

MARSHALL UNIVERSITY LEWIS COLLEGE OF BUSINESS

***NEWS
FLASH!***

See page 10

2015-2016

IMPACT REPORT

Inspiring stories that reflect the
vitality and bright future of the
Lewis College of Business.



DEAN'S MESSAGE



Greetings from the Lewis College of Business and best wishes for a happy and prosperous 2017!

In the pages that follow, I hope you will enjoy reading about the many ways our students, faculty, and staff have been learning, growing as professionals, and making a difference in our community and beyond. These are inspiring stories that reflect the vitality and bright future of the Lewis College of Business.

I want to take a moment to thank our previous Dean, Dr. Haiyang Chen, for his leadership and many innovative ideas. Dr. Chen has joined our faculty and is teaching Finance. I know he will also continue to advocate for and assist the College as it moves forward.

I have chosen to delay this 2015-16 report until the beginning of this new calendar year to emphasize the fresh start we are making in 2017. Indeed, many changes are on the horizon and we will be very busy:

- We are welcoming a new Dean, Dr. Avinandan “Avi” Mukherjee, and will soon be getting the benefit of his fresh ideas to continue our growth and progress.
- We will be recruiting for approximately eight faculty positions - about 15% of our faculty. This brings additional opportunities for new ideas and initiatives.
- We will be hosting a number of new events including the Design for Delight (D4D) Innovation Challenge which will be led by experts from Intuit as well as events surrounding City National Bank’s annual meeting of its shareholders, which will be held on our campus.
- There will be other exciting events and initiatives which you will read about in next year’s report. These will include more events emphasizing our outreach to the community.

Our website has been restructured to provide more news items and information on upcoming events. Please visit us at www.Marshall.edu/cob

Finally, I want to extend my sincere thanks for the ways in which you support the College. We are blessed with your financial support (We would love to have you make a contribution to our “Fresh Start Campaign” - see the insert), your willingness to speak at an event or in a classroom, providing student experiences and employment, and your general positive thoughts and comments to others less connected to the College and to Marshall.

Again, I wish you all the best for 2017. Please remember that we think of you as a son or daughter of Marshall and always part of our family.

Robert R. Simpson
Interim Dean, Lewis College of Business
Marshall University



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COMINGS AND GOINGS

New Director of Student Services

Lacie Bittinger has returned to the LCOB after a year away advising students at another university. She



returns as our Director of Student Services, overseeing student advising for the College.

"In 2015, I had an opportunity to advise at another university. This opportunity allowed me to diversify my advising knowledge and techniques. That new knowledge combined with my previous experience gained at Marshall put me in a unique position to return to the Lewis College of Business as the

Director of Student Services. As a daughter of Marshall, I was excited to get the opportunity to return home to Marshall!"

Lacie plans to have her advising team ramp up their efforts. "This semester, we plan to do more proactive advising. By being more proactive, we hope to build stronger advising relationships with the students. Not only will this approach help students stay on track and make the most of their college experience, but it will also help us retain students."

New Director of Stakeholder Engagement

LCOB welcomed a new team member, Glen Midkiff, as he took on the role of LCOB's Director of Stakeholder Engagement. He's been in the office for nearly a year now, and he has been asked to tackle many various issues. Last Spring, he planned and hosted LCOB's first Stakeholder Engagement Conference; he also oversees Professionalism Month. Routinely, he works to build relationships between members of the business community and the LCOB. Glen is the pipeline for many of our students to get the opportunity for internships with companies while they are still in school.



"My passion is helping business students find meaningful and stimulating careers, and I am proud to work at a College that shares this passion. Our internship placements provide our students with the opportunity for real world engagement where they can apply and evaluate what they are learning in the classroom and begin to develop the business skills required for competent, ethical and successful professionals."

Retirements: Bruce Conrad left the Accounting program after teaching at Marshall for 31 years. He is still actively providing investment services through his firm, Diversified Investment Strategies, and plans to continue his hobbies: hiking, backpacking, and being a grandfather. Bob Simpson left the Accounting program after teaching here for five years. Although he planned a more traditional retirement, he has taken on the challenge of serving as LCOB's Interim Dean. The College is pleased that he has been willing to serve (We'll let him really retire sometime).

