

FALL/WINTER 2017

b&e
MAGAZINE

Tastes from our Alumni

*The savory,
the sweet and
the spirits
brought to you
by B&E grads*

WHICH DEGREE IS RIGHT FOR YOU?

SOCIOECONOMIC CLIMBERS

"I want to achieve everything my parents could only dream of accomplishing."

BALANCED CAREERISTS

"I want to advance my career, but school must not disrupt my daily life."

SKILL UPGRADERS

"I want to be recognized for my expertise."

IMPACTFUL INNOVATORS

"I have great ideas – I just need the skills to bring them to life."

STATUS SEEKERS

"A graduate degree will give me the status and respect that I crave."

GLOBAL STRIVERS

"I am committed to exploring the world of opportunities that awaits."

CAREER REVITALIZERS

"I need to take my skills and career to the next level to be successful."

MBA

M.S. IN BUSINESS DATA ANALYTICS

M.S. IN FINANCE

MPA

M.S. IN INDUSTRIAL RELATIONS

ONLINE HYBRID MBA

M.S. IN FORENSIC & FRAUD EXAMINATION

For more information on these motivation segments, visit the Graduate Management Admission Council's website at gmac.com.

In This Issue

16 EMPOWERING THE FUTURE OF WEST VIRGINIA
B&E helps K-12 students across West Virginia realize their potential to transform the state's business landscape.

24 TASTES FROM OUR ALUMNI
We're featuring the B&E graduates who bring us the savory, the sweet and the spirits.

40 B&E CELEBRATES 150 YEARS OF WVU
Bringing together faculty, staff, students and alumni, B&E hosted a week of festivities September 11-15.

IN EVERY ISSUE

2 MESSAGE FROM THE DEAN

4 OPENING SHOTS
International students at B&E

8 EXECUTIVE Q&A
Malene Davis, president and CEO of Capital Caring and West Virginia Caring

10 ALUMNI SPOTLIGHT
Glenn Carell, director of floor operations for Global Trading Systems

FACULTY TIPS

Associate Professor Paul Speaker shares investment advice

14 A LOOK AT OUR STUDENTS
Get to know four current B&E students

52 IN MEMORY
B&E remembers deceased alumni

DEVELOPMENT

48 THANK YOU
Generous donations made to B&E during fiscal year 2016-17



8



16



24

OUR MISSION Through our people and our values, the WVU College of Business and Economics is committed to educating and transforming our students, our state and our world toward greater prosperity.

OUR VISION The WVU College of Business and Economics fosters a diverse and inclusive culture and builds business leaders while dedicating ourselves to excellence, innovation and ethics. We catalyze interdisciplinary solutions that advance economic growth in the state of West Virginia and beyond.

OUR VALUES Service | Curiosity | Respect | Accountability | Appreciation



Telling Our Story

The College of Business and Economics is not the same business school it was 60, 20 or five years ago, or even one year ago when I arrived at West Virginia University. It is a business school on the rise, and it reflects an environment where we are helping to mold successful students every day through innovative education and invaluable, learning-by-doing opportunities.

It is also a different school thanks to a culture change headed by WVU President E. Gordon Gee, a change that we at B&E have, most certainly, embraced. We are taking big steps in research, teaching and service. We are taking opportunities to make major contributions to our campus, our state, our nation and our world. And we are taking back the narrative to tell our story, because the most important element of the B&E story is people.

Our students are making unprecedented achievements, ranging from winning case competitions to helping formulate a business plan for a \$45 million aquatic center in Morgantown's Mylan Park, and from utilizing their business knowledge in helping West Virginia businesses grow to building a platform for cancer clinical trials with the WVU Cancer Institute.

B&E MBA students are helping businesses in Greenbrier County recover from devastating floods in 2016. Industrial relations graduate students are working in internships with companies such as PepsiCo and GE Aviation in preparation for the upcoming starts of their careers. Students have joined with corporate partners to work on real-life projects

in business data analytics. Finance students traveled to New York City recently to experience real-life learning, but also witnessed acts of global investment when they visited the NASDAQ stock exchange. Supply chain students partnered with engineering students to win a major case competition in Pittsburgh for the third consecutive year. And B&E marketing students have partnered with Google to

design online marketing campaigns for real businesses and organizations. These are but a few examples.

B&E provides a learning experience to our students and, at the same time, their learning impacts our state positively. The experience we offer helps mold our students into global leaders, not only to enrich their lives and the world they live in but also because this state needs them.

Our centers continue to impact our world, from bolstering the business landscape to student career preparation and experience; from data and economic analysis to increased study abroad opportunities to improving financial literacy; and from exploring a philosophy of free markets to building corporate partnerships. We are taking back the narrative because stereotypes are inaccurate, and valuable contributions are real.

