief that the direction of society is dependent upon those who are most challenged.

“The well-being of our society is more dependent upon the people who are challenged at the moment than it is upon those who have already addressed their challenges successfully. Many, many folks are facing a 12-foot wall and don’t know how to get over it. But when they do get over it, they make a real contribution to society,” he said. “It starts with education. Youngsters are like little sponges and we need to pour as much water on them as we possibly can, so that when they get the opportunity to face a challenge, they’re capable of doing it.”

Reitman gave a heartwarming account of his encounter with a young, impoverished man from Ethiopia who had scoliosis.

“For a time, I was involved with the migration of Ethiopian Jews to Israel. The physicians decided it was not appropriate for (the young man) to travel by bus to the town where he might get healthcare, so he was airlifted to Israel. When we flew back, we took him with us. He stayed with the physician in his room at the hotel. The physician told us that the young man went into the toilet, closed the door, and was there for a very long period of time. Finally, the doctor went to the toilet and opened the door. The young man inside did not know how to open a modern door,” Reitman explained. “Today, that young man is in business in Israel. He is accomplished. He is well spoken. He is multilingual. He has really made something of his life—and all through a relatively simple act of kindness. You begin to understand that really you are changing the world. It sounds immodest to say that, but the world changes one person at a time. So we all have the opportunity to impact change in the world.”

Although Reitman has had the opportunity to be a part of positive changes all over the globe, the majority of his philanthropy has been based in his beloved Cleveland. One initiative that has been particularly near and dear to his heart since the late 1970s has been Cleveland’s public broadcasting system, a fantastic tool for the dissemination of educational information.

He realized that public broadcasting filled a void in the
community by providing educational programming at a time when people were becoming less interested in reading. So Reitman got involved in Educational Television Association (WVIZ/PBS) as a director and later became Chairman of the Board. But challenges faced the nonprofit. At that time, there were two public television stations and two public radio stations in the area.

“We were in a transition period,” Reitman said. “We were facing the challenges of funding digital conversion. We were asking ourselves if there was (anything) that went into making the product that could be consolidated at great savings, or allow us to do more with the resources we had.”

His board gathered with executives from the four different broadcast entities to talk. After some deliberation, one radio and one television station decided that working together would be an advantage. And, thus, ideastream was born.

“We came together in a wonderful way,” Reitman said. “It has brought the emphasis to culture. It has provided the impetus, for example, to do some programming with the Cleveland Orchestra. We’re blessed with one of the best orchestras in the world, and yet telling the story of that orchestra to the viewing public is a very expensive proposition. So we’ve been able to help tell that story, which is wonderful from a cultural standpoint.”

Today, ideastream is more than just public broadcasting. It is an organization that acquires, creates and delivers content that connects those who seek knowledge with those who have it. It applies the power of media to education, culture and citizenship through television, radio, public service cable channels, broadband interactive video distance learning, the Internet and other interactive media.

While Reitman has been in Cleveland since the late 1950s, he certainly hasn’t forgotten his West Virginian roots. At the College of Business and Economics, he has played an instrumental role in the lives of senior management students for more than a decade. Each year, he passes along the value of philanthropy and volunteer work to graduating seniors in the Corporate Social Responsibility (CSR) course, a class designed to teach students to think like corporate philanthropists.

Reitman initially funded the program, which began in 2001. The students are given a $20,000 budget, and they must evaluate 30 to 50 grant requests from Morgantown-area nonprofits based on a developed set of criteria. They choose which organizations will receive funding, a tall order considering that the class often receives requests totaling in excess of $100,000. Each student also completes a minimum of 30 community service hours.

Over the years, the class has provided more than $220,000 to nonprofits, as well as thousands of hours of community service. The idea for the CSR class came from two Cleveland-area programs Reitman was involved with — the United Way and the Jewish Federation of Cleveland — in which high school students are invited to study community agencies and recommend the allocation of a small sum of money to those agencies.

“I had a great fondness, great memories of my experiences in Morgantown and was inclined to do something,” Reitman said. “It had struck me so often, in talking to people in the business world about fundraising, that there wasn’t a real appreciation for the opportunity that business, that industry, has to make upon a community. So we migrated this idea to a university setting for impending graduates of B&E to help them understand the social service network in our communities and how, as they enter the business world, they can have a disproportionate impact—one that goes beyond their own capacity.”

As part of the course, the class travels to Cleveland annually to meet with Reitman and other business leaders and staff members from various foundations and social services organizations. Reitman said he always looks forward to their visit.

“Well, it’s a hoot! I enjoy it immensely,” he said. “While I’m sometimes threatened by how smart they are, I know that our future is truly dependent upon the young people who are taking responsibility. So the chance to talk to them about their career interests, the agencies that they have served with their volunteer time, the process of evaluating the merit requests for funding, these (conversations) are really stimulating. It’s always a very exhilarating experience.”

Not only do the students get to talk in-depth about the semester’s endeavors in the CSR class, but they are able to gain valuable insight from accomplished businesspeople, some of whom are CEOs of Fortune 100 companies, on how business can and does play an influential role in the well-being of a community.

“My friends have been very generous to me. They make quite an impression,” Reitman said. “They transmit something that I believe is a critical message, and that is that we are more similar than dissimilar. Young people need to understand that you don’t have to be (in a certain group or clique), but you need to be a hard worker. You need to be a solid thinker. You need to have the courage of your convictions. You can go a long way in this world with those ingredients.”

Throughout his career, Reitman has won numerous honors and accolades in business, humanitarianism and leadership. Of his many achievements, he said that the Charles Eisenman Award from the Jewish Community Federation of Cleveland, which he won in 2000, perhaps paints the most accurate picture.

“The award talks about me as a pinch-hitter, in a sports context,” he explained. “The fact that I’m prepared to step in when there’s a particular need. A number of years ago the Business Volunteers organization had a CEO who was assigned by his employer out of the city. They needed someone to step in for a period of time, and I was willing to do that,” he said.

Reitman emphasized that while it is important to give back, it is also important to spread the wealth, so to speak, when it comes to leading and serving.

“I’m approaching my ninth decade, and one of the things that I think is of great priority is being certain that you can keep your interests high, but get yourself out of the way,” he said. “There are a lot of people behind you on the calendar who are extremely talented and who have a lot of fresh ideas and energy. It’s important that we capture those things.”

It doesn’t look like Reitman will slow down any time soon.

“I have a bad habit of not being able to walk away from things that I care about,” he said. “There are so many things that interest me, but I’ve not been particularly effective in sorting them out and limiting them. It’s not because I’m flighty. It’s because I’m greedy.”

In this sense, greed has been a virtue rather than a vice. And, thanks to the efforts and dedication of Bob Reitman, the world is a better place.

Written by RACHEL NIEMAN
Photographed by ALEX WILSON
See video from our visit with Bob online at be.wvu.edu/BEmag
B&E ENTERS THE WORLD OF SUPPLY CHAIN MANAGEMENT EDUCATION

Connecting people with goods and services—effectively and efficiently

The “business of business” certainly isn’t what it used to be. In the dark ages of manufacturing (probably no more than 30 years ago), an order for a product or service was placed. That set into motion the accompanying logistics necessary to deliver that product or service within a reasonable amount of time.

Not the case anymore. And that is the driving force behind the creation of a supply chain management program at the West Virginia University College of Business and Economics (B&E).

An August 2013 gift of $750,000 from H. Bernard “Bernie” Wehrle, III and his wife, Cecilia, will be used for the creation of a Supply Chain Non-endowed Professorship, launching a brand new program at WVU’s business college. Additionally, a gift of $250,000 has been donated from the H.B. Wehrle Foundation to support the Supply Chain Non-endowed Professorship at B&E. The foundation principals include Henry B. Wehrle Jr. and his sons and daughters, Bernie Wehrle, Steve Wehrle, Beth Wehrle and Lynne Zande.