Departures: Lisa Williamson, long-time Director of Student Services, has accepted the position of Associate Athletic Director of Academic Services. LCOB will miss her, but she will still be serving members of the Herd. Other members of the LCOB team who left this year: Michael Newsome and Rebecca Tomasik, Economics; Jonathan Butler, Management; Shane Tomlin, MIS; and Keri Lucas, Legal Environment.

New Members of the LCOB team: Sediq Sameem and John Oryema, Economics; Wenyi Lu, Finance; Casey Baker, Legal Environment; Brittany Kelly, Student Advising; Olen York, Management; Parporn Akathaporn, Junwook Yoo, and Patrick Donahoe, Accounting.

Promotions: To Associate Professor: Robin McCutcheon, Economics; Ivan Muslin and Elaine Lau, Management; To Full Professor: Nancy Lankton, Accounting.

CPA EXAM SUCCESS

The following recent graduates of LCOB's accounting program successfully completed all parts of the CPA Exam:

Rachel Schmidt Burdette	Renick D. Perry, II
William Daniel Given	Matthew M. Sandy
Holland James Miller	Evan M. Shamblin



CURRICULAR INNOVATIONS

Marshall University's School of Pharmacy and Lewis College of Business have established a new PharmD/MBA program, which will allow graduates to receive both the Master of Business Administration and Doctor of Pharmacy degrees concurrently. The program was developed in response to the healthcare industry's growing need for people who both can make effective clinical decisions and manage fiscal and human resources, according to Dr. Glenn Anderson, associate dean of academic and curricular affairs at the School of Pharmacy. "The dual degree program is flexible and integrated. The intent is for students to have the opportunity to walk at graduation receiving both degrees," Anderson said. Bob Simpson, LCOB's interim dean, said "The Lewis College of Business is very enthusiastic in welcoming PharmD students to this innovative and collaborative program with the School of Pharmacy. The opportunity to obtain both degrees concurrently creates exciting opportunities for students who have an entrepreneurial mindset."

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At the undergraduate level, LCOB has established a new major—Health Care Management. Kent Willis, a member of the management faculty with an extensive background in various parts of the health care industry, spearheaded development of the new major. Graduates choosing this major will be prepared to take on management responsibilities in a variety of settings including medical practices, hospitals, and nursing homes. This new major appears to be quite popular, with 43 students having already selected it.

2016 SUMMER RESEARCH GRANTS AWARDED

ERIC BUSHEY AND IVAN MUSLIN

A Post Racial and Post Gendered Workplace in Obama's Post Racial America?
An Examination of Subconscious Biases

CATHERINE CHEN

Mass Media and Public Goods Provision:
An Empirical Study in China

SUSAN LANHAM

"Reasonable Degree of Certainty" in Expert Testimony

UYI LAWANI

Ties and Price: Examining the Impact of Director Interlocks on Acquisition Premium

MARC SOLLOS

Tweet, Twitter, Twat... The role of Social Media in Strategic Planning

DEEPAK SUBEDI

Networks and Innovations: Using Concepts of Supply Chain Management for Understanding the Innovation Process

UDAY TATE

A Comparative Study of Project-based Versus Simulation-Based Student Performance in Business Courses

DOOHEE LEE, PH.D.

AWARDED THE RICHARD D. JACKSON ENDOWED CHAIR

Dr. Doohee Lee, full professor of health care administration and interim head in the Division of Management, has recently been named the Richard D. Jackson Endowed Chair in the Lewis College of Business, Marshall University.

"I am truly honored to receive the endowed professorship. To be honest, I never thought I would be eligible for this honorary appointment. This is really encouraging, and this award motivates me to continue pushing the frontiers of my teaching/advising, scholarship, and service."

A native of South Korea, Lee received his Ph.D. in health management and policy from the University of Texas School of Public Health in 1999 and joined the faculty of Marshall in 2009. He previously taught at Cleveland State University and Columbus State University.

"I enjoy teaching and love to interact with various groups of students, which allows me to think about the impact of my teaching and how to better serve our students' educational needs."



Dr. Lee has taught numerous courses in the areas of health care policy and management for the past 17 years. He is a core faculty member of the Doctor of Management Practice in Nurse Anesthesia (DMPNA) Program, advising doctoral students and overseeing more than 20 doctoral research projects over the past seven years.

