



March 25, 2019

Spring Strategic Retreat with Brad D. Smith

On March 15, the faculty, staff, students and advisory board members of the newly-formed Brad D. Smith Schools of Business under the Lewis College of Business got to spend a whole day with Brad D. Smith, illustrious Son of Marshall and one of the largest benefactors in its history. We started with a fireside chat of Brad Smith with me. Questions were sought from faculty members and grouped into key themes, which included: Brad's time at Marshall; Leadership style and experience; Current business environment; Brad's perspective of higher education; and Brad's gift and support for Marshall.

The Brad Smith Fireside Chat video is available at: <https://ensemble.marshall.edu/Watch/Ew78DdSm>

Also, the top four teams of the West Virginia Innovation and Business Model Competition (WVIMC) Marshall round presented their ideas to Brad Smith. The presentations and feedback are available at: <https://ensemble.marshall.edu/Watch/Fe43LdEg>

Finally, more than 30 members of the College of Business Advisory Board and Division Advisory Boards had a 90-minute meeting with Brad Smith. Discussions ranged around the five strategic priorities of the college: high demand curriculum; desired skill sets; experiential learning, external engagement, and economic development; entrepreneurship and innovation; and global footprint and connections.

WVIMC Marshall Round

Eight student teams presented their business ideas at the Marshall round of the West Virginia Innovation and Business Model Competition (WVIMC). The teams, in order of presentation, were: Millions for Medicine (winner), Creating Greener Solutions (second place), Link Up (third place), Stone Cold Inventors, CordCase, BrainGain, Porch Pirate Anti-Theft, and Bison Grip. The judging panel included Patrick Farrell (founder and president of Savage Gant & MU BoG Member), Diana Sole Walko (CEO of MotionMasters), Sara Payne Scarbro (Assoc VP for External Engagement, MU), Jason Quehl (Senior Site Leader, Amazon Huntington), and Devin Gragg (Team Manager, Amazon Huntington & LCOB alumnus). MacKenzie Morley was the emcee. The event video is available at: <https://ensemble.marshall.edu/Watch/z3B9Hok5>

The WVIMC is a two-stage competition. First, 4-year universities in WV held their institution's qualifier on their campus to determine their champion. Each institution's champion then moves on to compete against the other champions in the second stage - the WVIMC state final on April 6 - where one team is declared the WVIMC state champion. The WVIMC champion receives a \$5000 grand prize and an all-expenses paid expedition to Silicon Valley.