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2020 Commencement Events - Congratulations to the Class of 2020!

Marshall University's 183rd Commencement was held on Saturday, December 12, in a virtual format due to the ongoing COVID-19 pandemic, with the presentation of Bachelor's, Master's and Doctoral degrees from the Brad D. Smith Schools of Business and other MU Colleges in the Spring 2020 Commencement ceremony starting at 9 am (celebrating Spring 2020 graduates) and the Winter 2020 Commencement ceremony starting at 12 noon (recognizing Summer 2020 and Winter 2020 graduates).

In the Spring 2020 Commencement, Robert R. Simpson, former Interim Dean and Accounting instructor in the Lewis College of Business, was presented with the Honorary Doctoral Degree (Doctor of Humane Letters). Dr. Simpson has held many positions at the Marshall University as well as in the professional circles of Charleston and Huntington. Mr. Simpson was the co-founder for the CPA firm Simpson & Osborne and had a very successful career spanning over 40 years as a CPA in public practice. He then transitioned into the academic world and was a former LCOB Faculty member; his accomplishments here include receiving outstanding teaching awards and connecting on a personal level with the students. Bob Simpson was awarded the Robert Bruce Hayes Award in Teaching Excellence. He served as the Interim Dean of the Lewis College of Business from 2016 to 2017, and the Director of the BB&T Center for Leadership in the Lewis College of Business from 2017 to 2019.

Jennifer Leslie Wells, Senior Regional Organizer of Community Change / Community Change Action, was the Commencement Speaker. In the Winter 2020 Commencement, Ellis L. Marsalis, Jr., the famous Jazz pianist and educator, was posthumously awarded the Honorary Doctoral Degree (Doctor of Music). Dan Hollis, a professor in the School of Journalism and Mass Communications at Marshall University and the Charles E. Hedrick Outstanding Faculty Award recipient for 2019-2020, delivered the Commencement address.

Six LCOB faculty members with 25 or more years of service as of May 2020 were recognized in the program: Dennis Emmett (44 years), Margie McInerney (34 years), Daesung Ha (30 years), Rick Weible (27 years), Charles Braun (26 years) and Elizabeth Alexander (25 years). Also, Dallas Brozik was recognized in the program as retiring faculty for 2019-2020.

The video link for the 2020 Spring Commencement is available at:

<https://livestream.com/marshallu/events/9442160>

The video link for the 2020 Winter Commencement is available at:

<https://livestream.com/marshallu/events/9442163>

Here are some numbers for the Brad D. Smith Schools of Business for 2020 graduation:

159 students graduated with a Bachelor of Business Administration degree from the Brad D. Smith Undergraduate School of Business in the Spring 2020 Commencement and 119 students graduated with a Bachelor of Business Administration degree from the Brad D. Smith Undergraduate School of Business in the Winter 2020 Commencement.



Here's how they are split up by undergraduate majors:

	Spring Commencement	Winter Commencement
Accounting	30	13
Economics	9	1
Finance	30	18
International Business	8	1
Management	35	28
Health Care Management	12	18
Sustainability Management	2	1
Management Information Systems	6	4
Marketing	27	34
General Business	0	1
TOTAL	159	119

The numbers above do not include second majors.

Our undergraduate graduating class of Spring and Winter Commencements of 2020 is larger than that of Spring and Winter Commencements of 2019 by 3%.

The Brad D. Smith Graduate School of Business saw 101 students graduating, who have completed their programs in Spring 2020. The Brad D. Smith Graduate School of Business saw 88 students graduating, who have completed their programs in Summer and Fall 2020.

Here's how they are split up by graduate programs:

	Spring Commencement	Winter Commencement
MBA	28	31
MBA Online	11	15
MS Accountancy	7	6
MS Accountancy Online	0	4
MS Health Care Administration	12	10
MS Health Informatics	5	4
MS Human Resource Management	8	18
Doctor of Management Practice in Nurse Anesthesia (DMPNA)	30	0
TOTAL	101	88

Our graduate school class of 2020 is larger than the 2019 class by about 10%.



