

A New Journey Begins



LEWIS COLLEGE
OF BUSINESS

Monday Morning Memo from the desk of Dean Don Capener

March 11, 2024

Why Spring Break Still Makes Sense

Dedicated students at Marshall University's Lewis College of Business deserve a break every now and then, and a week away from the books can be incredibly beneficial. Stepping away for a short period can refresh your perspective on your studies. When you're constantly consumed by coursework, it's easy to get bogged down in the details and lose sight of the bigger picture. A break allows your mind to relax and return to your studies with renewed focus and energy. You'll be able to approach your work with fresh eyes and a newfound appreciation for the subject matter. As you might guess, this week is our spring break.

I encourage all students in the Brad D. Smith Schools of Business to recharge your batteries. The constant pressure of deadlines and exams can be draining, both mentally and physically. A break allows you to de-stress and engage in activities you enjoy. This could be anything from spending time outdoors to catching up on your favorite hobbies. By taking care of yourself, you'll return to your studies feeling rejuvenated and ready to tackle any challenge.

Finally, a week away from Marshall provides a valuable opportunity to reconnect with loved ones. Disconnecting from academics frees up time to spend with family and friends. Spending quality time with those who care about you can provide much-needed emotional support and a welcome distraction from the pressures of school. Strong social connections are essential for overall well-being, and a week of reconnecting can do wonders for your mood and motivation when you return to your studies. Safe travels to all of our students and faculty.

Longest Standing Staff Member of the LCOB Retires

Suzann Workman, Senior Administrative Secretary

for the Accounting and Legal Environment department, retired after 34 years of service. Suzann is the longest-standing staff member in the Lewis College of Business, serving under 12 Deans and at least 6 department chairs. While her retirement was bittersweet, we are very happy to have had her be a part of our Marshall Family, and we wish her well in all things to come.



Student Center for Public Trust Business Ethics Case Competition

On March 13th, The Student Center for Public Trust hosted their Spring 2024 Business Ethics Case Competition. This event dove into the complex topic of AI technology and the ethical considerations it presents for businesses in the future.

We also had an excellent guest appearance from WV State Auditor John B. McCuskey, who spoke on economic development and growth within our state.



We want to congratulate all participants on their wonderful and informative presentations on this topic!

First Place went to: Isabella Schrader



Second Place went to: Dane Burgess, Coral Karnes, Will Carpenter, and Jonathan Garlow



Third Place went to: Nicholas Raffinego and Luke Jeffrey



2024 West Virginia Innovation and Business Model Competition

Marshall University's Lewis College of Business hosted the initial phase of the sixth annual West Virginia Innovation and Business Model Competition (WVIBMC) on Monday, March 11th in the Encova Auditorium of the Brad D. Smith Center for Business and Innovation. This statewide competition is open to all students enrolled in a two- or four- year institution of higher education in West Virginia, with many participating institutions hosting a qualifying stage – like this one last Monday evening.

Marshall University hosted its qualifier in the new Encova Auditorium of the Smith Center, showcasing a record number of entrants and representing a record number of colleges and majors, including 12 teams representing four of the university's colleges (the College of Business, the College of Art & Media, the College of Science, and the College of Health Professions), and seven major areas of study (including Entrepreneurship, Marketing, Management, Sustainability Management & Technology, Music, Video Production, Natural Resources/Recreation Management). The twelve new ventures that presented at the Marshall Qualifier included:

- Ellzi's Eatery on the Ritz, founded by Vanessa Coffman. Vanessa is a senior from Lavalette, WV (BBA – Entrepreneurship; BFA - Music);
- Elipses, founded by Elise McClelland. Elise is from Johnstown, OH. (BBA – Entrepreneurship Major);
- Smart Locker, founded by Wikorn Boonmakhajornkit. Wikorn is from Thailand. (BBA – Entrepreneurship Major);
- Achievable Future, founded by Kole Jarvis. Kole is from Calhoun County, WV (BBA – Entrepreneurship Major);
- Give it a Go, founded by Isabella Schrader. Bella is from Chesapeake, OH (BBA – Energy Sustainability + Entrepreneurship Major);
- Madeline's Bridal & Formal, founded by Maddie Nicholson. Maddie is from Kenova, WV (BBA – Entrepreneurship + Marketing);
- Shared Kitchen, founded by Grace Teichman. Grace is from Point Pleasant, WV (BBA – Entrepreneurship Major);
- Redline Auto, founded by Alex Harwood. Alex is from Fayette County, WV (BBA – Entrepreneurship Major)

- Protein Ice Cream, co-founded by CJ Fazio + Dom Konopka. CJ is from Easton, PA (BBA – Entrepreneurship Major); Dom is from Medina, OH;
- Chant-It, co-founded by Michael Croff + Soyre Lowe. Michael is from Niles, OH and is a Video Production Major (BA – Arts & Media); Soyre is from Ripley, WV and is a Natural Resources and Recreational Management major (BS – Science);
- The Game Player’s Guild, founded by Liam Gue. Liam is from Barboursville, WV (BBA – Entrepreneurship); and
- SleepyPause, founded by Jonathan Hale. Jonathan lives in Hurricane, WV and is originally from Winfield, WV (BBA – Management).