We are telling our story through innovative and advanced research by our faculty in areas from economics to international trade regulation, and from lead in the Flint, Michigan, water supply to research for the Wall Street Journal on possible leaks of key economic data in the United Kingdom.

And through our highly successful 27,000 alumni who have soared as successful leaders in countless industries all over the world, we are telling their story. Because they have a story worth telling.

Our values — service, curiosity, respect, accountability and appreciation — are in everything we do. We have a story worth telling as we help transform the business landscape. And we will continue to build it and tell it.

Javier Reyes, PhD
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Congratulations

2017 WVU College of Business and Economics ROLL OF DISTINGUISHED ALUMNI



Lee C. Bakalarski
1974 Accounting
Independent Consultant
for Big Four
Accounting Firms

Armando Anido
1985 MBA
Chairman and
CEO of Zynerba
Pharmaceuticals

Rodney Williams
2006 Finance
CEO and
Co-Founder
of LISNR

Kim Craig
1977 Finance
President and CEO
of F.N.B. Wealth
Management Group

Royce H. Keller
1967 Accounting
Retired CFO of
Continuous Learning
Group, Inc. (CLG)



**Marketing Ph.D. Candidate
FARNOUSH RESHADI**

Growing up in a larger metropolitan area like Tehran, Iran, Farnoush Reshadi says she appreciates the peace and quiet of the small, beautiful city of Morgantown, West Virginia. A candidate in the Marketing Ph.D. program at B&E, Reshadi instantly knew she made the right decision to attend WVU as she works alongside outstanding researchers and caring faculty. Her research is focused in the area of consumer financial decision making, specifically regarding consumer healthcare spending.

Photo by ALEX WILSON



**Management Information
Systems Senior
KASHISH TANDON**

When you ask Kashish Tandon to describe his life, he says, "I was born in India, raised in Nigeria and right now, I am being manufactured in America." An avid traveler, the international student has visited every state in the nation and explored numerous countries, while also maintaining a connection to his native culture by practicing yoga and cooking traditional cuisine. In December 2017, he will embark on a new journey as a B&E management information systems graduate.

Photo by ALEX WILSON



**Management/International
Business Senior
EMMANUEL
EWALD MUSHY**

Emmanuel Ewald Mushy has a hunger for traveling, business and fashion. A native Tanzanian, Mushy has consumed experiences from many different cultures and environments, traveling to numerous countries like Hong Kong, Malaysia and Vietnam. He is expanding that global perspective as a management major with a focus in international business, while also honing his creativity with a fashion merchandising minor. Combining his passions, he has established Dapper Clothing, a clothing brand that reflects a global sense of style.

Photo by ALEX WILSON



**MBA Student
PRAKRITI GURAGAIN**

For Prakriti Guragain, a B&E MBA student, stepping foot into Morgantown, West Virginia, for the first time in summer 2017 was initially a culture shock. But quickly, she says she made connections and friends, which makes her feel more at home in the Mountain State. Guragain holds the Nepalese culture close, cooking traditional cuisine and celebrating Nepalese festivals, like Dashain, on campus. After earning her graduate degree, she hopes to launch into the banking sector, which she says is flourishing in Nepal.

Photo by ALEX WILSON

Malene Davis: Leading the Way in Hospice Care

Written by PATRICK GREGG
Photographed by ALEX WILSON

HEALTHCARE IS A BIGGER COMPONENT IN THE LIVES OF AMERICANS THAN EVER BEFORE, so it is all the more special that an alumna of the West Virginia University College of Business and Economics has built a business model for the hospice care industry.

Malene Davis, who earned her Master of Business Administration degree at B&E in 1987, is president and CEO of Capital Caring in Washington, D.C., and West Virginia Caring, based in Arthurdale, West Virginia. Davis, who also earned RN and MSN nursing degrees at WVU, is the first nurse to pursue and achieve an MBA at B&E. A native of Masontown in Preston County, West Virginia, Davis has been the driving force behind building a business that emphasizes that four-letter word that means so much to her — care.

Before she graduated from WVU's School of Nursing, Davis started working at WVU Hospitals on the oncology floor. She was encouraged to get a business degree, and not long after getting her undergraduate degree, she was taking part-time graduate school classes and working full-time at the hospital. As a result, Davis earning her MBA was like a shot out of a cannon.

Capital Caring and West Virginia Caring combined are among the largest and most experienced hospice and palliative care providers in the U.S. Together, the companies serve nearly 1,400 people daily in Maryland, Virginia, West Virginia and D.C. And while the majority of care is provided in patients' homes, Capital Caring also operates 56 inpatient beds in four acute-care facilities, more than any other hospice provider in the mid-Atlantic region.