MONDAY MORNING MEMO

from Dean Avi Mukherjee



Women Entrepreneurship Week 2020 – A Weeklong Virtual Celebration of Women Entrepreneurs

Marshall University hosted its 2020 Women Entrepreneurship Week celebration from Monday, November 9 to Friday, November 13.

Women Entrepreneurship Week started seven years ago at Montclair State University in Montclair, New Jersey and is now a global movement. In 2019, 242 universities from 32 countries joined the celebration.

The Lewis College of Business first brought Women Entrepreneurship Week to Marshall University in 2017, with a panel discussion featuring women entrepreneurs hosted on both the Huntington campus and South Charleston campus.

In 2019, the Center for Entrepreneurship and Business Innovation (iCenter), which is housed within the Lewis College of Business and was founded in 2018, hosted the week. The week started with a women's entrepreneurship mini-conference featuring panels on small business innovation and corporate innovation and culminated in a Women's Entrepreneurship Luncheon co-hosted with the Women's Business Enterprise Council Ohio River Valley featuring Brad D. Smith, Executive Chairman of Intuit, as a keynote speaker.

For Women Entrepreneurship Week 2020, the Lewis College of Business iCenter teamed with their partners in the Marshall University Entrepreneurship Ecosystem, the Brad D. Smith Business Incubator and the Robert C. Byrd Institute for Advanced Manufacturing (RCBI), to curate a full week of programming celebrating, educating, and promoting women entrepreneurship.



The week featured 11 women entrepreneurs who shared their experiences, expertise, and advice on two panel discussions and three workshops. Due to Covid-19 concerns, all events were hosted virtually via Zoom.



Three W.I.S.E. Women Panel Discussion:

Women in STEM Entrepreneurship

Monday, November 9 at 10 am

Andrea Bourdelais, CEO of Level 1 Fasteners, Phoebe Patton Randolph, Partner and Principal Architect at Edward Tucker Architects, and Laura Riegel, owner of Blue Ink Technology and RDI, served as panelists, with Tricia Ball, Associate Director of the iCenter and Brad D. Smith Business Incubator, moderating.

The panelists discussed their journeys to entrepreneurship from careers in STEM fields, what motivates them, and how they ensure their businesses are continuously innovating. They also offered advice on how to start a business, manage work/life balance, and remain confident as a woman in a STEM field.

Entrepreneurship in the Time of Covid-19 Panel Discussion – *Tuesday, November 10 at 2 pm*

This panel discussion was the first track of the WV Entrepreneurship Ecosystem Virtual Symposium, made possible by the Claude Worthington Benedum Foundation, Encova Foundation of West Virginia, and Appalachian Regional Commission.

The panel featured Kim Donahue, Charleston Branch Manager of the West Virginia District Office of the U.S. Small Business Administration, Debra Martin, State Director of the West Virginia Small Business Development Center, Ursulette Huntley, Executive Director of Unlimited FutureInc., and Sarah Biller, Director of Vantage Ventures at West Virginia University. The panel was moderated by Tina Metzger, Executive Director of the New Biz Launchpad at Eastern West Virginia Community & Technical College.



The panelists discussed trends in entrepreneurship during the pandemic, unique challenges entrepreneurs are facing, what front line services are available, and projects that can be funded through the CARES Act.

Virtual Entrepreneurship Workshop – *Wednesday, November 11 at 10 am*



Lorre Wilson, the EXP Real Estate Broker for the state of West Virginia, discussed her experience opening a cloud-based brokerage in 2018. During her workshop, Lorre explained how entrepreneurs can leverage cloud-based software to start and grow their businesses. Lorre also illustrated how entrepreneurs can build and maintain client relations virtually.

Goal Setting Workshop – *Thursday, November 12 at 2 pm*



Julie Hewett, Certified MAPS Business Coach, provided a workshop on goal setting. Julie's workshop focused on how to set a goal and ways to have a relationship with the goal to ensure success. She walked through various goal setting tools that assist with managing and executing both personal and business goals.