Couple this generosity with a solid and highly recognized Management Information Systems (MIS) Department and additional support for the program, and B&E has the blueprint for the birth of a supply chain management program.

“With increased globalization, this is a world that is extremely interconnected,” said Jose “Zito” Sartarelli, B&E’s Milan Puskar Dean. “Borders have vanished; companies make their products and move them to where customers are. Supply chain management has become a key enabler to this interconnected world. This is a great opportunity for B&E to add supply chain management to its areas of expertise.”

When the term “supply chain management” entered the public domain in 1982 in a Financial Times article, it was anything but popular. But the philosophy—the growing expectation—where customers demand that goods move efficiently through the supply chain at lightning speed and into their hands has grown by leaps and bounds quickly to where it is today.

“There is a real expectation that goods can be available to the consumer in shorter and shorter time cycles,” Sartarelli said. “This gift can help B&E develop a curriculum that meets those real-world demands and provide much-needed new talent that is highly sought.”

Supply chain management has been on Sartarelli’s mind for quite some time. Chalk it up to his 30-year career in healthcare at Eli Lilly and Co., Bristol-Myers Squibb Co., and Johnson & Johnson, where supply chain operations were essential. Or maybe it’s because of his Big Ten Conference education (Michigan State University, MBA and PhD), where five of the top 10 supply chain management schools are located. No matter the reasons, Sartarelli plans to put into place people who can build a strong curriculum and a strong program, giving WVU’s business school another attraction for students from anywhere around the globe.

Enter Ednilson Bernardes, associate professor in B&E’s Management Information Systems (MIS) Department. His forte is supply chain management, having earned his PhD in Management from the University of Minnesota with an international background that includes military supply chain and innovation and technology management education.

Bernardes was hired in anticipation of the gift announcement by the Wehrles, and his research includes supply chain networks. He actually represents the second step toward building a supply chain management program.

The first step was actually the formation of a Supply Chain Advisory Board for the College, now comprised of an all-star lineup of members who are deeply involved in the supply chain operations of their globally successful corporations.

Members include B&E alumni Charles Brown, Vice President Global Supply Chain and Sourcing for Hillerich and Bradsby Co. (Louisville Slugger), and James “Jim” Lynch, Senior Vice President of Supply Chain, Pepsico Americas Beverages. Both are excited about the School’s timing in establishing a supply chain program.

“Supply chain careers are not only in
demand right now, but growing for the future,” Lynch said. “Corporations are looking for ways to run more efficiently, and one way to do that is to be more efficient in your supply chain. It’s a great time for the University to get into a supply chain curriculum, and certainly great news for students.”

Brown said, “There is a changing landscape of business today because everything is so global. There is a need to have knowledge in supply chain because your goods and materials may come from dozens of locations that are not near your headquarters.”

Lynch made a statement that is familiar to Sartarelli and other members of the advisory board: creating the supply chain management program would require a strong information technology (IT) component. And it just so happens that B&E has a renowned MIS Department.

“One of the ways you build a great supply chain system is to marry it with the IT function. B&E has a very strong MIS Department, and that certainly bodes well for the success of the program,” said Lynch. Brown added, “This is a huge opportunity for B&E. In today’s supply chain world, it’s all systems-based. Having knowledge of the operational side and the information systems side combined is an incredible competitive edge.”

Both emphasized the importance of knowledge in areas such as MIS, supply planning, production planning, manufacturing, all aspects of logistics (transportation, warehousing), HR, sales forecasting, demand planning, product development, and order placement and scheduling.

Lynch said supply chain demands today include significant time spent on quality, consumer satisfaction and sustainability.

The transformation of supply chain in the current day world of business, he stressed, requires IT, thinking globally and having the ability to respond to consumers quickly.

“Supply chain has evolved. In the 1950s, it was warehousing and shipping products. It is a much more complex system now,” said Lynch. “There is abundant value in having the ability to respond to the needs of the consumer.”

Needless to say, there is a great deal of excitement and momentum to begin planning the supply chain curriculum. Lynch and Brown both said that the curriculum should have a focus on each of the areas of knowledge a supply chain position requires.

“Within supply chain today, all of these functions lie within that responsibility,” said Brown. “The market demand for good supply chain people will only grow because of that. Getting a broad understanding of that will only enhance the students’ employment opportunities.”

It certainly helps to have two highly successful people on your team who are knee-deep in supply chain management every day. They both are electrified by the prospects of the new program.

“An individual that comes out of this program should understand each of the areas of supply chain,” Brown said. “The marketplace has very few qualified people who will have this educational breadth.”

And there’s nobody who appreciates effective supply chain management more than consumers who get what they want, and when they want it.

Written by PATRICK GREGG

“ This is a huge opportunity for B&E. In today’s supply chain world, it’s all systems-based. Having knowledge of the operational side and the information systems side combined is an incredible competitive edge.”

CHARLES BROWN (pictured below), Vice President Global Supply Chain and Sourcing for Hillerich and Bradsby Co. (Louisville Slugger)

Photos courtesy of Hillerich and Bradsby Co. (Louisville Slugger)
If there were one word to sum up John Deskins’ perspective on his recent undertaking as the director of the West Virginia University Bureau for Business and Economic Research (BBER), it would be “optimism.”

“When the opportunity called at West Virginia, I had to go,” said Deskins, who moved with his wife and two small children nearly 1,000 miles from Omaha, Nebraska, to seize the chance to head up the Bureau. “Aside from the rewarding work, I was drawn by the outdoor opportunities, the West Virginian culture, the people, the bluegrass music scene—that’s what I’m talking about,” he said.

Deskins arrived in Morgantown last July, bringing with him an expertise in state and local public policy. His previous experience working at the University of Tennessee’s Center for Business and Economic Research, as well as his continued research as a faculty member at Creighton University, has prepared him well to oversee activity at WVU’s BBER.

“I understand the type of research that a bureau like this can provide, and I know the value a bureau like this can bring to the business and policy-making communities in the state. And I am overjoyed to be a part of it,” Deskins said.

While some types of economic research can be intangible or difficult for a layperson to comprehend, much of the Bureau’s research is easily relatable to those in the West Virginian community. For example, a recent study completed by the Bureau quantified the construction on the WVU campus in terms of its impact on the regional economy.

“Studies like that are important to (the Bureau’s) portfolio and are also valuable to many different groups in our community,” he said. “A lot of our work is really tangible, and clearly communicates what we are aiming to do.”

And under Deskins’ direction, the Bureau will be aiming for new heights. From hiring an economic forecaster who will run the BBER’s West Virginia Macroeconomic Model, to continuing and expanding outreach efforts across the state, to increasing integration throughout the College and University, the Bureau under Deskins will display invigorated efforts to fulfill its mission to serve the people of West Virginia by providing the state’s business and policy-making communities with reliable data and rigorous applied economic research.

“We are commissioned to analyze particular topics of interest that are important to the state. We have many interests, but our three main areas are state and local public policy, health economics and energy economics,” Deskins said. Fortunately, the Bureau is now equipped with staff that specialize in each of these areas.

For example, the focus on state and local public policy just so happens to be Deskins’ cup of tea. He has experience working on a wide variety of initiatives including welfare research, state government revenue and expenditure research, state economic development, small business economics—all issues that mesh well with the Bureau’s mission to enable West Virginia’s leaders to design better business practices and public policies.

With West Virginia’s older population, health policy is also a main area of focus for the Bureau.

“We have the Affordable Healthcare Act coming down the pipe—that will likely impact healthcare in important ways. It’s an important issue for the state,” Deskins said. “We are fortunate to have a health policy expert on our team (Jane Ruseski, new Associate Director of the BBER).”