Capital Caring has cared for nearly 110,000 families since its founding in 1977 by dedicated community volunteers in

Northern Virginia who recognized an unmet need for compassionate advanced illness care. Prior to Capital Caring, Davis was president and CEO of Hospice Care Corporation (now known as West Virginia Caring). She began as the organization's first paid employee in 1988 and built the company into the largest hospice organization in West Virginia, serving 13 counties in the North Central region and four counties in Western Pennsylvania.

Davis is a nationally recognized, award-winning advocate for the advancement of the hospice philosophy and for better care for the seriously ill. She has been recognized by the American Academy of Pain Medicine, the Healthcare Council of the National Capital Area and by the Hospice and Palliative Nurses Foundation. She was also presented the Top 50 Graduates Award by the WVU School of Nursing.

She continues to serve her alma mater as the current chair of the board of directors of the WVU Alumni Association, and is a visiting committee member for the WVU School of Nursing and the WVU School of Public Health.

It is probably no accident at all that West Virginia Caring is headquartered in the historic Eleanor Roosevelt (New Deal) Arthurdale Inn. Davis said she has always been inspired by Roosevelt and, unsurprisingly, both have been described as unconventional, smart, disciplined and strong.



You have combined your knowledge of nursing with your knowledge of business to create a much-needed component of the healthcare industry. To what do you attribute your success?

The world-class clinical and business education I received at WVU, tempered by the “school of hard knocks,” has allowed me to build the largest not-for-profit, multi-community-based hospice and palliative care delivery system in the nation.

You spent a lot of time in the shadow of West Virginia University in Preston County, West Virginia, and you earned three degrees at WVU. Tell us about your love for this university.

I beg to differ, but with an altitude of more than 1,000 feet of elevation looming above Monongalia County, doesn't Preston County cast a shadow over Morgantown?! Notwithstanding the lofty heights of Arthurdale, I bleed gold and blue. Go Mountaineers!

Ultimately, what drove you in the direction of heading a company that provides hospice care?

Mix a portion of dumb luck, divine providence and good fortune, and you have the recipe for my entry into “the best kept secret” in American healthcare.

What parts of this company and your job make you the proudest?

Simply said, the people. My colleagues and coworkers inspire me daily to provide the best care possible to the most vulnerable of the vulnerable “moms and dads” who are, after all, our friends and neighbors. I could not be more proud of the clinical teams who spend their days and nights providing care and comfort at such an important time in the lives of patients and their families.

There is a very definite business side to the healthcare industry. How did B&E help prepare you for that?

My core knowledge and skills were honed as the first nurse to pursue and achieve an MBA in the College of Business and Economics. Not every clinician can or should obtain an advanced business degree, but it strikes me that every clinician should have some grounding in best business practices. Conversely, it is inconceivable to me that we will ever have a healthcare delivery system that meets the needs of human beings if those leaders who set policy and administer healthcare in our country do not develop an empathetic connection to the sick and

injured by “getting their hands dirty” in some bedside care experience.

You have been a national advocate for better care for the seriously ill. What improvements have you pushed for that have become a reality?

My goal has been to continually improve care through more uniform provision of measurably high-quality services. We have implemented several innovations in staff education and training, quality measurement tools and telecaring, just to name a few, that patients and their families tell us have made a huge difference in their outlook, confidence and comfort.

Who were the most influential people in your life, from both professional and personal perspectives?

My mom and dad. And I must attribute so much of my success to those colleagues who joined me early on in building what is now known as West Virginia Caring. Beyond these early influencers, there are simply too many great people in this field to mention here, but they know how deeply my respect and appreciation runs.

How do you try to differentiate Capital Caring/West Virginia Caring in the overall hospice and healthcare industries?

Our key differentiators are our financial model, which is built to ensure enterprise sustainability coupled with our “quality as a business strategy” approach to everything we do. We are constantly seeking to innovate and improve upon our ability to address what matters most to those who entrust their care — their very lives — to us. We are also highly engaged in partnering with health systems and policy makers in order to have a hand in the next iteration of advanced illness care.

Tell us something you find rewarding or makes you happy in your personal life.

I'm never more joyful than screaming my brains out at the Coliseum or at Milan Puskar Stadium as the Mountaineers challenge their Big 12 rivals!

Life in the Heart of Capitalism

Written by PATRICK GREGG

GLENN CARELL'S OFFICE IS THE FLOOR OF THE NEW YORK STOCK EXCHANGE. He is the director of floor operations for GTS (Global Trading Systems), and he's the guy who sets the price for a company when it decides to go public.

He's also a WVU graduate, having earned his finance degree from the College of Business and Economics in 1992. He has seen some stuff, but there's no doubt he knows his stuff. You see, he is associated with the largest global initial public offering ever.