With respect to scholarship, Lee has written or co-authored over three dozen scholarly journal articles. He has published 28 articles since joining Marshall and, of those, he is the lead author for 17 articles. In 2010, Lee was the recipient of the LCOB Outstanding Researcher Award. Most of his papers are empirical studies focusing on cost containment and quality improvement in the delivery of health care services. They were published in leading journals such as *Health Care Management Review* and *American Journal of Health-System Pharmacy*.

"This is really encouraging, and this award motivates me to continue pushing the frontiers of my teaching/advising, scholarship, and service."

AACSB ACCREDITATION



THE LEWIS COLLEGE OF BUSINESS is part of an elite group! We have achieved accreditation by the Association to Advance Collegiate Schools of Business (AACSB) for both our business programs overall, and specifically for our accounting program. Only 185 (1.4%) of the estimated 13,000 business programs world-wide have achieved such dual accreditation.

NANCY K. LANKTON, PH.D.

AWARDED THE KERMIT E. MCGINNIS DISTINGUISHED PROFESSORSHIP

Lewis College of Business professor Dr. Nancy K. Lankton has been selected as the Kermit E. McGinnis Distinguished Professor. The distinguished professorship recognizes Nancy's teaching, research, and service. Nancy has been at Marshall since 2010, and has assumed leadership positions in academic service, received excellent teaching ratings, and published in top quality journals. Before that she was in the Department of Accounting and Information Systems at Michigan State University. She received her Ph.D. in Business Administration from the School of Accounting and Information Systems at Arizona State University in 2000, and is a Certified Public Accountant (CPA) and a Certified Information Systems Auditor (CISA).



“*I am committed to making the College and University a better place for students, fellow faculty members, and staff.*”

Nancy publishes top quality research that impacts theory and practice. Recently one of her papers was published at *Information Systems Research*, a leading peer-reviewed, international journal focusing on theory, research, and intellectual development for information systems in organizations. Nancy's research goals are to continue producing top quality research, and to help the College expand its research impact. Recently she accepted a position on the Editorial Board at the *Journal of the Association for Information Systems*, and has served as past Associate Editor at *Communications of the Association for Information Systems*. "Being on the editorial board of a prestigious journal, and sharing ideas at conferences will help the College make an impact on the community of business schools regionally, nationally, and possibly globally."

Nancy also enjoys teaching and interacting with students, and has been on a number of Division, College, and University committees. "I am committed to making the College and University a better place for students, fellow faculty members, and staff. I believe my service work here at the University has made me a well-rounded academic, and more importantly it has given me a sense of pride and community in my College and University." Nancy is also involved with service outside the University. She is currently Chairperson of the Accounting and Auditing committee of the West Virginia Society of CPAs, and has written practitioner articles relating to information systems auditing for the Society's newsletter. Nancy's goals are to improve curriculum and learning, and to continue to serve the Division, College, University, and community via her current and future committee assignments. "I look forward to continue engaging with faculty, students, and the community in impactful and innovative ways."

FOUR FACULTY HONORED WITH AWARDS

Four LCOB faculty were recently acknowledged for outstanding performance in three areas:

BEN ENG received the Robert Hayes College of Business Faculty Award for Service

RISHAV BISTA and **RALPH MCKINNEY** received the Robert Alexander College of Business Faculty Award for Research Excellence

ROBERT R. SIMPSON received the Robert Hayes College of Business Faculty Award for Teaching Excellence

AWARD WINNING LCOB CPAs

AICPA'S Arthur J. Dixon Memorial Award



JEFFREY A. PORTER, CPA is the recipient of the 2016 Arthur J. Dixon Memorial Award, the highest honor bestowed by the accounting profession in the area of taxation. The award, given by the Tax Division of the American Institute of CPAs (AICPA), was presented on November 16, 2016 at the AICPA Fall Tax Division Meeting in Washington, D.C. Porter

is the founder and owner of Porter & Associates, CPA in Huntington, WV, and has been a dedicated AICPA volunteer for nearly 30 years. He currently serves on the AICPA's Board of Directors and its Governing Council and as chair of the AICPA Tax Reform Task Force. Porter has served multiple years on the AICPA Tax Executive Committee, including as the committee's chair, and has fought to protect CPAs during the tax preparer regulation changes and IRS service reductions. Porter has testified often at House and Senate hearings. He has also served as chair of the Tax Practice Management Committee and the Tax Education Committee. Porter has also served on the AICPA's IRS Advocacy and Relations Committee and the Tax Simplification Committee. He holds a Bachelor's Degree in Business Administration from Marshall University and a Masters of Taxation from The University of Tulsa.

