



**LEWIS COLLEGE OF BUSINESS
BRAD D. SMITH SCHOOLS OF BUSINESS
MONDAY MORNING MEMO**
from Associate Dean Nancy Lankton

February 20, 2023

Students Earn Second Place in Beta Gamma Sigma Case Competition



TEAM 10



2nd Place

Jamison Lewis
Erin Roberts
Sofia Connor
Eileen O'Donnell
Josephine Johnston

Jamison Lewis and Erin Roberts, two undergraduate students in the Brad D. Smith Schools of Business, won second place in a sustainability-themed case competition at the 2023 Beta Gamma Sigma (BGS) x SDGs LAB Leadership Conference earlier this month. Business students Maddy Branham and Nick Smith also represented Marshall at the event and competed on a separate team.

The international conference, hosted by Beta Gamma Sigma and the Foundation for Environmental Stewardship (FES), was held virtually from February 3 to February 5 for undergraduate/graduate BGS members. Through various speaker sessions, students learned about the United Nations' Sustainability Development Goals (SDGs), engaged with business professionals from across the globe, and were empowered to become catalysts for change in their communities.

The case competition had 17 teams of 2-5 students, who each submitted a written action plan strategy and impact assessments for a fictional business, LAB Inc., to meet sustainability requirements and qualify for the B Corp Certification. Lewis attributed the team's chemistry, innovative mindset, and attention to detail as reasons for their second place victory. "It was a great networking experience for me; our five-person team worked very well together and I'm extremely proud that we were able to earn this amazing win at the international level," Lewis said.

Dr. Ben Eng, faculty advisor of Marshall University's Beta Sigma Chapter, said, "I love seeing our students make the most out of opportunities. This particular opportunity is an important one because this conference is all about how the business leaders of tomorrow must be equipped with the ability to compete and succeed financially and to make a real and positive difference in the world. I'm proud that our students are leading the way in high-impact leadership."

Beta Gamma Sigma is the official honor society of the Association to Advance Collegiate Schools of Business—the premier business school accrediting body in the world. Membership is by invitation only, based on class rank. Marshall University's chapter of Beta Gamma Sigma has been recognized as a "high honors" chapter for last the 5 years.

To learn more about Marshall University's chapter of Beta Gamma Sigma, please visit <https://www.marshall.edu/cob/beta-gamma-sigma-2/>.

Sales & Marketing Class Tours Service Wire

Clifton Dedrickson's Marketing 231 class tours Service Wire facilities in Culloden, WV.



One requirement for Marketing 231 (Selling) is for the students to produce a role-playing video in which they sell and promote wire products to a potential customer. To ensure that students have sufficient knowledge of the product they will be selling, Dedrickson arranged to take them on a tour of the Service Wire facilities in Culloden, West Virginia. "This hands-on experience of how the wire is reduced, twisted, and protective coating is added and prepared for selling significantly enhances student knowledge and ability to sell the product," said Dedrickson. The students learned a great deal from this experience and we greatly appreciate the Service Wire Company graciously hosting us at their facilities

Cohen Speaker Series Semester Kickoff

The Lewis College of Business's Cohen Speaker Series has started the semester with two informative and enthusiastic speakers. Amy Frasure, from Bullseye Total Media, kicked off the spring series. MacKenzie Morley, from CJ Hughes Construction, was the second speaker and delivered an inspiring presentation. The program offers students a chance to meet business professionals and learn how to grow professionally. The next event is with Tricia Ball from the Huntington Chamber of Commerce on Thursday, February 23 at Drinko Library 402.

For more information contact [Nancy Lankton](#)



Lewis College of Business | Brad D. Smith Schools of Business
[Visit our website](#)

[Read past Monday Morning Memos](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by lcob@marshall.edu powered by



Try email marketing for free today!