Carell knows his way around a world that is made up of equities, commodities, futures, foreign exchanges and interest rate products. In order to truly understand what he does, let's go into that world.

"I'm a designated market maker (DMM), currently the director of floor operations at GTS and the risk manager of the firm's capital on a daily basis," explained Carell, a native of Livingston, New Jersey. "A DMM is in charge of making a fair and orderly market in the securities they trade. We are responsible for the day-to-day operation in the securities we manage."

He works for one of only five DMM firms on the floor of the NYSE. In short, when a company goes public, Carell's company wants to handle that company's initial public offering (IPO). And GTS is one of the largest DMMs on the New York Stock Exchange, responsible for more than \$11 trillion of market capitalization.

"It's an honor to be the director of floor operations for GTS, and I've worked so hard to get into this role. It's a huge role that I never take for granted," he said. "I love my job, and every day is like my first day. I try to learn something new every day."

Glenn has worked as a DMM for multiple companies in his career, and his body of work is — how should we say it — incredible. He was in the driver's seat when Twitter decided to go public in 2013. And he was the quarterback in 2014 when Alibaba, described by the Wall Street Journal as "by some measures, the world's biggest online commerce company," decided to go public.

Carell started his career in 1993, working as a specialist clerk for Mercator Partners. In 1998, he became a partner for Wagner



Stott Mercator and started trading his own group of stocks. In 2001, he joined Bear Sterns as a managing director and helped run the trading floor. Carell became a senior director for J.P. Morgan, running its DMM floor operations in 2008. In 2009, J.P. Morgan sold its DMM unit to Barclays, where Carell became a director. GTS agreed to acquire the unit from Barclays in 2016, and he was appointed to his current position for GTS.

He currently trades 42 stocks, 38 of which he won by an interview process where he makes a presentation to a company that wants to go public. He is typically one of multiple presenters, and then the company decides who will represent them on the big day when they go public — and when Carell will ultimately set the price for the stock's IPO.

"When a company goes public, the underwriters of the company price the pre-determined number of shares being issued

to the public by the company," he said. "My job deals with supply and demand, and I have to set the stock at a price that satisfies both the buy and sell side interests."

Carell admits his job is not for the timid, and he remembers details of deals like Twitter and Alibaba. He and his team met with Twitter to pitch the company on being in charge of the 2013 IPO on the floor of the NYSE. He was selected, and on the big day he handled order flows, technology and all details for Twitter. And he proudly said that the process went flawlessly. The next day, CNN Tech's article headline read "#WOW! Twitter soars 73% in IPO."

"Everything went off without a hitch," he said. "That was a huge deal. All eyes were on us because this was on the heels of the Facebook IPO [which he didn't manage] and, as everybody knows, did not go smoothly at all."

When it comes right down to it, Carell was a major part of financial history. He orchestrated the largest global initial public offering of all time in 2014 with the Alibaba Group. The company's IPO of \$25 billion shattered all records, and the diversified, online e-commerce company rewrote the NYSE book.

Not bad for a kid who is the product of an atypical childhood. His parents divorced when he was a baby, and his mother died suddenly when Carell was only eight years old. Raised by an aunt, uncle and cousins, his love for athletics — particularly basketball — grew and grew. He made close friends growing up, and it was that group of friends who eventually led him to West Virginia University.

"I had good friends apply to WVU, so I decided to apply there. I got into WVU and other schools I had applied to for college. I visited campus and I absolutely loved it," said Carell. "It helped

that I had friends going there, and there were five or six of us from my hometown. And so, off to WVU I went.”

His B&E professors encouraged him, and tapped into his appetite for competition.

“My professors in finance were very good. There was an enthusiasm at WVU, and the professors seemed excited to instill knowledge in me. I love to compete, to be driven to excel,” he said. “I continue to have the passion I experienced at WVU.”

The more serene side of his life is in Marlboro, New Jersey, where Carell lives with his wife, Lisa, and their two children. He is involved in and supportive of his children’s activities, including coaching and, of course, being their own personal cheerleader.

Carell is grateful for his time at WVU and said his success started in Morgantown.

“The B&E curriculum was both challenging and instrumental in my successes throughout my career. It paved the way for my success in business and taught me the necessary tools to succeed in life as well. The professors taught me that hard work and perseverance are two of the most important characteristics that one can have to succeed in business,” he said. “What did I learn? Never let anyone tell you that you can’t do something. Work hard and good things happen.”

In the meantime, Carell excels at his trade. He was voted to serve as a floor governor for the New York Stock Exchange, a position he has held for the past six years.

“Working in New York City is probably one of the most challenging and exciting times of my life. You really have to be on top of your game every day. I still believe to this day that I have the best job in the world! It’s exciting and fun, and I meet CEOs, CFOs and C-suite executives of the biggest companies in the world,” Carell said.

