

The Monday Morning Memo

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

August 19, 2024

The Monday Morning Meetup

We created The Monday Morning Meetup Podcast with the idea of showcasing our brightest and innovative alumni, taking the time to sit down with them, and have a chat about their stories.

Our first guest is Katy Spears, a College of Business alumna with the entrepreneurial endeavor of bringing Tiny Homes to Marshall's campus. In this episode, we have a conversation about her, her story, and the current status and future of her business, "Wildflower Homes".

Wildflower Homes Website can be found [here](#)

Wildflower Homes Facebook can be found [here](#)

Wildflower Homes Instagram can be found [here](#)



Guy Spriggs Dean's Speaker Series - Cynthia Cooper

On **Thursday, September 26th from 12:30 to 1:45pm**, the Lewis College of Business will host Cynthia Cooper to present in the Encova Auditorium as part of the Guy Spriggs Dean's Speaker Series.

Cynthia is an internationally recognized speaker, consultant, and best-selling author. In 2002, she blew the whistle on what would become the largest corporate fraud and bankruptcy in history. Cynthia has served on the Board of Directors for the National Association of State Boards of Accountancy Center for Public Trust (CPT), as Chair of the Board of Regents for the Association of Certified Fraud Examiners (ACFE), and as a member of the standing advisory group of the Public Company Accounting Oversight Board (PCAOB). In 2020, Cynthia was included in TIME's most influential women of the last 100 years. We ask all those who can attend to join us to hear Cynthia's amazing story.

MARSHALL
LEWIS COLLEGE
OF BUSINESS

GUY SPRIGGS
DEAN'S SPEAKER SERIES

Presents:
"Extraordinary Circumstances: Unraveling the Largest Corporate Fraud in History"

With:

Cynthia Cooper - An internationally recognized speaker, consultant, and best-selling author. In 2002, she blew the whistle on what would become the largest corporate fraud and bankruptcy in history.

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12:30 - 1:45pm, September 26th, 2024 at the Brad D. Smith Center for Business and Innovation Encova Auditorium

2024 West Virginia Governor's School of Entrepreneurship

Marshall University's Lewis College of Business recently concluded its successful summer program, the WV Governor's School of Entrepreneurship (WVGSE), with a Demonstration Day pitch event on July 20th. Held in the newly opened Encova Auditorium, the event showcased nine entrepreneurial teams to a panel of experts, including Toney Stroud, Barbie Woods, and Jonathan Hale, in front of an audience of over 110 people.

Among the standout presentations, Sprout Sync was recognized for its Best Pivot, shifting from a large-scale irrigation system to a manageable garden solution. Fungi Green earned accolades for the Best Future Steps, proposing a composting strategy using mushrooms to address plastic waste. Distracted Driving was noted for the Best Use of Data with its glare-reducing surface for safer driving. Third Space was awarded the Best Prototype for its innovative social environment concept. TourPal received praise for the Best Customer Discovery Story through its integrated trip-planning app.

Valley Link, addressing the critical issue of broadband access, was acknowledged for

tackling the Most Significant Problem. Castify was named the Most Innovative for its 3D-printed, breathable cast material, while Able, with its adaptive clothing designs, was recognized as the Panelists' Choice for the Most Comprehensive concept. The panelists commended the high quality and sophistication of all the projects, noting that the students' work was comparable to that of experienced entrepreneurs.

WVGSE, available to West Virginia students completing 9th through 11th grades, is hosted by Marshall University to foster creativity, critical thinking, and problem-solving skills. The program encourages students to tackle real-world problems through solution proposals and prototype development. Marshall University looks forward to continuing this initiative in Summer 2025.

2025 Best MBA Programs - Princeton Review

The MBA program at the Lewis College of Business was recently ranked among the top 244 outstanding on-campus MBA programs for 2024 by Princeton Review. The college's MBA program places emphasis on applying theory into real-world practice, so graduates can meet the current needs and changing demands of the global marketplace. The program was recently refreshed to make it more flexible and accessible for working professionals. It is now a 33-credit hour program delivered online, face-to-face, and hybrid. For students trying to fast-track their career can complete the program, on a full-time basis, in one calendar year.

Other Princeton rankings include:

- Ranked among the best Business Schools for 2024
 - Ranked among the best Online MBA Programs of 2024
 - Ranked among the Best Business Schools (Southeast)
 - Ranked #9 with the Most Competitive MBA Students

The Lewis College of Business Welcomes New Students

Some of the LCOB Staff took on roles as Uni 100 Course Facilitators to welcome the new Fall 2024 Freshman class to the Lewis College of Business. Within this course, Freshman learn how to navigate the transitional period to college life at Marshall University and how to be a successful student.



For more information contact [Andrew Kesling](#)

Lewis College of Business | Brad D. Smith Schools of Business
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