He received the Council's Silver Beaver Award in 2014 for outstanding service to his community, both in and outside of Scouting. Charles is a Junior Steward and Audit Committee member of the Mount Olivet Lodge #3 of Ancient Free and Accepted Masons, is a member of the M.O.V.P.E.R. and is also a member of the Parkersburg Rotary Club. He is a member of the AICPA, the WVSCPA and the Parkersburg Chapter of the WVSCPA and served as the Chapter president during the 2015-2016 fiscal year.

President's Award for Outstanding Service

TESSA CARR, a 2007 Accounting graduate and 2008 MBA graduate of LCOB, has been awarded the WVSCPA President's Award for her significant service contributions to the profession. Tessa served as vice-chair of the Young CPAs Committee in 2011 and has served as chair since 2012. The Young CPAs Committee began partnering with the Recruiting & Opportunity Committee on the Mixer for the Recruiting Fair under Tessa's leadership. The Young CPAs Committee has continued its After Tax Event which began during her year as vice-chair and is now into its 6th year with the May 2016 event. This committee has also seen an increase in members during Tessa's time as chair. Tessa will be continuing as a member of this committee.



Kathy Eddy WV Young CPA of the Year

CHARLES M. MULLIGAN has been awarded the 2016 Kathy Eddy WV Young CPA of the Year Award. Charles is a 2004 graduate of Marshall University and began his career at McDonough Eddy Parsons & Baylous, A.C., in Parkersburg, in 2008, where he has taken an active role in supervising client accounts and in mentoring new staff. Charles is a former Eagle Scout and was approved by the Allohak Council of the Boy Scouts of America as Council Treasurer in 2011.



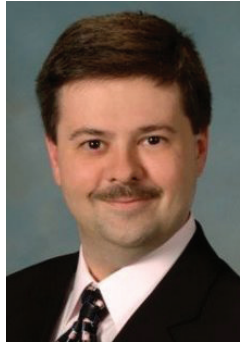
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STAY CONNECTED

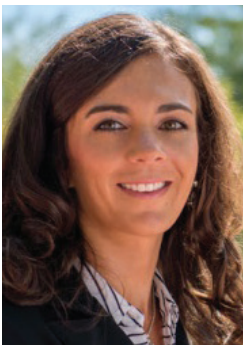


Outstanding CPA in Government

R. SCOTT STULTZ has been awarded the 2016 Outstanding CPA in Government Award. Scott is the Chief Financial Officer of the Tri-State Transit Authority (TTA) in Huntington, WV, where he has worked since 1999. During his time with the TTA, Scott has streamlined many of the agency's accounting and reporting systems resulting in time savings and a reduction in clerical errors. He has also helped improve the management and planning functions of the agency. Scott serves as the Disadvantaged Business Enterprise Liaison Officer for the TTA and helps reach out to small and minority-owned businesses to increase their participation in the governmental contracting process. Before coming to TTA, Scott held positions in public accounting, the coal industry, and the hospitality industry. He has also served as an adjunct professor, teaching accounting and business classes at Ashland Community and Technical College, Marshall University, Liberty University, Ohio Christian University, and Regent University. Scott earned his BBA in Accounting and MBA from Marshall University. In addition, he earned an MS in Accounting and a Doctorate in Accounting (DBA) from Liberty University.



Women to Watch–Emerging Leader Award



MENDY ALUISE received the 2016 Women to Watch–Emerging Leader Award. Mendy is a Huntington, WV native whose background in accounting began prior to her days of studying the subject at Marshall University. Before deciding to pursue a career in accounting, Mendy assisted with payroll and general bookkeeping duties at Con-Jel sales in Huntington. Mendy graduated

magna cum laude from Marshall University in 2004 where she majored in Accounting and minored in Economics. While attending Marshall, Mendy participated in the accounting intern program at Somerville & Company for two tax seasons, which led to her employment with the firm upon her graduation in 2004. She excelled in her

work at the firm and became a Partner at Somerville & Company in 2014. In addition to her client responsibilities at Somerville & Company, Mendy is a member of the firm's Technology Committee and is also certified and trained as a QuickBooks ProAdvisor. She also helps interview potential employees and is a key player in the firm's mentorship program. Mendy has served on the board of the Huntington Chapter of the WV Society of CPAs for several years and is currently serving as its president. She volunteers as a member of the Next Generation Committee, raising funds for the Huntington Museum of Art. Mendy is a member of the Huntington Chamber of Commerce's Women to Women Committee, serves as Secretary/Treasurer for the Huntington Regional Chamber of Commerce's Generation Huntington Committee and is a board member of the Marshall Alumni Association where she serves on the Executive Committee, Finance Committee, Young Alumni Committee and Homecoming Committee. She also serves on the Board of Directors for the nonprofit organization Girls on the Run. Mendy is actively involved in her church and has participated in mission trips in the U.S. and abroad.