And if you think being in the middle of the biggest capitalism exercise in the world on a daily basis isn’t in his blood, you’d be wrong. “There is a saying on the floor of the NYSE that you are only as good as your last trade,” he said with a smile, “and that saying couldn’t be truer.”

“I love my job, and every day is like my first day. I try to learn something new every day.”

- GLENN CARELL



Photo courtesy of Gulnara Zaynutdinova



Photo courtesy of NYSE

Retirement: The Best is Yet to Come

For many individuals, the sum total of their financial knowledge comes down to two things. First, don’t put all your eggs into one basket (i.e., diversify). Second, buy low and sell high. Unfortunately, a little bit of wisdom can lead an individual into some bad mistakes from misinterpretation of these two mantras. Since most of our B&E alumni and friends have retirement accounts, we offer these points toward those investments:

1 “HE WHO FAILS TO PLAN IS PLANNING TO FAIL.”—Winston Churchill

Planning for retirement begins at the beginning of your career. Mutual fund commercials pose the question, “What’s your magic number?” Have you thought about other key planning numbers? How long will you live? Well, take the quiz at [Living to 100 \(livingto100.com\)](http://Livingto100.com) and you may be surprised to find you have a much longer retirement ahead of you. Have you continually taken advantage of lower interest rates and refinanced your home multiple times? If so, when will you finally pay off the mortgage? Old advice suggested that during retirement we would only need to spend about 70% as much as during the working life, but if you are still paying on the mortgage, that percentage rises.

2 “DEATH AND TAXES. IN THIS WORLD NOTHING CAN BE SAID TO BE CERTAIN, EXCEPT DEATH AND TAXES.”—Benjamin Franklin

Great planning includes learning how the tax laws affect you. Have you considered the benefits of a Roth IRA or a Roth Supplemental Retirement Account (SRA), where taxes are paid today and earnings are never taxed? The current administration is proposing an overhaul of the tax system. If the proposed reduction in the corporate tax rate passes, then most individuals will see immediate increases in their current retirement portfolios. But, consider the long-term effects. If your retirement account has tax deferred components, what will be the tax rate when you retire? Will personal tax rates eventually rise to compensate for lower corporate tax rates, or will your good savings behavior put you in a higher tax bracket?

3 “THE MAN WHO DOES NOT READ HAS NO ADVANTAGE OVER THE MAN WHO CANNOT READ.”—Mark Twain

Literacy includes financial literacy. B&E graduates are able and should maintain their financial literacy. Continue to educate yourself and share your knowledge with others. B&E has created the Center for Financial Literacy and Education ([visit business.wvu.edu](http://business.wvu.edu)) to extend that knowledge to a wider audience in West Virginia. There is a clear need for increasing financial literacy across the state, as well as within WVU. The question is how to change behavior in a way to improve financial decision-making. The first step in that process is to empower individuals to make better financial decisions by arming them with the tools and confidence to better plan for their financial futures.

4 “KNOWING YOURSELF IS THE BEGINNING OF ALL WISDOM”—Aristotle

Where do you find the extra savings to invest in your future? Begin by tracking where you are currently spending your income and find those places where you can forego spending and save instead. Perhaps it’s cutting out the daily stop for coffee or some other daily habit. Over a working life, an extra savings of just \$100 per month can translate into an extra million dollars or more at retirement.

5 “LIVE AS IF YOU WERE TO DIE TOMORROW. LEARN AS IF YOU WERE TO LIVE FOREVER.”—Mahatma Gandhi

The typical options for today’s college graduate should enable them to accumulate more in their retirement accounts at the end of their working life than the sum total of their earnings over that working life. Yet, few take the time early in their careers to learn how they can manage their future and set up a retirement filled with choices. The earlier someone begins retirement planning, the greater the possibility of seeing that plan succeed. A good, early understanding increases those chances.

PAUL SPEAKER, Ph.D.,
associate professor
of finance at the WVU
College of Business
and Economics

A LOOK AT OUR STUDENTS

Written by
BLAIR DOWLER
Photographed by
ALEX WILSON

DOLLAR AGBEMADON

FIRST-YEAR MASTER OF BUSINESS ADMINISTRATION

Dollar Agbemadon is a first-year, dual MBA and MSIR graduate student. He is a graduate assistant in the WVU Center for Executive Education and a member of the WVU Collegiate Entrepreneurs Organization. He's an entrepreneur with a knack for marketing and natural talent for entertaining.

Agbemadon, better known as DJ Dollar, is a familiar face and sound on campus, as he is the DJ for WVU and WVU Athletics. With a passion for music and a pioneering spirit, DJ Dollar brings fans to their feet and gets the WVU men's basketball team hyped during the DJ Dollar Pre-Game Show.