In addition to having experts on hand for these top areas of focus, one of Deskins’ goals is to incorporate a very valuable resource that already exists at B&E—the expertise of the faculty.
"We have a good staff of eight people in the Bureau, and there’s a lot of opportunity for integration within the College. With the projects that we undertake, it should be easy to bring in people with specific expertise suited to various projects. We can do a lot more if we are careful to reach out to the right people within the College," Deskins said.

He is also seeking collaborative efforts with other entities on the WVU campus including the departments of Public Health and Public Administration, fields that are on the periphery of his expertise in public policy.

Outside of campus, Deskins, along with Ruseski and new economic forecaster Brian Lego, will look to bring in additional funding from federal and state agencies and from private-sector groups to expand and improve the Bureau’s range of research.

“The Bureau has broad capabilities. I’m pursuing research opportunities and collaboration with multiple branches of government and with private organizations within the state,” Deskins said, noting that feedback from various groups has been quite positive so far. “We’ve discussed different research projects (the groups) want to pursue.”

These discussions already have his mental gears turning. “A lot are right up my alley. It’s going to be a very full first year,” he said.

The Bureau works hard to produce quality research by analyzing recent trends in the state’s macroeconomy, analyzing current concerns that the state faces and forecasting economic activity, but that’s not all. The BBER also effectively communicates its findings and educates a variety of audiences throughout the state of West Virginia. The Economic Outlook Conferences hosted by the BBER directly
touch roughly 1,000 people in the state each year, not including the spillover from media reports and word of mouth.

“We’re doing four (conferences) this year. It’s our premier outreach effort,” Deskins said, “and there are opportunities for further expansion.”

The forecasting portion of these conferences has received a big boost this year with the addition of Lego to the BBER staff.

“Brian has very rich experience from working in the private sector,” Deskins said. “He’s been forecasting for 10 years or so. He’s worked with nationally prominent Moody’s Analytics (previously known as Economy.com), and he’s making our forecasting model more sophisticated, stronger and more reliable.”

Many entities within the state use the BBER’s economic forecast in their planning, including small business—an entity in which Deskins is deeply vested. One of his focus areas within state and public policy lies in the effects of public policy on entrepreneurship.

“My research is more (about) the broader economic climate in the state,” he said. “What kind of climate is conducive to small businesses? What kind is detrimental? A goal of my research is to, in the long run, help make the state public policy climate more conducive for small businesses.”

Deskins brings past research experience, particularly on the correlation between public policies and small business success, to help him with this goal, which is part of a larger goal—to facilitate entrepreneurial activity within the state.

“My (previous) research has shown to a large extent that having an environment that is conducive to small businesses is valuable,” Deskins said. “It has helped confirm that small businesses are indeed of vital importance to the economy.” He added that the Bureau will undertake additional research to help create a better understanding of the impact of small businesses on the local and state economies.

“We want to do as much as we can for the state and have as big an impact as possible,” Deskins said. “There are many questions out there in energy, in public policy, in healthcare and in macroeconomics. There are questions about where the state (economy) is headed. We want to add as much value to the state as we can. We want to continue to successfully communicate our research in the media. We want to grow and we want to increase the College’s profile. B&E has so much opportunity and the Bureau is one of the most publicly visible parts of the College—and we want to keep going.”

Enter Dr. Jane Ruseski.

Ruseski, the new Associate Director of the BBER, holds doctoral and master’s degrees from Johns Hopkins University. During graduate school, she served as the associate director of research and methodology for the Maryland Health Services Cost Review Commission, an organization that sets rates to promote cost containment, access to care, equity, financial stability and hospital accountability through economic research. She eventually became the deputy director as she finished her Ph.D.

Ruseski also has past work experience as a staff economist for the Federal Trade Commission and as a faculty member at the University of Illinois and the University of Alberta. She plans to establish research related to health behaviors, individual determinants of health and health disparities.

“I’ll be part of a WVU campus-wide task force that, through research, aims to understand and solve some of the issues surrounding health disparities,” she said. “It’s exciting to be part of the new blood at the BBER. I’m very happy to be here.”

The BBER has fulfilled another need with new economic forecaster Brian Lego. A two-time WVU alumnus, Lego now plays a major role in producing the Bureau’s state and regional outlook publications. He also delivers presentations throughout the state at the College’s series of Economic Outlook Conferences to address industrial, demographic and economic trends.

Lego worked in private industry for several years. He got his start at Economy.com (now known as Moody’s Analytics), a nationally known bond rating agency that provides economic consulting for a variety of public and private-sector clients. Later, he moved to Washington, D.C., where he worked as an economist for various trade associations. He is excited to use his knowledge and past experiences to help the Mountain State.

“A main aspect of this job is to get the West Virginia Economic Outlook model up and running and also to augment the services that we provide through adding sub-state forecasting. We are considering expanding services to the county level so we can increase what is available to the policy-makers throughout the state,” he said.
Ade Neidermeyer’s 2013 Tax Planning Suggestions

1. Know your perquisites so as not to duplicate coverages. Thoroughly read your employee fringe benefit manual or talk about “perquisites” with a long-term employee of the firm. You should take advantage of all employer-paid products to conserve your discretionary income and direct it to your specific purposes.

2. Enroll in a Roth IRA program with a national brokerage house. In today’s tax environment, the Roth IRA is an outstanding product to be utilized by all individuals with earned income. For 2013, each taxpayer may contribute up to $5,500 in already-taxed income to a Roth IRA. The advantage of initiating an account with a national brokerage house is that you may “switch” investments at little or no transaction costs. The Roth IRA deposit and subsequent income will not be taxed under current tax law. Income restrictions exist on utilization.

3. Capture any available employer matching contributions, untaxed until withdrawn, by enrolling in the company’s 401(k) plan. Current “free” income should NEVER be refused. With the awareness gained by completing Suggestion 1 above, you’ll know the amount of any “employer match” to contributions you make as an employee to your account in the company’s 401(k) plan. If you contribute, your employer will “match” that contribution up to the stated amount referenced in your perquisite plan: hence, you’ve got an “immediate” raise.

4. Check your withholding to assure the proper amount is being withheld to meet your tax obligations. As an employee you’re responsible for having the correct amount of taxes withheld from your payroll. Your employer will then transmit that withheld amount to the respective taxing agencies. To assure that you’re not subject to “underpayment of taxes penalty” you may rely on the “safe-harbor” rule that states, “If you have on deposit with the tax agency an amount equal to 110% of your last year’s tax liability you will not be subject to the penalty.” A deposit at this percentage will assure that, regardless of your income, no penalty will be levied on you. Just monitor your progress toward this end goal and deposit at least that amount.

5. Become aware of all deductions/tax credits available for you and your current situation. First, reflect on your personal tax/family situation and then check the IRS website, www.irs.gov, to determine the potential tax deductions and/or tax credits available for your situation. These items may change annually so you should do a quick check each year to determine entitlement. Potential deductions for educational costs and a tax credit for each child immediately come to mind.

6. “Shelter” as much of your current income from tax as possible to enable growth based on a gross amount rather than a net amount. Pre-tax deposits to retirement accounts and medical spending accounts allow you to maximize your benefit from these deposits. The retirement account deposits will grow tax-free until withdrawn, and the medical spending account deposits will allow you to be reimbursed for medical expenses without a tax to be paid by you on these reimbursements.
Wild and wonderful. There could not be a more accurate way to describe the beautiful state of West Virginia, which is ripe with opportunities within the hospitality and tourism industry.

To keep up with the needs of the state, the West Virginia University College of Business and Economics created a new undergraduate major—Hospitality and Tourism Management. And students are receiving quality education in the subject, both inside and outside of the classroom.

Meet Katie Warne, a senior management student from Clarksburg, West Virginia. Katie traveled south last summer for an opportunity she described as “the most amazing internship.”