President's Award for Outstanding Service

JERED GREEN served as vice-chair of the Recruiting & Opportunity Committee in 2009

and 2010 and became chair of the committee in 2011, prior to the implementation of the three-year term limit for committee chairs that began in 2013. Last year, we merged the Recruiting & Opportunity Committee with the Careers in Accounting Committee. For the past year, Jered has served as co-chair of the combined committee, which



is the Recruiting & Career Opportunities Committee. Jered has been instrumental in the continued success of the Society's annual Recruiting Fair, which is one of the major initiatives of the committee. The Mixer event that is now held the night before the Recruiting Fair started four years ago under his leadership as chair. Jered has also been actively involved in the selection of the Outstanding Accounting Senior awards during his time on this committee. While he is stepping down as chair, Jered is continuing as a member of the committee.

Meet the new

LEWIS COLLEGE OF BUSINESS DEAN

**NEWS
FLASH!**



President Gilbert just announced the appointment of Dr. Avinandan (Avi) Mukherjee as the new dean of the Lewis College of Business, effective July 1. Dr. Mukherjee is currently the dean of the College of Business and professor of marketing and international business at Clayton State University in Atlanta, where he has overseen robust growth in enrollment and endowments.

A message from the newest member of our LCOB team:

"I am honored and delighted to be selected as Dean of the Lewis College of Business at Marshall University, and truly excited about this new leadership opportunity. What specially attracted me to Marshall is the strong legacy, visionary leadership of President Gilbert, successful alumni, symbiotic town-gown relationship, and the "We Are Marshall" school spirit.

I am convinced that Marshall University and its Lewis College of Business host a great community of dedicated faculty and staff who consistently add value to their students' learning experience, personal development, and career preparedness. The accomplishments and aspirations of the College have clearly impressed me. The Lewis College of Business has a very strong foundation, and will continue to grow with innovative high-demand programs, engaged learning initiatives, and enhanced regional and global partnerships. It is well positioned to prepare tomorrow's business leaders for West Virginia and the world. I look forward to working with the entire Marshall community to help this great institution rise to even greater heights."

BRAD SMITH NAMED A "TOP TEN LEADER"

Forbes writer David Williams announced the list of today's leaders he most admires. He chose leaders "who serve and influence their organizations and the business and social ecosystem at large in life- and world-changing ways." Brad Smith was selected as Williams' "personal first choice for ethical and meaningful entrepreneurial leadership." Smith, a Kenova native and LCOB alumnus, joined Intuit in 2003 and rose to become the company's President and CEO in 2008. He now serves as Chairman and CEO.

The fact that more than 95 percent of Intuit's revenues result from activities within the U.S. makes Intuit a true American success story. Williams describes a key to Brad Smith's leadership style: "As a company that produced \$4.7 billion in revenue for 2016 and with a market cap of approximately \$20 billion, Intuit continues to operate like a collection of startups. As a leader, Smith has fostered a culture in which the company's 7,900-plus employees are allowed to take risks and to grow by learning from their failures, as well as from their success."



Marshall University Lewis College of Business

HALL OF FAME

Hall of Fame membership is the most prestigious honor granted by the Lewis College of Business. Nomination requires that candidates be of the highest moral character and their business and personal reputations be meritorious. Each candidate will have served in his or her professional life for a substantial period of time, and each candidate must either be a graduate or have made a significant impact on Marshall University. Membership is a lifetime award conferred upon leaders who have an outstanding record of achievement in their fields and have dedicated themselves to excellence.