"I listened to a lot of hip-hop growing up, and at some point I realized that there's someone behind the artist performing on stage — there's a DJ. I started watching more videos and listening to more DJs and thought, 'I want to be a DJ,'" he said. "I finally got the chance to touch a turntable in 2006 and that was it. It was such a great feeling."

Agbemadon, a native of Accra, Ghana, says his entrepreneurial aspirations do not end with DJ Dollar LLC.

"Ultimately, I want to see where my two degrees will take me. I'm open to the corporate world. If I can still DJ, that would be awesome," he said. "At some point, I want to take the sports business, specifically basketball, back home and build a more organized league. That's my main goal."

OLIVIA KYLES

MASTER OF SCIENCE IN FORENSIC AND FRAUD EXAMINATION

Olivia Kyles is striving to achieve her dreams of working for the FBI, tracing money trails of criminal activity and national security affairs as a first-year graduate student in the online-hybrid Master of Forensic and Fraud Examination.

"I've always had an interest in law enforcement. In high school, I discovered I was good at debating and analyzing things that are not obvious to the normal eye. That's when I knew I wanted to do something in law, whether it was being a lawyer or a detective," Kyles said.

Kyles, who lives in Lancaster, Texas, majored in accounting at Sam Houston State University to hone those critical and analytical skills for a career in forensic and fraud examination.

"I want to be a solution to non-violent offenders. We only hear news about violent offenders, but there are many non-violent offenders out there robbing from innocent people," she said. "So, I realized I wanted to combat white collar crime."

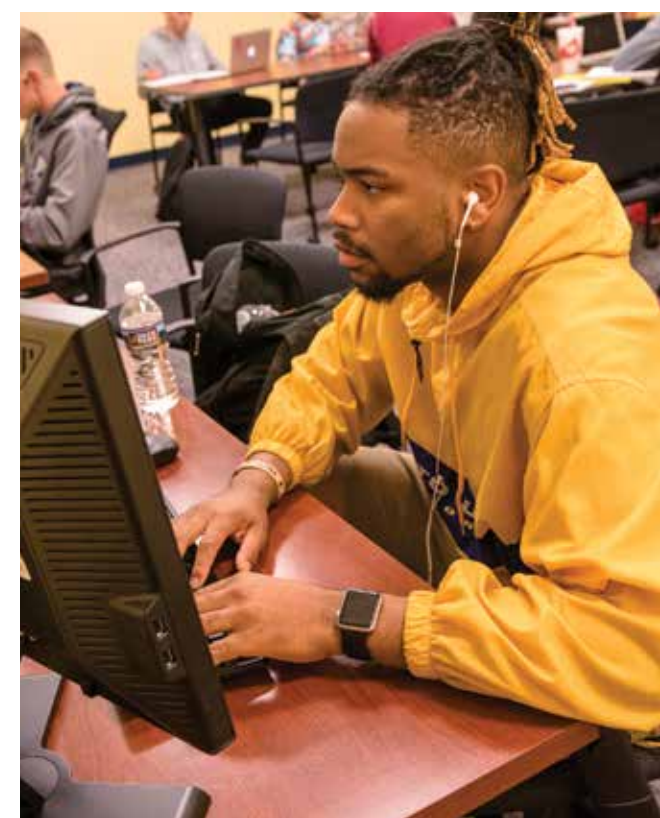
Kyles earned her undergraduate degree in 2015 and is currently a medical support assistant at the Department of



Veterans Affairs Hospital. While it's not an accounting role, she says she is honored to advocate for veterans.

"No one wants to be at the hospital, and a lot of these patients are there every day because of how sick they are. So, you get to know them personally. You make friends with these veterans, who have a lot of stories and advice to share," she said.

In her spare time, Kyles plays in a women's soccer league in Dallas and coaches jiu-jitsu.



KATIE LYTER

SENIOR DUAL ECONOMICS/MANAGEMENT MAJOR

To say Katie Lyter is well-traveled is an understatement. At just 22 years old, the economics and management senior has explored 25 countries, including Spain, Morocco and China.

A native of Allegany, New York, the jet setter united her passion for travel with her interests in economics and international business as a transfer pricing intern in KPMG's Economic and Valuations Services practice in the Washington, D.C., metro area. She was one in a group of 24 out of 1,700 interns to receive the global internship. So, she trekked off to Paris, France, for the third time — but this time for work.

"Each time I was in Paris prior to this summer, I was only there for three days. When you're there for such a short time, you only see the surface things like the Eiffel Tower and Palace of Versailles," Lyter said. "Living there, I was able to wander around and get lost, and I really enjoyed it. I really did fall in love with Paris."