Warne, founder and president of the Hospitality and Tourism Club, was one of 30 students from around the globe chosen to participate in Intercontinental Hotels Group’s (IHG) 10-week corporate internship program in Atlanta, Georgia. IHG is a leading hotel company with more than 4,600 hotels. Familiar brands like Holiday Inn Express, Crown Plaza Hotels and InterContinental Hotels & Resorts make up just a portion of the company’s global reach.

Warne credits this opportunity to a mixture of her drive, the support of her advisor Frank DeMarco, her club involvement and her education.

Landing the internship was months in the making. It began in March 2012 when IHG’s Vice President of Distribution and Relationship Marketing (DRM), Americas, Lara Hernandez, a WVU alumna, visited campus to speak as part of the B&E Distinguished Speaker Series.

“She truly inspired me,” Warne said of Hernandez. “She’s a real success story. It was great to network with her, and I asked her to let me know if she ever had any internship opportunities.”

The results weren’t immediate, but in true Mountaineer fashion, Warne kept at it. Her networking efforts paid off big in February 2013 when she had a phone interview with Hernandez for the IHG Corporate Internship. From her visits to campus to speak and as part of B&E’s Hospitality and Tourism Advisory Board, Hernandez remembered Warne as eager, enthusiastic and interested.

“Katie has always been a go-getter,” DeMarco said of Warne. “When the IHG opportunity came along, I told Katie it was a fabulous opportunity she didn’t want to pass up. Lara was impressed that Katie adapted to the corporate culture so quickly.”

Warne, who had previously held an operations internship at Nemacolin Woodlands Resort in Farmington, Pennsylvania, near Pittsburgh, said it was a big adjustment from operations to the corporate side.

“The first three weeks were all about acclimating to the corporate culture,” she said. “I was in an empowering environment. I was pleased to find that the guest experience is still at the heart of everything, even on the corporate side.”

Warne was able to job-shadow and network as she rotated through several departments at IHG Corporate over the course of the summer. The internship featured a weekly speaker series where executives from various departments of the company gave advice to the interns.

“I would always ask (the speaker) if there was anyone from their department I could shadow. People were very responsive and open,” Warne said.

She particularly enjoyed her stints in DRM, social media, sales and branding.

“I was familiar with many of the social marketing topics at IHG because of what I learned in Dr. Ajay Aluri’s social media course. I was excited to have talking
points in some of the social marketing meetings, and I even shared some useful LinkedIn knowledge that benefited the team,” Warne said.

Aside from her daily duties, Warne was assigned a final project that would have a real impact on the company. “My project, which I presented to IHG leadership, was about how to better market and better sell the IHG Revenue Tool Kit,” Warne said. IHG’s Revenue Tool Kit is a group of five products that maximizes a hotel’s ability to optimize and convert demand, leading to more profitable revenue. Hernandez said that Katie did very well with the project, which was also presented to B&E Hospitality and Tourism faculty as well as individuals from the College’s Center for Career Development.

“Not only do students have to complete the internship itself, but they have to do some deliverables to receive their college credit,” DeMarco said. “Her presentation was well prepared. She acted like a seasoned executive.”

Katie was only back in the Mountain State for a period of a few days before she boarded a plane for Hong Kong, where she will study abroad for her final undergraduate semester. Thanks to some connections she made during her summer internship at IHG, she will have the opportunity to meet and network with executives from IHG’s Greater China market. WVU is now a member of the IHG Academy, a collaboration between IHG and educational institutions that provides students the opportunity to develop skills and improve their employment prospects. All parties involved hope to replicate Warne’s experience at IHG Corporate, a prospect that may be increasingly likely now that Hospitality and Tourism is its own academic major.

“This is one of the better internships that our students have been able to experience so far,” said DeMarco. “It’s not a requirement to have an internship, but with my background in the industry, I know that for you to come out and be competitive, you’re going to need work experience. Lara is a great mentor. Building relationships and finding alumni to mentor our students are critical, and that’s what we’re doing here.”

Written by RACHEL NIEMAN

I was in an empowering environment. I was pleased to find that the guest experience is still at the heart of everything, even on the corporate side.”

KATIE WARNE, regarding her first three weeks interning at IHG.
This year, the West Virginia University College of Business and Economics (B&E) has continued to expand its educational offerings with the addition of 15 new faculty members. Their backgrounds are diverse—geographically, educationally and with regard to work experience—and they hail from highly regarded and respected schools. For several of them, accepting these positions brings them home to the Mountain State.

“We are very happy and fortunate to have these talented new professors coming in,” said Jose “Zito” Sartarelli, Milan Puskar Dean. “It’s a diverse group covering multiple disciplines like economics, accounting, global business and supply chain, and I’m counting on them to help us continue building quality and visionary programs.”

Let’s meet the new faculty.
1 PEDRO BENTO
ASSISTANT PROFESSOR OF ECONOMICS
• Ph.D., Economics, University of Toronto
• M.A., Economics, Simon Fraser University
• B.A., Economics, University of Western Ontario

AREA OF INTEREST/EXPERTISE: Macroeconomics, particularly the effects of government policy on competition, innovation and productivity across nations

FUN FACT: After spending five years pursuing a career as a rock star, it began to dawn on Bento that it might not be his true calling. That’s when he enrolled in a university to pursue something he had newly discovered and found fascinating: economics.

“What excites me the most about joining B&E is the prospect of working with the excellent faculty (both established and newly arrived) in the Economics Department.”

2 EDNILSON BERNARDES
ASSOCIATE PROFESSOR OF SUPPLY CHAIN/MIS
• Ph.D., Management, University of Minnesota
• M.S., Innovation and Technology Management, Federal University of Rio Grande do Sul, Brazil
• B.B.A., Federal University of Mato Grosso Do Sul, Brazil
• A.A.S., Aeronautics, Flight Engineer, Air Force Technical College, Brazil

AREA OF INTEREST/EXPERTISE: Interaction and coordination, innovation, sustainability, configuration, risk/disruption in supply chain networks, process analysis and improvement

FUN FACT: Bernardes is a pilot who is passionate about aviation and air space.

“I’m excited to join B&E because of the development of the Supply Chain Management Program, the progress the College has been making on the national rankings and the insertion of international experience in the student curriculum.”

3 JOHN DESKINS
ASSOCIATE PROFESSOR OF ECONOMICS AND DIRECTOR, BUREAU OF BUSINESS AND ECONOMIC RESEARCH
• Ph.D., Economics, University of Tennessee
• M.A., Economics, University of Tennessee
• B.A., Economics, Emory and Henry College
• B.S., Management, Emory and Henry College

AREA OF INTEREST/EXPERTISE: State and local public policy, state economic development, small business economics

FUN FACT: Deskins is a banjo player who can’t wait to get into the West Virginia bluegrass scene.

“B&E has a tremendous opportunity to help shape the West Virginia of tomorrow. Through both our education and outreach efforts, B&E has the potential to make for a more vibrant business community and government in the state, which will ultimately lead to better lives for West Virginians. It is exciting to be a part of B&E as it grows and becomes better able to fulfill this mission.”

4 USHA HALEY
PROFESSOR OF MANAGEMENT AND DIRECTOR, ROBBINS CENTER FOR GLOBAL BUSINESS
• Ph.D., Stern School of Business, New York University
• M.Phil., Stern School of Business, New York University
• M.A., Political Science, University of Illinois at Urbana-Champaign

AREA OF INTEREST/EXPERTISE: Multinational corporation and international strategic management, especially in Asian and emerging markets, including business-government relations, strategic decision-making, sanctions and subsidies

FUN FACT: Haley loves cooking and experimenting in the kitchen. She collects wine and antique Persian rugs and also loves to fish and hike.