2015

J. Richard Damron, Jr.
Calvin A. Kent
Stephen J. Kopp
Paula Tompkins
Janet Smith Vineyard

2014

John C. Burris
Ben W. Hale, Jr.
Brent Marsteller
James C. Smith

2013

David A. Graley
C. Frederick Shewey
Louis S. Southworth, II
William Guy Spriggs
Charles H. Wendell

2012

Michael J. Farrell
Lynne M. Fruth
Chong W. Kim
Clarence E. Martin
Joseph L. Williams, Jr.

2011

Earleen Heiner Agee
Robert W. Agee
Joseph M. Gillette
Robert L. O'Dell
Brad D. Smith

2010

Mark A. Chandler
David Fox, III
James C. Justice
John D. Leslie

2006

James L. Farley
David E. Haden
Basil Iwanyk
Joseph McGinty "McG" Nichol
John Rulli

2005

Paul E. Arbogast
Kathy G. Eddy
Timothy L. Haymaker
David G. Hofstetter
Frank P. Justice, Jr.

2004

Glenn W. Hall
James C. Hamer
Richard A. Muth
Charles R. Neighborgall, III

2003

Linda B. Arnold
Oshel B. Craigo
Timothy R. Duke
Joseph C. Jefferds, Jr.
Gary G. White

2002 – Fall

Gaston Caperton
Gale Y. Given
Herbert E. Jones, Jr.
Edward H. Maier
Thomas E. Potter

2002 - Spring

Robert P. Alexander
Eric Bachelor
Richard D. Jackson
Cecil H. Underwood
F. Selby Wellman

2001

Ruth E. Butler
Ronald Lee Hooser
Edward T. Howard, III
Dr. Joseph Touma
Dr. Omayma Touma

2000

Jack E. Fruth
Verna K. Gibson
Charles B. Hedrick
Kermit E. McGinnis
James R. Thomas
Clara Thomas

1999

W. Bart Andrews
Don Blankenship
Jim & Joan Edwards
Angus E. Peyton
Bob Shell

1998

H. Darrel Darby
Steven J. Day
Nancy Francis
Earl W. Heiner, Jr.
Harvey P. White

1997

Phyllis Huff Arnold
David Fox, Jr.
Dan R. Moore
Matt Reese
Art & Joan Weisberg

1996

Lyell B. Clay
John Deaver Drinko
Ernest L. Hogan
Marshall T. Reynolds
Regina K. Zitter

1995

Paul D. Butcher
Philip E. Cline
John R. Hall
J. Robert Pritchard

1994

James A. "Buck" Harless
Elizabeth McDowell Lewis
Richard G. Miller, Jr.
A. Michael Perry
Robert Yancey

2016 Business Hall of Fame Inductees

Michael W. Gerber | Certified Public Accountant



Michael Gerber began his career in 1961 as an intern while an undergraduate at Marshall University. He joined as a full time staff member with Hayflich & Steinberg CPA, now Hayflich PLLC, after graduating with his Bachelor in Business Administration in accounting from Marshall. Gerber became a Certified Public Accountant in 1967, and three years later, became a partner in the firm.

Through 2004, Gerber served as accounting and audit partner and subsequently managing partner. From 2005 to 2007, he served as chief operating officer. Although Gerber retired as a partner in 2005, he continued to serve in a consulting capacity at Hayflich through 2009.

Gerber has been awarded the West Virginia Society of Certified Public Accountants Public Service Award, honored by the Cabell Huntington Hospital

Medallion Society, and designated a Kentucky Colonel by the Commonwealth of Kentucky.

He has been active with many professional associations, including serving as past president of the Huntington Chapter of West Virginia Society of Certified Public Accountants. Gerber is a member of Sigma Alpha Epsilon Fraternity, the Huntington Museum of Art, and the Rotary Club. He is also an honorary member of Beta Alpha Psi.

Gerber's civic and charitable activities include a long list including United Way, 40 years with the Huntington Pediatric Clinic, Inc. as well as the Huntington Pediatric Clinic Foundation, Inc., the Cabell Huntington Hospital Foundation Board, and Marshall University Lewis College of Business Advisory Board. He held many various positions on these boards over the years he served. He has also served on the LCOB's Division of Accountancy and Legal Environment's Advisory Board.

Gerber's hobbies include flying, photography, fishing, hiking, traveling, driving and music, and he has served as trustee and elder at Enslow Park Presbyterian Church. The son of Floyd David and Georgia Wingate Gerber, he has one sister, Lucinda Jane Gerber. He and his wife, Elizabeth Daniel Gerber, have been married for over 50 years, and he has been a resident of Huntington, W.Va., throughout most of his life.