The winner of the Marshall University Qualifying Event was Give it a Go, founded by Isabella Schrader who is a double major within the COB’s BBA program, focused on Entrepreneurship and Sustainability Management & Technology. Bella advances to the WVIBMC Finals Event with a guarantee of \$500 and the opportunity to win at least \$3,000. Give it a Go was inspired by Bella’s frustration with trying to learn a new hobby utilizing open-source information (e.g., YouTube videos and written instructions). Accordingly, Give it a Go is intended as a platform for flattening the learning curve on a multiplicity of hobbies and increasing not only the introductory enjoyment but also the competency and skill of the individual learning this new hobby.

"I started working on this project because I recently started to learn how to crochet and noticed many different things with the current process of learning a hobby that I thought could be improved. After recognizing this problem, I tried to come up with a solution that could be engaging for people and encourage others to try new hobbies as well.

It was great being able to compete in the WVIBMC alongside my classmates and listen to all of their great pitches and ideas as well, everyone did so amazing! I was so grateful to have won the competition and am very excited to advance to the next stage." - *Isabella Schrader*

Judges were professors from the Lewis College of Business and included Dr. Nabaneeta Biswas, assistant professor of economics; Dr. Susan Lanham, associate professor of accounting; Dr. Monisha Gupta, assistant professor of marketing; Dr. Casey Baker, associate professor of legal environment; and Dr. Alan Letton, adjunct faculty for the department of management and the Director for the Center of Economic Community Development in Black Appalachia and Isolated Communities. Dr. Kevin Levine, assistant professor in music and the college of business, served as emcee for the event.

“We are so grateful for the hard work on behalf of the student lead teams that participated in the WVIBMC competition. The level of competition stepped up, and there were many worthy candidates. We’re also grateful for the interdisciplinary nature of this competition. In addition to business, there were presenters from four colleges competing. As one of the six key focus areas for Marshall University, entrepreneurship is a priority area in our strategic plan and focus going forward. We’re grateful for Professor York, and all of the team and judges that worked so hard to make this competition successful“ - *Dean Don Capener*

The WVIBMC Finals Event will be on Tuesday, April 9th in the Encova Auditorium of the Smith Center. Festivities will begin with food service at approximately 5p, with the first new venture pitch starting around 6:15p. Marshall Univ. alumnus Bill Bissett, Ed.D., and current President of the WV Manufacturer’s Association will serve as emcee for the finals. It is anticipated that teams from WVU, WV Wesleyan, Glenville St., Shepherd, and other WV institutions, alongside Marshall Univ., are

expected to participate and compete. The Encova Auditorium has a maximum capacity of approximately 350 individuals. To guarantee a spot, please use the registration link below that will also lock in your dinner ticket for the evening's event: <https://tinyurl.com/2024WVIBMCFinals>

The competition was made possible by the generosity of the Robert E. Yancey, Sr. Entrepreneurship Endowment, and Intuit. It was coordinated by Olen York, assistant professor of entrepreneurship, Director of Entrepreneurship Education, and the Kermit McGinnis Distinguished Professor for the Lewis College of Business.

About the WVIBMC

This unique and exciting endeavor was conceived as a collaborative effort between business school deans and heads of four-year colleges and universities in West Virginia in 2018 to foster innovation and entrepreneurship across the state. This student-centered competition is modeled after the Global Business Model Competition started by BYU and the Design-for-Delight Challenge that took place at Marshall University in Spring 2017.

The focus of the competition is designing desirable and workable business models that are attractive to potential partners, advisors, and/or investors. Students learn and apply a blend of entrepreneurial best practices like design thinking, business model development, lean canvas utilization, and lean startup to identify problems, create game-changing solutions, and develop business models by testing their assumptions on real customers. The WVIBMC is enthusiastic about giving students the mindset and tools they need to innovate in a deeply impactful manner. The WVIBMC allows students to learn and practice these tools within the context of developing new and innovative products or services that may change their lives and the lives of those in West Virginia and beyond.

Lewis College of Business faculty member, Olen York worked with entrepreneurship faculty from business schools around West Virginia, who in turn, trained their student entrepreneurs to create new business ideas.

For more information contact [Andrew Kesling](#)

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