“Morgantown is a tremendous place to be—lovely people, beautiful city. It’s routinely ranked and easy in which to live. I enjoy the small-town feel and am glad for this great opportunity. It’s going to be a lot of fun. I’m looking forward to working with the faculty and students in the Robbins Center.”

5 JOSH HALL
ASSOCIATE PROFESSOR OF ECONOMICS
• Ph.D., Economics, West Virginia University
• M.A., Economics, Ohio University
• B.B.A., Business Economics, Ohio University

AREA OF INTEREST/EXPERTISE: State and local public finance as it relates to schools and land use, measurement of economic freedom and its impact on growth and well-being

FUN FACT: For several years, Hall played vintage, 1860’s era “base ball” for the Ohio Village Muffins, where his usual position was as the “behind,” better known today as the catcher.

“I am delighted to be returning to my alma mater for three reasons. First, I loved being at WVU as a student because the Economics Department is filled with such great scholar-teachers. I learned so much here and I am honored to return to help continue in that tradition. Second, my wife and I loved living in Morgantown and look forward to raising our kids here. Third, the students attracted to the College of Business and Economics are bright and enthusiastic and I look forward to teaching and mentoring them.”

6 THERESA HILLIARD
ASSISTANT PROFESSOR OF ACCOUNTING
• Ph.D., Business Administration, Georgia State University
• M.S., Professional Accountancy, Walsh College
• B.A., Marketing, Western Colorado University

AREA OF INTEREST/EXPERTISE: International financial reporting standards, financial, auditing, nonprofits, taxation

FUN FACT: In summer 2013, Hilliard hiked and back-country camped the Lakeshore-North Country Trail along Lake Superior in Pictured Rocks National Lakeshore.

“I’m excited to work with a talented faculty team and for the research opportunities in fraud and forensic accounting.”

7 KIP HOLDERNESS
ASSISTANT PROFESSOR OF ACCOUNTING
• Ph.D., Bentley University
• M.S., Accountancy, Brigham Young University
• B.S., Accountancy, Brigham Young University

AREA OF INTEREST/EXPERTISE: Auditing, managerial accounting, fraud

FUN FACT: Holderness enjoys beekeeping.

“The most exciting thing about joining B&E is that I get to work with intelligent, talented individuals who care about their colleagues, students and the University.”

8 BRAD HUMPHREYS
ASSOCIATE PROFESSOR OF ECONOMICS
• Ph.D., Economics, Johns Hopkins University
• M.A., Economics, Johns Hopkins University
• B.S., Economics, West Virginia University
• B.S., Business Administration, West Virginia University

AREA OF INTEREST/EXPERTISE: Sports economics, impact of professional sports teams and facilities on local and regional economies, the economics of gambling

FUN FACT: Humphreys was a member of the Pride of West Virginia, the Mountaineer marching band. He has marched in every WVU homecoming parade since 1987 as part of the WVU Alumni Band.

“I’m excited to come home to work in a vibrant and growing college, and also for the opportunity to help B&E become Better, Bigger and Ranked.”

9 CHAS KOERMER
TEACHING ASSISTANT PROFESSOR, MARKETING
• Ph.D., Organizational Communication, University of Nebraska-Lincoln
• M.A., Communication Education, West Virginia University
• B.A., Speech and Political Science, Concord University

AREA OF INTEREST/EXPERTISE: Written and oral communication, intercultural communication, organizational communication

FUN FACT: Koermer took his wife Janice’s name when he married her 25 years ago. His former last name was McAlley.

“The culture of B&E excites me. Every faculty and staff member I’ve met has been friendly and outgoing. It’s so wonderful coming back home to West Virginia.”

10 SUSAN LANTZ
TEACHING ASSISTANT PROFESSOR, MARKETING
• M.A., English, West Virginia University
• B.A., English, West Virginia University
• Current doctoral candidate in the English Ph.D. program at West Virginia University

AREA OF INTEREST/EXPERTISE: First-year college students, intergenerational communication in the workplace, training and development, college student employment

FUN FACT: Lantz is the mother to nine-year-old twin sons who constantly keep her on her toes.

“I am excited about joining B&E because teaching college-age students has always been my first love. Nothing can beat watching 18- and 19-year-old young adults begin to make real-world sense of theories and ideas. Their enthusiasm, exuberance, and ability to make connections between their interests and the global partnerships and values embraced by higher education are fascinating.”
BRIAN LEGO
RESEARCH ASSOCIATE PROFESSOR OF ECONOMICS AND FORECASTER, BUREAU OF BUSINESS AND ECONOMIC RESEARCH
• M.S., Agricultural and Resource Economics, West Virginia University
• B.S., Animal Science/Agricultural and Resource Economics, West Virginia University

AREA OF INTEREST/EXPERTISE: Econometric modeling and forecasting, industry analysis with an emphasis on housing, manufacturing, and energy

FUN FACT: Lego enjoys weight training and has competed in numerous powerlifting meets over the past few years.

“The first thing that excited me about joining B&E was simply the opportunity to return to West Virginia. I really look forward to playing a role in growing the Bureau of Business and Economic Research’s already stellar reputation as the top-notch source of economic forecasting and impact analysis in West Virginia.”

MARK NIGRINI
ASSISTANT PROFESSOR OF ACCOUNTING
• Ph.D., University of Cincinnati
• M.B.A., University of Stellenbosch
• B.Comm. (Hons), University of Cape Town

AREA OF INTEREST/EXPERTISE: Forensic analytics, which is the use of statistical tests to detect fraud, errors, biases and estimates in corporate and public-sector data

FUN FACT: Nigrini is finishing a new book called The Employee Fraud Pandemic, which includes 18 case studies on occupational fraud. He’s in regular contact with four of the fraudsters mentioned in the book — three of whom are still in prison.

“I’m happy about joining an accounting department with so many well-known academics in the fraud detection arena. I also look forward to working with others in the forensics field at WVU such as the faculty in the Forensic and Investigative Science Program.”

ERIC OLSON
ASSISTANT PROFESSOR OF ECONOMICS
• Ph.D., Economics, University of Alabama
• M.A., Economics, University of Alabama
• B.A., Economics, University of Alabama

AREA OF INTEREST/EXPERTISE: Macroeconomics, monetary policy, financial economics

FUN FACT: Olson enjoys outdoor activities like skiing, scuba diving and camping.

“I’m excited to learn from and work with my colleagues in the Economics and Finance departments.”

JANE RUSESKI
ASSOCIATE PROFESSOR OF ECONOMICS AND ASSOCIATE DIRECTOR, BUREAU OF BUSINESS AND ECONOMIC RESEARCH
• Ph.D., Economics, Johns Hopkins University
• M.A., Economics, Johns Hopkins University
• B.S., Health Management and Policy, University of New Hampshire

AREA OF INTEREST/EXPERTISE: Health economics, sports economics, applied econometrics

FUN FACT: Ruseski began swimming competitively at age 39.

“I’m most excited for the opportunity to be part of the new team in the Bureau of Business and Economic Research and the opportunity to collaborate with colleagues across campus on health-related research.”

LI WANG
TEACHING ASSISTANT PROFESSOR, MARKETING
• Ph.D., Organizational Communication, Ohio University
• M.A., Organizational Communication, Ohio University
• B.A., English, Beijing Foreign Studies University

AREA OF INTEREST/EXPERTISE: Organizational settings, positive deviance, diffusion of innovations, digital communication, communities of practice

FUN FACT: Wang is originally from Beijing, China, but loves and enjoys the small-town atmosphere of Morgantown.

“I have taught for B&E as an adjunct before. Now as a full-time faculty member, I am excited about the opportunity to continue to work with great colleagues in a very supportive environment. I am also excited and look forward to meeting more students and facilitating their learning process.”
We’ve come a long way, baby. And this year’s rankings show it. Whether you are alumni, donors, students, faculty, staff or friends of the West Virginia University College of Business and Economics (B&E), it probably makes you happy when you read that the school has been recognized by another significant ranking.