2016 Business Hall of Fame Inductees

Carol Hartley | Vice President, Wealth Management, Morgan Stanley



Certain people and institutions are pivotal in Carol Hartley's life. One such person was Dr. Bob Alexander, the chair of the Marshall University Management Department. His enthusiasm, optimism and his ability to help secure a graduate assistantship and tuition waiver convinced her to come to Marshall. This was when she was a 30-year-old single parent of a six-year-old daughter.

Marshall has been a vital institution in Hartley's life since then. As a non-traditional student, she was able to work during the day and take most of the required classes in the evening. The training, preparation and encouragement at Marshall were invaluable both then and now. It was the late 1970s and the business workforce, especially in financial services, was overwhelmingly male. Acquiring her Marshall MBA gave her the opportunity for more serious and productive interviews.

Hartley worked two years as associate marketing director for Kanawha Banking and Trust, now United National Bank. In 1980, she became a stockbroker with what is now Morgan Stanley. In 36 years, many significant challenges and important changes have taken place in the financial services industry. The Dow Jones industrial average in 1980 was just under 1000 and interest rates on checking and savings were nearing 13 percent. Women made up less than 9 percent of brokers and in some places, the 'boom-boom room' was alive and well. Hartley observes that in 2016, the Dow Jones average was well above 17,500, 11 percent of brokers are women and the industry 'culture' has made enormous strides.

In an effort to give back in some small way to Marshall, Hartley

served on the Lewis College of Business Advisory Board beginning in 1992 until the present, and in 1998 became the first woman president of the Advisory Board. She has been a speaker for the College's Executive in Residence Program and a guest lecturer for the Senior Economic Capstone experience.

In 2001, Hartley was honored to be appointed to the Marshall University Board of Governors. She considers it a privilege to be currently serving as Emeritus Member of the Marshall Foundation Board after her three terms. Over the years, she has found great joy and gratification working with Marshall and its many passionate, dedicated advocates. Marshall did "change lives and inspire extraordinary futures," including hers among countless others. She hopes to be a catalyst to

help pay those extraordinary futures forward. She describes coming to Marshall her "Best. Decision. Ever."

In 2006, Hartley was invited to join the board of her local, 16-county nonprofit hospice. With a staff of 300 and just as many volunteers to care for 350 patients, its mission reflects dignity at the end of life. She considers her association with this organization a gift, and a privilege to have served the organization for five terms as president.

However, Hartley confirms that her most important job for 23 years was as a single mom and finding the delicate balance between family and work. Hartley grew up in the 1950s in the small river town of Ravenswood, W.Va. She now lives in Charleston with her husband Dave Chenoweth and their cat Lola.

2016 Business Hall of Fame Inductees

Jeff Hoops | President and CEO, Revelation Energy LLC



Jeff Hoops is founder, president and CEO of Revelation Energy LLC, one of the largest independent coal producers in the United States. Hoops began his career in the coal industry 42 years ago at age 17 with Consol Energy. He then joined United Coal in Bristol, Vt., as corporate chief engineer before relocating to Madison, W.Va., as vice president of operations in 1984. United Coal was eventually acquired by Arch Coal where Hoops remained in his position, managing operations in six states plus West Virginia. In 1999, Hoops left to form Trinity Coal Company that became the largest independent producer in central Appalachia until its acquisition in 2008 by Essar Mineral, a steel company based in India. This allowed him to form Revelation Energy LLC, operating in three states with over 700 employees.

In addition to his ventures in coal, Hoops also founded Black Diamond Insurance Agency in Allen, Ky., owns and operates J.B. Long Sampling Company and Shamrock Scales in Knoxville, Tenn., Active Medical, LLC in Hurricane, W.Va., Lexington Coal Company with over a billion tons of coal reserves in six states, Republic Industries, Wayland, Ky., and Triple H Real Estate that owns more than 30,000 acres of real estate in three states.

He also founded the Hoops Family Foundation, which has been involved in many projects around the world. Projects include an orphanage in India that provides

home and Christian education to over 2,200 children, a facility in Dominican Republic that allows more than 4,000 young people to do short term mission trips each year, a 63-unit dorm for students at Appalachian Bible College in Beckley, W.Va., and an all sport indoor athletic facility at the University of Pikeville. The Foundation was also instrumental in development of the new basketball practice facility at West Virginia University, the Hoops Family Field Soccer Stadium at the Veterans Complex at Marshall University and the Hoops Family Children's Hospital at Cabell Huntington Hospital.

