



The Lewis College of Business

Monday Morning Memo

Highlighting the achievements, news, and upcoming events from the Lewis College of Business.

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February 10th, 2025

The Student Center for the Public Trust presents this semester's Guy Spriggs Dean's Speaker Series - February 27th

On Thursday, February 27th from 11am - 12:30pm, the Student Center for the Public Trust will host a visitation from the CEO and Vice President of Marketing for Joffrey's Coffee & Tea Co. as part of the Guy Spriggs Dean's Speaker Series in the Encova Auditorium!

Joffrey's Coffee & Tea Company, established in 1984 in Tampa, Florida, began as one of the state's first specialty coffee roasters. The company has since expanded its reach, becoming **the official specialty coffee provider for Walt Disney World Resort, Disneyland Resort, and Disney Vacation Club**. Joffrey's is renowned for sourcing only the finest specialty-grade Arabica beans, representing the top 10% of Arabica beans produced worldwide. Their Roastmaster, Chris de Mezzo, collaborates with Disney's culinary team to create exclusive blends for guests to enjoy. Beyond Disney properties, Joffrey's products are available in various retail channels, including Amazon, TJX Stores, and grocery retailers. The company remains committed to small-batch roasting, ensuring maximum flavor and freshness in every cup.

Mark your calendars! This event is open to students, staff, faculty, and the community.

[Learn more about Joffrey's Coffee & Tea Company here!](#)

Guy Spriggs Dean's Speaker Series

The Student Center for the Public Trust & Beta Gamma Sigma are thrilled to welcome top executives from Joffrey's Coffee, the official specialty coffee of Disney!

27 FEBRUARY 2025

11:00am-12:30pm

 **Encova Aditorium**

More Information about Speakers



Joffrey's

COFFEE & TEA COMPANY®



Ted Abrams

President & CEO



Giovanni Gutierrez

VP of Marketing

DBA Dissertation Defenses

Last Friday, February 7th, this semester's first round of dissertation defenses took place in the Executive Advisory Boardroom of SBUS.

Beth M. Houran MBA, presented "Investing in Leaders to Support Neurodiversity at Work". The Dissertation Committee was comprised of Dr. Kevin Knotts (Chair), Dr. Marc Sollosy (Member), and Dr. James Ball (Member).



After Beth's presentation, we asked her a few questions pertaining to her experience with our DBA program.

What is your current occupation?

Vice President of Partner Marketing at Sinch

Why did you choose to pursue a DBA at Marshall?



I Liked the cohort program, and while there were programs in Dallas, the Marshall Faculty felt like a great fit for me and my personality. The program's structure worked very well, and we came together as a cohort 5 times a year. During the Cohort Process, I made a lot of great friends, and having the requirement of speaking at two conferences has allowed me to build a great network.

What would you tell students who are considering it?

If you're looking for a community, Marshall delivers. Being a part-time in-person program, I have made so many new lifelong friends and have been a part of a great community.



Elizabeth A. Arthur, MBA, MS HRM, presented "Navigating Loyalty, Exploring Perceptions in Family-Owned Businesses". The Dissertation Committee was comprised of Dr. Kevin Knotts (Chair), Dr. Ralph McKinney (Member), and Dr. Whitney Peake (Member).

After Elizabeth's presentation, we were able to ask her those same questions and got to hear from her perspective.

What is your current occupation?

Assistant Director of HR with the West Virginia Division of Personnel for the State of West Virginia.

Why did you choose to pursue a DBA at Marshall?

Getting my doctorate has always been a goal of mine, and I am a two-time previous graduate of Marshall, doing my undergrad and one of my Master's degrees here. I've also been part of the Marshall family since birth, so when Marshall came out with the DBA program, there was no other place that I wanted to complete this academic journey with rather than here at home.



What would you tell students who are considering it?

You've got to prioritize your time, especially since most of the DBA students are working full-time professionals with families, but you will not find a better sense of family and a group of faculty that want you to succeed than you will here.

Officers Present their Research at the Beta Alpha Psi Regional Meeting

BAP Officers Carson Hussell-Davis, Alexis Johnson, Audrey Smith, and Payton Taylor recently attended the Regional Meeting for Beta Alpha Psi in Atlanta, Georgia. The theme of this meeting was "Leading with Purpose, Driving Change."

The officers were selected to present findings related to their “Build a Snowman Project,” aiming to find ways to assist the unhoused population during the cold winter months. Dr. Amanda Thompson-Abbott supervised this project, investigating ways student organizations could impact the unhoused population in the Huntington Community.



Additional conference highlights included hearing national speaker Lori Kaczynski, SVP, Chief Audit, Risk, and Compliance Officer for Graphic Packaging International, and visiting the Atlanta Aquarium and World of Coke.



Beta Alpha Psi Hosts Trivia Networking Event



Beta Alpha Psi hosted its annual networking trivia event. At this event, students and professionals were placed on teams to compete for prizes. To facilitate networking, students were asked to switch tables after each round.

This enabled students to network with all the professionals in attendance. It was an excellent event attended by 24 students, 2 faculty members, and 20 professionals representing 10 different businesses.

Faculty Publication

We are proud to announce that recently, one of our Faculty, Dr. Ralph McKinney's article "*Creating Accessible Environments for People with Disabilities*" was published in Sage, founded in 1965, Sage is a global academic publisher of books, journals, and library resources with a growing range of technologies to enable discovery, access, and engagement.

[The link to the article can be found here](#)



Looking to Hire?

Looking to bring fresh talent into your team? Lewis College of Business students are eager to make an impact through internships! Connect with motivated interns by reaching out to Kesling8@marshall.edu. Let's create opportunities together!

Looking for a Job?

[Human Resources and Grant Writing Position - Heritage Farms](#)

Please contact Kesling8@marshall.edu for more information

[Senior Director of Philanthropy - The Marshall University Foundation](#)

[Media Executive - WSAZ Newschannel 3 / Gray Media Group](#)

[Sales Territory Manager - AAA Cooper Transportation](#)

[Accounting/Administrative Assistant - Metro 911 of Kanawha County](#)

[Asset Manager - Emerald City Associates](#)

[Staff Accountant - Hess, Stuart & Campbell, PLLC](#)

On-site, based in 940 4th Avenue, Huntington, West Virginia 25701, United States

For more information contact [Andrew Kesling](#)

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