Those instances have occurred quite frequently during 2013 and encompassed a variety of aspects about B&E: ethics, return on investment, graduate programs, online education, sales education, social media and education offered for veterans.

Make no mistake about it. When Jose “Zito” Sartarelli came to B&E after being appointed Milan Puskar Dean in July 2010, he hit the ground running. Sprinting, in fact.

After working with leaders in the College to formulate strategic priorities that outlined how the College would advance, a plan was put into place aimed at raising standards and achievement in specific areas. This, Sartarelli said, would result in B&E being ranked — an important component in recruiting students, faculty and staff; attracting donors and endowments; and creating visibility and a higher standard of excellence. Thus, the mantra of “Better. Bigger. Ranked.” was born.

“I have spoken to many, many stakeholders in the College since my arrival here, and rankings are important to them,” Sartarelli said. “Rankings, when they are made by reputable sources, are a reflection of your standards and your reputation. They are not the most important thing, but they are part of the formula we have for the success of this College.”

The dean and former Fortune 500 healthcare company executive said the rankings B&E has achieved this year have proven to be something very special for all of those stakeholders.

“Let’s be honest. It makes us all very proud, and we should be proud of our College,” he said. “There is a very special and deep dedication to WVU and to B&E. We are seeing the fruits of our efforts, and it’s gratifying to see what we’ve been able to accomplish together. But this is just the beginning.”
I was pleased to see that *Bloomberg Businessweek* rated us #5 in ethics for schools of business. I find the students here are highly receptive to ideas on how to integrate values into their professional and managerial worldviews. Top-down leadership and a strong faculty commitment to business ethics have played important roles in this ranking.

DR. DAVID CALE, B&E Business Ethics Professor
I think it’s great for the state and for the members of the military that reside here in West Virginia. It’s an opportunity that not everybody gets."

JASON DIAZ, Veteran and EMBA Student

Best for Vets: Business Schools

*Military Times*

- 100 schools ranked
- Creation of a program specifically to accommodate veterans and active-duty service members
- Expansion of Veterans Yellow Ribbon Program to include graduate programs at B&E
- Executive MBA Program included 10 representatives of West Virginia National Guard this year

What has been fantastic for us is how much the school has worked with us. When you’re in the military you have a lot of training that you have to do, and times that you’re out of town. WVU has been great with working with all of our schedules.”

KERRY GNIK, Veteran and EMBA Student
I think WVU and B&E do an outstanding job of recognizing our student veteran community. By providing a mixture of on-campus and online veteran-friendly courses, WVU allows us to keep our education in the forefront while fulfilling our military duties. It is important that WVU accommodates student veterans, because these men and women have made great sacrifices for both state and country.”

JEFFREY JANNEY, National Guard Member and MSIR Student

Best Online Programs for Veterans (online MBA)

U.S. News & World Report

- Ranked 153 qualifying online degree programs
- Offering at least one credit-granting course listed in the Defense Activities for Non-Traditional Education Support (DANTES) Catalog of Nationally Accredited Distance Learning Programs
- Member of the Servicemembers Opportunity Colleges (SOC) Consortium
- Certified for the GI Bill
- Participating in the Veterans Yellow Ribbon Program
Social media has changed the way we interact with the world, both personally and professionally. To be recognized for B&E’s social communications efforts is special because it confirms that we are effectively communicating with important audiences like students, alumni and friends of the College. It’s definitely an honor to do something I love for the betterment of the University."

RACHEL NIEMAN, Social Media Manager and Program Assistant, B&E Office of Communications and Marketing

"In our newest cohort of Executive MBA students, we have 17 states represented. Were it not for this ranking, some out-of-state students may not have considered WVU for graduate school. The ranking got us into the discussion."

CARRIE WOOD, Associate Director of Executive MBA Programs

Best Online Graduate Business Program

U.S. News & World Report

- Accredited by AACSB (gold standard for business schools) since 1954
- Highly credentialed doctorate faculty for the online Executive MBA Program
- Small class size
- Retention and graduation rates

Most Social Media Friendly MBA Schools

OnlineMBAPage.com

- Top 100 were ranked
- Measured social media presence
- Measured activity levels on various social media platforms (Twitter, Facebook, LinkedIn, etc.)

#61

Social media has changed the way we interact with the world, both personally and professionally. To be recognized for B&E’s social communications efforts is special because it confirms that we are effectively communicating with important audiences like students, alumni and friends of the College. It’s definitely an honor to do something I love for the betterment of the University."

RACHEL NIEMAN, Social Media Manager and Program Assistant, B&E Office of Communications and Marketing
Top Universities for Professional Sales Education

Sales Education Foundation (not ranked numerically; top 68 recognized)

- Ranked for second consecutive year
- Specialized curriculum; three sales-specific courses
- University recognition for individuals completing the program
- Opportunity for sales internships

"As a marketing student taking sales promotion, this ranking means a lot. It's always nice to know when you're competing with other kids from big-time schools that your school's ranked as one of the top schools in the country."

RYAN GUSHUE, B&E Marketing Student
It's really great that we have this program available to students. For me, it's allowed me to step out of my comfort zone. I'm not a businessperson; I'm a liberal arts major. I've been able to really expand my knowledge base. I'm pleased with the program.”

GINA EZELLE, Online MBA Student
Best Master’s Degree in Finance Degree Programs for 2013-2014

*Masters Degree Online* (not ranked numerically; top 43 recognized)
- Class characteristics (GPA, work experience, etc.)
- Entering student GMAT scores
- Graduate employment and salary data
- Expert opinion of professionals in the field

I’m excited about the rise of the business school over the last several years. There’s definitely a forward momentum going on within the school. To be honest with you, when we looked at the options (for our son), this made all the sense in the world.”

**TONY CARIDI,** B&E Parent and Voice of the WVU Mountaineers

I think a high ranking can provide concrete benefits. First and foremost would be more job opportunities. Before being offered an interview opportunity, recruiters go through your GPA, your resume and your school ranking. And besides, nowadays the big companies provide more career fairs in high-ranking schools, which means we will get access to networking opportunities with recruiters. I’m excited!”

**BINGBING XUE,** MS in Finance Student

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**Undergraduate Business Schools for ROI (Return on Investment)**

*Bloomberg Businessweek*

- B&E graduates’ median starting salary: $45,000
- Earnings of $7.77 in salary per annual tuition dollar spent
- Highest ROI ranking of all Big 12 member schools listed
- High percentages of job placement
Best Master’s in Business Administration Degree Programs for 2013-2014

Masters Degree Online
(not ranked numerically; top 38 recognized)

- Test scores
- Alumni salary and job placement
- Reputation analysis completed by experts
- Student satisfaction surveys

This ranking is great for the B&E community. With this ranking, we’re better able to show incoming students that this is a place where they can come to succeed, and that is going to push them and help them reach their goals.”

MICHELLE BARROWS, Graduate Programs Graduate Assistant and MSIR Student
To see Andy Pazder at work is amazing.

To watch him, you’d think he was some international public relations guru. Everybody on the PGA TOUR knows him and is glad to see him—players, coaches, agents, tournament directors, golf course staff, etc. This guy is a rock star in his own right.

But being the Executive Vice President and Chief of Operations for the PGA TOUR is no easy job. And Andy Pazder loves it.

“Every week is different, every day is different” said Pazder, a 1988 Accounting graduate. “I focus on things ranging from sponsors to players to rules and a thousand other things. And I interact with players to hear what issues they have on their minds.”
Pazder made his way across the practice range at the World Golf Championships-Bridgestone Invitational at Firestone Country Club in Akron, Ohio, on a spectacular late-July morning. He was met with smiles, handshakes and pats on the back by people who seemed truly glad to see him. And for a man who has spent a great deal of his nearly three years in this PGA TOUR position on call, he is still like a kid in a candy store.