Hoops has an A.S. in Mining Engineering from Bluefield State College, a B.A. in Economics from Davis & Elkins College, and an Executive M.B.A. from Syracuse University. He has served on the boards of Appalachian Bible College, SCORE International, and Encounter Revival Ministries. He is a member of Mount Vernon Baptist Church in Hurricane, W.Va., where he serves on the Finance Committee. Hoops resides in Milton, W.VA., with Trish, his wife of 42 years. He has three sons and four grandchildren.

2016 Business Hall of Fame Inductees

Charles C. Lanham (1928-2015) | President, Citizens National Bank of Point Pleasant



Charles C. Lanham graduated from Marshall University in 1952 and began his distinguished banking career immediately at the First National Bank of Ripley. In 1963, he became executive vice president, then president of Citizens National Bank in Point Pleasant, W.Va. He remained as president after the bank became a division of the First Huntington National Bank. He continued in the banking world in several capacities at Bank One, Ohio Valley Bank and Ohio Valley Banc Corp.

Lanham was named "West Virginia Banker of the Year" in 1997 and a lifetime member of the West Virginia Bankers' Association, having served as president and member of the Board of Directors. He was a member of the President's Club.

While developing his banking career, he served his alma mater on numerous high levels for decades. In the mid-1950s, a young Lanham served on the charter Board of Directors at Marshall College. He continued to be active for many years with the Alumni Association in both Huntington, and Mason-Galia-Meigs in Point Pleasant. He nurtured that chapter which provided thousands of dollars for scholarships. In 1977, Lanham was honored by the Alumni Association with the Alumnus Community Achievement Award.

Lanham served 12 years on the Marshall University's President's Advisory Board, forerunner to the Board of Governors. He also

served on three presidential search committees. Lanham served for more than 30 years on the Board of Directors of the Marshall University Foundation. For his active and productive work in supporting the Marshall University Library, Lanham was honored with the John Drinko Distinguished Service Award. In 2014, Lanham received the Distinguished Service Award at the Alumni Awards Banquet for his career in banking and his faithful service to his alma mater.

Due in part to Lanham's efforts, the Mid-Ohio Valley Center is now owned free and clear by Marshall. Lanham served on the Lewis College of Business Advisory Board until his death in 2015, totaling 17 years of

service to the business school from which he graduated.

In 2005, he was appointed by West Virginia Governor Bob Wise to an unexpired term of the State Senate. Lanham is cited for his vision and hard work when it came to the development and completion of U.S. 35 through Mason County. In his honor, the highway was named the Fruth-Lanham Highway. Lanham also served in the United States Army.

Lanham is survived by his wife Lilly Faye (Staats) Lanham, four children: Terry Higgins, Joyce Berryman, Edgar Lanham and Bert Lanham, plus ten grandchildren and two great grandchildren.

YOUR SUPPORT IS APPRECIATED

IN 2015-16, MANY ALUMNI AND FRIENDS MADE GENEROUS CONTRIBUTIONS TO THE COLLEGE.

This 2015-16 Report contains a special "Thank You" section to show our sincere and heartfelt appreciation and gratitude for your support. We also want to thank the Marshall University staff for their hard work and assistance in the last year's efforts to raise funds and build friendships. Below are a few highlights of donors that gave over \$25,000 to the Lewis College of Business:

BB&T – Branch Banking and Trust

- The BB&T Center for the Advancement of American Capitalism continued to sponsor a lecture series and an upper-division course in capitalism for business students, among other activities.

Dixon Hughes Goodman LLP

- The Dixon Hughes Goodman LLP SmartRoom provides a technologically advanced room for the College in Suite 106.

Huntington Federal Savings Bank

- Kermit E. McGinnis Distinguished Professorship honors the memory of a special longtime friend and supporter of the College.

Mountain Shore Properties, LLC

- Mountain Shore Properties LLC proudly sponsored the College of Business Hall of Fame that honors inductees of the highest moral character whose businesses and personal reputations are meritorious.

Steel Dynamics Foundation, Inc.

- Steel Dynamics Foundation Computer Lab in Room 242 serves as the primary computer lab for our business students. The updated lab provides students new computer equipment with flat TV screens.

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