Branding 101 Workshop – *Friday, November 13 at 9 am*



Cynthia Krantz, Mezzo Creative Founder and President, offered a workshop titled, "Branding 101: Branding Basics for Entrepreneurs." Her workshop provided the insight and knowledge Cynthia has gained through her experience in the marketing industry. She offered best practices regarding brand guides, optimizing social media marketing, and blogging.



New Transformative Sales and Service Excellence Center and Inaugural Sales Networking Day

In Fall 2020, the Lewis College of Business announced the launch of a new center called the Transformative Sales and Service Excellence Center (“The Sales Center”), a dream and vision nurtured for long within the marketing department, but brought into reality and championed in its current form by Marketing professor Dr. Monica Wei and student leader Kane Morrone. The primary objective of the Sales Center is to transform the region by preparing the next generation of sales and service leaders. We will focus on preparing students for a career in one of the largest job fields – sales and service – by providing realistic sales role-play training and hosting sales competitions. We will also work closely with corporations to help them gain access to the talent pools as well as assist their corporate growth through providing workshops and training on the latest sales and service techniques and technology.

On November 12, 2020, the new Transformative Sales and Service Excellence Center (“The Sales Center”) at the Lewis College of Business hosted their first ever event, the inaugural Sales Networking Day. This panel event, which held a panel of sales executives and experts from fields including medical device sales, financial services, supply chain and logistics, real estate, construction, and consumer products, allowed students to hear about real-world sales experiences. The panelists answered questions that regarded what it’s like to be in sales, and how to be successful in this growing field. It gave students an opportunity to listen, learn, and network with a high-power panel of sales professionals.

The Sales Center’s primary objective is to transform the region by preparing the next generation of sales and service leaders. The Sales Networking Day event allowed the Sales Center to represent those objectives. The event brought important insights about how to be a great salesperson. The Marshall University Sales Center is here to jumpstart the careers of students at Marshall University through realistic role plays, hosting sales competitions, workshops, and more. The Sales Networking Day illustrates the connection between academia and industry.

The panel was made up of 11 people from different fields of sales. The represented companies were Abbott Laboratories, Classic Construction, McLane, Northwestern Mutual, Realty Exchange, and Techtronic Industries (TTI). Each company brought one to two representatives. Abbot was represented by Steven Dickinson and Tony Dipaola; Steven is a Regional Director at Abbott and Tony is a Senior Sales Manager, both carrying over 10 plus years of experience. From Classic Construction were Chase Ward and Brad Eldred; Chase is the Vice President of Classic Construction and Brad is a senior estimator. From McLane, Sean Luce, a Regional Sales Director at McLane and Grant Demers, the VP of Sales, Mass & Club joined. Financial Advisor Wesley Sears and Recruiting Coordinator Lydia Waybright came from Northwestern Mutual. The owner of Realty Exchange, Shane Radcliff, appeared on the panel as well. Shane is a licensed realtor in Ohio, Kentucky, West Virginia, and Florida. Last but not least, the final two panelists of the event were Nick Barthel and Cole Thomson. Nick is a Territorial Manager at TTI and Cole is a Marketing & Sales Representative. The Sales Networking Day Event had an attendance of about 60 participants including students and faculty. The virtual event connected a handful of students with job opportunities in companies that could utilize the talent of Marshall University students.



Some of the main questions that were fielded by the panel showed that being a good person is a vital role in being a good salesperson. Those that are more self-motivated, passionate, kind, and hold the soft skills are more likely to do well in a sales position. Building relationships and problem solving were also emphasized skills by the panelists. Being able to solve problems in a helpful way creates trust and builds a relationship with the buyer. Selling today is more than a transaction, it's an experience. By delivering an exceptional experience along with the selling of a product/ service, through communicating and helping the buyer through the process, more value is added to the product or service. Students were advised that sales is an ever-changing environment and a salesperson, regardless of from which industry, faces new and different things every day. Students were also given tips on how to stand out in the job market, how to handle objections and rejections in sales, and how to maintain a positive attitude toward pursuing a career in sales.