“I feel lucky to be able to contribute to such a great organization,” Pazder said. “I have followed a very unique path. A lot of people might ask how an Accounting grad from West Virginia University becomes the Chief of Operations for the PGA TOUR.”

“There is no roadmap,” he said with that familiar smile.

A native of Erie, Pennsylvania, he came to Morgantown with a close friend to visit the brother of that friend, who was a student at WVU. That experience was all it took. “I had a great weekend, and I loved the campus and the people I met,” he said. “It ended up being the only school I applied to.” A proud alum, he now loves wearing WVU golf shirts to the office when he can.

He asked PWC if he could work out of the Charlotte offices, and they agreed. He met some people with the PGA TOUR through one of his PWC clients, and when an opportunity came up with the PGA TOUR, he took it.

“I thought I could marry my education with a bit of a passion for the game of golf,” he said. Now, with more than 24 years under his belt with the Tour, he loves it more than ever. Pazder started with the PGA TOUR in the area of finance and accounting and understanding the financial structure of the organization. “This gave me an incredible foundation for my continued growth at the PGA TOUR,” Pazder said.

Whether he is in the office at the Ponte Vedra Beach, Florida, headquarters of the PGA TOUR or on-site at one of the estimated 35 tournaments he attends each year, a patient mindset and a mind equipped for troubleshooting and problem-solving are his biggest attributes. “My dad is 88 and going strong, and when I was growing up he always told me, ‘There are no such things as problems. Those are opportunities to shine.’ I always keep that in mind.”

Pazder said that no matter what he takes on, he wants all of the information that is available about the topic or challenge. His more pressing moments might include situations that include sponsorship, rules, security and—believe it or not—the weather. Take this year’s RBC Canadian Open, for example.
When inclement weather had been predicted for late in the day on the Saturday of the tournament in Oakville, Ontario, Canada, his mind went to work. “Obviously, you’re dealing with multiple weather forecasts. You’re trying to get the most accurate picture of the situation. You’re dealing with the title sponsor, you’re dealing with the golf course maintenance staff, you’re dealing with the (TV) network and you make a judgment,” he said.

“After we assessed all of the factors, we thought the safe, prudent play would be to move tee times earlier in the day, we would play as much golf as we can as early as possible, and we’ll get our network partner to record the golf and show it on a tape delay basis,” explained Pazder. “That was a conservative play. Other instances have been much, much different.”

However, he doesn’t rely solely on information and instincts. As was evident on that practice range, he believes in relationship building. Sometimes people just want you to listen to them, he said. Other times he has to deliver bad news that people won’t want to hear. He delivers that in a caring and respectful manner, and Pazder believes that people will at least respect the way the situation has been handled.

“The key ingredient in relationship building is being a good listener. So, if you’re dealing with a player or a sponsor or another business constituent that has a significant concern, you need to listen to them, and you need to understand that their viewpoint and their feedback is incredibly valuable,” said Pazder. “If they’ve taken the time to call or e-mail you or ask for a face-to-face meeting, that’s an important item, and they deserve your time and your respect and your attention to whatever their issue might be.”

Take, for example, the PGA TOUR Tournament Advisory Council, comprised of 10 tournament directors that represent their peers on the PGA TOUR. “We’ll talk about a number of important subjects, such as long term financial planning, sales and revenue generation, management and a million different things.”

His training at B&E prepared him for this job, which encompasses all disciplines of study of the College: management/operations, accounting, marketing, finance, technology/MIS and economics. “Always be willing to learn,” he said. “If you’re not changing, you’re falling behind.”

Pazder literally beams when he speaks of his family: wife of 22 years Mary; 20-year-old son Michael, who is a Criminology major at WVU; Katie, 17, a high school senior; and Kristen, 11. And while the home they have in Jacksonville Beach might be a long way from his native Erie, Pa., and even his alma mater in Morgantown, W.Va., Andy Pazder knows what he loves. The best friends they made in Florida even turned out to be graduates of WVU.

The truth is that Andy Pazder wants to be good at all of it—husband, father, friend, and Executive Vice President and Chief of Operations for the PGA TOUR.

“I get asked a lot, ‘What’s the best part of your job? Working for the PGA TOUR must be the best job in the world,’” he said. “And the answer to that is yes, I think it is—the best job in the world.”

Written by PATRICK GREGG
Photographed by ALEX WILSON
COLLEGE INDUCTS FOUR INTO B&E ROLL OF DISTINGUISHED ALUMNI ON OCTOBER 18

The Roll of Distinguished Alumni in the West Virginia University College of Business and Economics (B&E) is a prestigious group of individuals, and a group of four inductees for 2013 has been announced.

Inductees this year included Jerry Black (1982, Accounting), senior executive vice president for Aeon Co., Ltd. Japan; Robert “Bob” Reitman (1955, Accounting), Cleveland, Ohio, retired CEO of The Tranzon Companies, nonprofit consultant and philanthropist; Robert “Bob” Robinson (1969, Marketing), Wheeling, W.Va., president, Robinson Automotive Group; and David Woodrum (1964, Economics), chairman, Woodrum, Inc.

“The depth and breadth of the successes of B&E continues to amaze me,” said Jose “Zito” Sartarelli, B&E Milan Puskar Dean. “This year’s inductees are evidence of highly successful people who have contributed greatly not only to the business world, but also in capacities where they enrich the people around them. These four gentlemen show us that they have been successful in a number of ways, and they are truly fantastic examples and inspiration for students at our business school.”

B&E PUBLICATION HONORED BY PRSA

The semi-annual magazine published by B&E has won an award from the Public Relations Society of America (PRSA). PRSA’s West Virginia Chapter presented an Honorable Mention Crystal Award for B&E Magazine to the College for excellence in its print publication. The award was presented at the annual PRSA Crystal Awards Dinner at Edgewood Country Club in Charleston, West Virginia, on June 19, and was accepted by Patrick Gregg, Director, B&E Office of Communications and Marketing and executive editor of the magazine.

“We are very pleased to have been recognized through this PRSA Award,” said Jose “Zito” Sartarelli, B&E Milan Puskar Dean. “Our B&E Magazine is a fantastic publication that is a great communications vehicle with our core constituencies that include alumni, donors, students, faculty, staff and friends of the College. Patrick and (Graphic Designer) Erica (Lindsay) and our entire Office of Communications and Marketing have been the driving forces behind the magazine’s success.”

The magazine won the award in the category of Magazine or Newsletter, External, 9 pages or more. This is the first-ever Crystal Award for the College and the first year the College has been a member of PRSA West Virginia. The magazine has published only five editions, and the Spring 2013 issue was entered and recognized.

To view the magazine online, please visit be.wvu.edu/bemag.

WEST VIRGINIA’S COLLEGIATE BUSINESS PLAN COMPETITION ANNOUNCES NEW CATEGORY

Things just took a step up for the West Virginia Collegiate Business Plan Competition with an increase from two to three categories of competition. That means three grand prizes of $10,000 for each category’s winner.

The new category is that of STEM, the acronym that stands for the fields of study in science, technology, engineering and mathematics. For the competition, the emphasis will be on engineering, technology, energy and healthcare. The two other categories will remain intact: Lifestyle and Innovation, which will focus on products or services that are part of daily life or new innovations; and Hospitality and Tourism, which will focus on products or services relevant to hospitality, restaurants, hotels, tourism or related fields.

Open to all majors at West Virginia’s 19 four-year higher education institutions, the Business Plan Competition welcomes participation from individuals or teams of up to four members. The competition runs during the course of the collegiate academic year. Participants must be full-time students, and winners must start up their businesses in West Virginia. Grand prizes in each category include $10,000 in cash and a prize package that includes accounting and legal services worth an estimated $4,000.