Now back in Morgantown, Lyter is working tirelessly to leave her mark on WVU and around the world. She is a B&E Student Ambassador, a conversation partner for the WVU World Language Department and a member of Delta Sigma Pi. The future economist has also launched a new student organization, the B&E Consulting Club.

"I did economic consulting during my internship with KPMG, and realized we needed that kind of presence on campus. Right now, we are working on a marketing brand initiative project for the WVU School of Public Health."

KHUFU EDWARDS

JUNIOR FINANCE AND MANAGEMENT MAJOR

"I don't like to just sit around and talk about how things can change. I like to be in a position to make change."

Khufu Edwards, a junior double-major in finance and management, is a catalyst for change on the WVU campus. Recently named the Student Government Association Chief Diversity, Equity and Inclusion Officer, the Washington, D.C., native is determined to ensure we are One WVU.

"We need a multicultural center on campus. We have students of different backgrounds, races, sexual orientations and religions. And, we have students with different levels of accessibility. So, I want to work with all of them to see what I can do to make sure their needs are being met," he said.

But that's just one goal for Edwards. He is also making effective changes on campus through his extensive involvement. He is a B&E Student Ambassador, a member of the Successful M.A.L.E. Initiative and a peer advisor for the Freshman Leadership program. He has also served as vice president, financial secretary and social media chair for his fraternity, Alpha Phi Alpha.

The student leader is working to make an impact on people's livelihood. Edwards, who hopes to work in personal finance one day, stressed the need for financial literacy.

"It is so common for people to put their finances on the back burner, but financial literacy is so important. At best, it should be required in high school, but really, we should be talking about it in elementary and middle school," he said. "You have to teach these skills early."



EMPOWERING *THE FUTURE OF* WEST VIRGINIA

Written by
BLAIR DOWLER

Photographed by
ALEX WILSON

In elementary, middle and high school classrooms across the state sit brilliant, creative young minds — the future of West Virginia, the future of the country, the future of the world. And at this point in time, those children do not know the impact they can and will make.

Empowered by West Virginia University President E. Gordon Gee, the WVU College of Business and Economics has made a commitment to ensuring K-12 students across the state realize their potential, and to help cultivate young, entrepreneurial minds to grow and diversify our economy and transform the state's business landscape — to move West Virginia forward.

"I have said many times that West Virginia's greatest resource is its people, and that we have too often exported our best and brightest," Gee said. "If this state is to have a healthy future, we must keep those minds inside our borders, and that means we have to have entrepreneurs and innovators in every hill and hollow. This push by the College of Business and Economics is one of the most important programs occurring on our campuses."

Through several outreach initiatives, the BrickStreet Center for Innovation and Entrepreneurship and other B&E centers, faculty and staff have touched the lives of young people across West Virginia, encouraging them to be the change for the state and to pursue degrees in business.

"As a recruiter, it is a huge benefit to work for a college that offers educationally enriching activities for prospective students," said Rachel Nieman, B&E undergraduate recruiter. "Being able to talk about programs like the Governor's School for Entrepreneurship to prospective students definitely shows them how we can help them learn and grow. It shows that we are focused on helping students be successful."

HEALTH SCIENCES AND TECHNOLOGY ACADEMY

Business is a part of every industry. And with the Health Sciences and Technology Academy (HSTA) at WVU, the BrickStreet Center shows high school students in grades nine through 12 who are interested in healthcare and science, technology, engineering and math (STEM) related fields the business side of those industries.

"It's important for students to see where business fits in all areas," said Nancy McIntyre, associate professor of management and HSTA instructor. "Just because you're a scientist doesn't mean you do not need some business knowledge. You may be running a lab or even with projects, knowing the business side might help. So, it's not to take them away from the sciences; it's to encourage them to combine."

HSTA is a program that focuses on increasing the number of underrepresented students who pursue degrees in health sciences and STEM. Participants are placed into a group of 10 in their high school, led by a trained HSTA teacher. They meet weekly to work on group activities and individual projects, and must maintain their grades and attend at least two summer camps while in the program. That's where B&E comes in.

Partnering with WVU Health Sciences, the BrickStreet Center became involved with HSTA in 2014. Students select activities during the weeklong summer camp at WVU, which includes a business plan competition hosted by the BrickStreet Center. This past year, participants were divided into three teams of three, who then went through four days of structured class taught by Steven Cutright, director of the BrickStreet Center, and McIntyre. They then spent their afternoons at different farms around the Morgantown area to learn sustainable farming models.

"These students are in an actual higher education setting, so they get a real feel for what college is going to be like. And our benefit is to teach experiential learning outcomes to these high school students so they can take it back to their communities and make real contributions," Cutright said.

At the end of the week of training, the student teams competed, presenting their ideas to help their communities.

