

A New Journey Begins



LEWIS COLLEGE
OF BUSINESS

Monday Morning Memo **from the desk of Dean Don Capener**

April 15, 2024

Brad D. Smith Center for Business & Innovation Dedication Ceremony

On April 10th, we celebrated the Dedication Ceremony for the Brad D. Smith Center for Business and Innovation, filling our 360-Seat Encova Auditorium. The reception was comprised of remarks from Tony Stroud, Provost Avi Mukherjee, Student Body President Walker Tatum, and President Brad Smith. They spoke on how the Brad D. Smith Center for Business and Innovation will serve not only Marshall, but the Huntington Community, and that it would not have been possible without aid from our donors, the Board of Governors, our Faculty, Staff, and Students. Closing remarks by Dean Capener thanked everyone for their attendance and contribution to making the event possible. Attendees met in the Dutch Miller Automotive Group Forum for food, drinks, tours, and mingling after the reception.



Thundering Thirteen Publication

The Lewis College of Business "Thundering Thirteen" awards were created to honor some of our outstanding students from each of our Undergraduate Majors. These students were chosen by faculty in each of our departments, promoting some of our most involved students with high academic achievement. Below is a preview of this publication on one of these outstanding students, and some information about them.



Lewis College of Business Thundering Thirteen

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Erin Roberts International Business

Hometown: Hurricane, West Virginia

About Erin

Erin Roberts is an International Business student from Hurricane, West Virginia. She has been running the Global and Multicultural Student Organization for the past two years while maintaining an excellent GPA. After graduation, Erin plans to attend law school, and eventually specialize in corporate law. She expressed that she has always had a great interest in both business and law, and believes that a career in corporate law will allow a combination of both of her passions.

Financial Literacy Week

From April 9th to April 11th, the Financial Management Association held their annual Financial Literacy Week, hosting speakers from various financial career paths and institutions. Speakers included: Joshua Juckett (Truist Bank), speaking on "Financial Literacy & Why It's Important"; Caleb Gibson (Wells Fargo), speaking on "Investment and Wealth Management Basics"; and a CFO Panel on Exploring Careers in Finance, with Matt Tidd (Marshall University), Mark Morgan (St. Mary's Hospital), Phillip Ball (Putnam Co. Bank), and David Bumgardner (City National Bank).



Business Leadership Symposium 2024

On April 11th, The Truist Center for Leadership organized a colloquium of speakers who are leaders in their respective fields of work. These speakers were comprised of local individuals who serve as great role models for our students. Their insights and experiences proved invaluable for anyone aspiring to excel in their chosen careers. The event included excellent networking opportunities and valuable industry insights to our students.

MARSHALL

The Truist Center for Leadership
Presents: A Colloquium

Business Leadership Symposium 2024

Amy Frasure
Owner - Bullseye
Total Media

Tim Hazelett
COO for Cabell-
Huntington Health
Department

Joshua Scott
Market
President and
Senior VP for
Truist Bank

Alissa Stewart Sparks
President and CEO of
Goodwill Industries

Marshall University SCORES Academic Festival

On Friday, April 12th, awards SCORES is hosted once a year at the Marshall University Campus. This festival is a great way for high school students to learn more about Marshall University, visit our campus and to meet our award-winning faculty. Pictured below are students from the College of Business who helped in the Accounting Team Competition's "Cupcake Conundrum". The goal of Cupcake Conundrum is for students to create their own cupcakes, and then calculate the cost of the design.



The College of Business Hosts 2024 Business Model Competition Finals

The Encova Auditorium in the Brad D. Smith Center for Business and Innovation played host to the Finals of the sixth installment of the WV Innovation and Business Model Competition (WVIMBC) on Tuesday, April 9th. Four WV colleges and universities were represented by the nine teams that participated in the Finals, including WV Wesleyan College, Shepherd University, West Virginia University, and host Marshall University. Each institution and its teams walked away with at least \$1000.00 in funding for the proposed new ventures.

The WVIMBC judging panel awarded the top prize (minimum of \$3000.00) to the Marshall University partnership of CJ Fazio and Dom Konopka representing the new venture Konaz, a new ice cream option infused with high protein for the health conscious. Fazio is from Easton, PA and is pursuing a Bachelor of Business Administration (BBA) degree with a major in Entrepreneurship. Konopka is from Medina, OH and is also pursuing a BBA degree with a major in Management. Fazio and Konopka are also members of the Marshall University football program.

The second-place prize (minimum \$2000.00) was awarded to West Virginia University's Nola Todd. Todd pitched a vegetarian-menu as a healthy food truck option named Goldenrod Breakfast Co. Todd is from Charleston, WV and is majoring in Entrepreneurship and Innovation at WVU.

The third-place prize (minimum \$1000.00) was awarded to Brittany McKnight of Shepherd University for the concept of Sagittarius Esthetics that focuses on personal care, including skin and nails. McKnight is pursuing a BBA degree and is an entrepreneurship student at Shepherd University. McKnight and Shepherd University are first-time participants in the WVIMBC.

The fourth-place prize (minimum \$750.00) was awarded to Jonathan Hale of Marshall University for the concept named SleepyPause that conceives of an app to assist in restarting your streaming video at the moment you fall asleep. Hale is pursuing a BBA degree with a major in Management. Hale is from Putnam Co., WV.

For reaching the Finals, five teams are guaranteed a minimum of \$500.00, including Tyriek Crutchfield and Elisha Taylor, each separately representing WV Wesleyan College, Miguel Aguilar and Daniel Goodavich representing Shepherd University, Dustin Redden of West Virginia University, and Bella Schrader representing Marshall University.

In total, the 2024 WVIMBC organizers awarded over \$9000.00 in funding to be used in furtherance of the presented new venture opportunities.

For more information contact [Andrew Kesling](#)

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