The competition is hosted by B&E, and will see the three grand prizes awarded on April 4 during the final round in Morgantown.

NEW DUAL DEGREE AT WVU INJECTS BUSINESS KNOWLEDGE INTO PUBLIC HEALTH

The healthcare field now requires an increasing amount of business knowledge, which is why West Virginia University’s College of Business and Economics and School of Public Health have partnered to create a dual degree

BRICKSTREET CENTER RECEIVES BENEDUM GRANT FOR HIGH SCHOOL BUSINESS PLAN COMPETITION

WVU has received a big boost in its quest to develop a high school business plan competition, as B&E will receive a grant for the competition from the Pittsburgh-based Claude Worthington Benedum Foundation.

B&E’s BrickStreet Center for Innovation and Entrepreneurship will receive $89,000 from the Benedum Foundation to develop the West Virginia High School Business Plan Competition in an effort to encourage and develop entrepreneurial interests in students at a younger age.

WVU BUSINESS SCHOOL HOSPITALITY AND TOURISM SUPPORT FUNDS PROVIDED SIX SUMMER INTERNSHIPS

Funding provided through two gifts to B&E paid for six student interns to participate in a cross-campus collaboration to promote hospitality management and nutrition.

The funding came in the form of gifts to B&E from the Doug and Pam Van Scoy Hospitality and Tourism Program Support Fund and the J. Michael Bodnar Hospitality and Tourism Program Support Fund. The interns include four undergraduate students and two graduate nutrition students who were selected for the paid, professional development opportunity. The hospitality management internships took place at the Mountaintair location of Taziki’s Mediterranean Café, a restaurant donated to the business school by Van Scoy and Bodnar, both B&E alumni.

The magazine won the award in the category of Magazine or Newsletter, External, 9 pages or more. This is the first-ever Crystal Award for the College and the first year the College has been a member of PRSA West Virginia. The magazine has published only five editions, and the Spring 2013 issue was entered and recognized.

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program that will infuse business into the field of public health.

The MBA/MPH (Master of Business Administration/Master of Public Health) dual degree program will provide students the opportunity to obtain two degrees in two years. Housed within the Department of Health Policy, Management, and Leadership at the WVU School of Public Health, students will embark on their MPH studies the first year, and then enroll in the MBA portion in the College of Business and Economics the second year.

After completion of their MBA studies, they will apply their public health and business knowledge in an internship environment. Upon successful completion of the internship, students will be awarded the MBA/MPH dual degree.

In Memory

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

Dan S. Barberic  
BS 1981  
d. 7/27/2013

Joseph J. Gurtis  
BS 1949  
d. 7/9/2013

Robert D. Rader  
PhD 1975  
d. 8/8/2013

John J. Barry III  
BSBA 1996  
d. 7/9/2013

James B. Hix  
BSBA 1948  
d. 3/22/2013

John M. Riffe Jr.  
BS 1949  
d. 7/29/2013

Debora J Blaha  
MBA 1979  
d. 8/5/2013

Carl S. Hudnall  
BS 1979  
d. 7/5/2013

Harold G. Robinson Jr.  
BS 1943  
d. 6/21/2013

Donald R. Brooks  
BS 1959  
d. 6/12/2013

William H. Johnson II  
BS 1949  
d. 5/7/2013

Lora J. Sears  
BS 1959  
d. 5/23/2013

David L. Bruner  
BS 1979  
d. 6/18/2013

Russell T. Keith Jr.  
BS 1954  
d. 7/24/2013

Robert G. Shepherd  
BS 1960  
d. 6/1/2013

Constantine P. Caravasos  
BSBA 1956  
d. 7/5/2013

Sanford A. Lewis  
BSBA 1949  
d. 3/22/2013

Carroll B. Shingleton Jr.  
BSBA 1952  
d. 4/25/2013

K. Michael DeVault  
BSBA 1993  
d. 6/22/2013

John E. Loyd  
MBA 1992  
d. 5/7/2013

Lonnie R. Stringer  
BSBA 1969  
d. 4/24/2013

Donald R. Duncan  
BS 1949  
d. 6/8/2013

Homer W. Maynard  
BSBA 1952  
d. 7/30/2013

William E. Stump  
BS 1949  
d. 6/8/2013

John R. Durrett Jr.  
BS 1956  
d. 6/3/2013

Kristin C. Merryman  
BSBA 2007  
d. 4/16/2013

Douglas D. Walker  
BSBA 1962  
d. 4/28/2013

John W. Feller  
BSBA 1948  
d. 5/2/2013

Max A. Messenger  
BSBA 1957  
d. 8/18/2013

Douglas M. Wamsley  
BS 1975  
d. 5/17/2013

Peter P. Goimarac Jr.  
BS 1986  
d. 5/27/2013

Owen L. Osenton  
BSBA 1955  
d. 7/1/2013

Joseph M. White  
BS 1969  
d. 6/18/2013

Valeri M. Gump  
MBA 2004  
d. 3/14/2013

John Perry Jr.  
BS 1949  
d. 6/24/2013

Richard L. Wolfe  
BSBA 1957  
d. 8/8/2013

Floyd D. Petrel  
BS 1958  
d. 8/4/2013
B&E ON THE ROAD

WVU B&E Emeritus Reception | June 8, 2013 | Zito and Kathy Sartarelli’s Home, Morgantown, West Virginia

1. Thomas Zinn and family
2. Dean Jose Sartarelli and Peter White
3. David and Nancy Hamstead
4. Robert Hoye
5. Robert Maust and Keith Bodamer
6. Annette and Pat Mann
7. Mimi and Keith Bodamer
8. Myla and Forest “Jack” Bowman
9. Grethe Myles and Tom Witt
10. Betsy and Dan Brown
Executive MBA Class Meets with Leadership WV | July 18, 2013 | Taziki's Mediterranean Cafe, Morgantown, West Virginia

1. Rita Sailer, director of B&E Center for Career Development; Carisa Collins, PACE Enterprises, Inc.; and Candice Stadler, New River Community and Technical College
2. Dean Jose Sartarelli speaks to the group
3. Miri Hunter, Suttle & Stalnaker, PLLC; Greg Hefner, FirstEnergy; Terry Mathias, Capital Financial Solutions, LLC
4. Hannah Hern, Constellium Rolled Products, and Elizabeth Vitullo, Director of B&E Graduate Programs

WVU Alumni Golf Tournament | July 26, 2013 | Lakeview Resort and Spa, Morgantown, West Virginia

1. Bonnie Anderson, B&E Director of Alumni Relations, Bob Mead, Jim Craig, Jeffrey Bailey, Ed Preston and Kim Webster
2. George Petroplus and Jake Hatch
3. Darwin Gilpin, Steve Douglas, Bonnie Anderson, Kim Webster, Mike Petruski, David Rasmussen and Nick Gray
1. Panel speakers included WV Senate President Jeff Kessler; Chip Slaven, Alliance for Excellence in Education; Dean Jose Sartarelli; Joe McCourt, Lumos; and Mac Holliday, Market Street Services 2. Anne Barth, TechConnect; Rita Sailer, Director of the B&E Center for Career Development; and Amy Cole Lutz, B&E Associate Director of Development

WV Chamber Annual Meeting and Business Summit | August 29, 2013 | The Greenbrier, White Sulphur Springs, West Virginia

SHOP B&E

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Keep an eye out for our upcoming holiday sale!
“Providing an opportunity for WVU students to launch a successful career in business is our passion. The scholarship we created will provide this career opportunity for deserving students well into the future.”

Gary and Renee LeDonne: Gary is a 1985 Master of Professional Accountancy graduate and East Central Tax Managing Partner for Ernst & Young LLP.

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