"You'd be surprised at how well they grasped the concepts. They came in not knowing much about agricultural business, but left with a certain level of

expertise. They now know enough to go back to their communities to teach others what they learned,” Cutright said. “We also fund \$2,000 to the competition, so that each team has money to go back and invest in their communities. So, we were very pleased with the students’ outcomes and their willingness and desire to go back and make a positive impact in their communities.”

LEMONADE DAY

Students learn to turn lemons into lemonade and lemonade into an entrepreneurial venture.

Each year, elementary school-aged students from the Morgantown, West Virginia, area put forth their best entrepreneurial efforts on Lemonade Day. The young entrepreneurs set up a lemonade stand across from the Mountainlair and encourage those in the WVU community to purchase a cup of lemonade for \$1, with all proceeds being donated to a charity of their choice.

“When I ask a group of college students if they have ever had a lemonade stand as a kid, almost every student raises their hand. And at that time, they didn’t think about the fact that they were essentially an entrepreneur,” said Julia Bolt, assistant director of the BrickStreet Center. “So, the whole reason we do Lemonade Day is, one, because it’s fun, and two, to jump-start that entrepreneurial mindset early on.”

There are actually two parts to Lemonade Day, which is hosted by WVU Collegiate Entrepreneurs’ Organization (CEO), a B&E student organization. The first is an academic session on entrepreneurship taught by CEO Club leaders, while the second part is the operation of the lemonade stand.

“Lemonade Day is important because it gives young students real-world experience about business. I don’t think public schools give enough classes or information about business, so I think this is a rare opportunity for them to learn and engage in it and have fun at the same time,” said Nada Aboraya, a junior business major and CEO Club vice president.

In 2017, the group of budding entrepreneurs took the project to a whole new level when they decided to create a scholarship with their Lemonade Day efforts for a WVU business school student interested in entrepreneurship.

“It was really cool that we got to raise money for a scholarship,” said Jack Boyd, a sixth-grade student at Cheat Lake Elementary School in Morgantown. “The money will go to a student who’s interested in starting a business. It was fun to be a part of that.”

These young entrepreneurs will be back on campus for Lemonade Day in April 2018.

SUMMER YOUTH BUSINESS CAMP

In July 2017, a group of 20 West Virginia high schoolers descended on the WVU campus to get a glimpse into the business world at the inaugural weeklong Summer Youth Business Camp.

A collaborative event between B&E and the WVU Extension Service 4-H unit, the first-ever WVU business camp provided the high school students with a full college experience. They resided in WVU dorms, made new friends and participated in local on- and off-campus activities.

“For many of these students, this experience provides them the first opportunity to come to Morgantown or to see WVU beyond an athletic event. Youth learn independence and have the opportunity to master new skills. They gain experiences outside of their local communities,” said Brent Clark, WVU 4-H Development program coordinator. “They have the chance to form positive relationships with peers who have similar educational interests as well as positive adult role models who can encourage them to pursue their goals and interests. It allows them the opportunity to know that they can make our state a better place.”

These future business leaders received crash courses on different areas of business, including HR, finance and marketing. They formed teams led by a B&E faculty champion and developed hypothetical business plans. At the end of the week, each team presented their plans to a panel of judges comprised of local business leaders in Shark Tank-type business presentations.

“Being able to talk about programs like the Governor’s School for Entrepreneurship to prospective students definitely shows them how we can help them learn and grow. It shows that we are focused on helping students be successful.”

RACHEL NIEMAN
B&E Undergraduate Recruiter

Brandon Cook
(center), a 2017
MBA graduate, was
a volunteer for the
Governor’s School
for Entrepreneurship.



Left: Elementary school-aged entrepreneurs participate in Lemonade Day on the WVU campus every year. Proceeds are donated to a charity of their choice.

Right: B&E teamed up with the WVU Extension Service 4-H unit to present the first-ever WVU business camp for high school students.

“What I told them on opening day is that I wanted them to be able to try on some different parts of business to see if any of these areas might be the kind of major they would want to choose when they come to college,” said Dr. Suzanne Kitchen, camp faculty champion and assistant chair and teaching associate professor of management at B&E. “We’re also telling them that we value them and they’re not even really our students. They’re not college students yet. They might be someday, but it is important now to start building that foundation.”

And “going to school” during the summer did not disappoint for these young minds. They discovered a true love for the business world.

“I chose to come to a business camp because I’m interested in business. I joined DECA Club last year as a sophomore and I competed in Anaheim, California, at the national DECA competition. That was my realization that business is my true passion,” Ella Flowers, camp-goer and Bridgeport High School junior, said.

Parents also recognized the benefit of the camp not only for their students, but also for the impact on the state. Brenda Friend, of Buckhannon, West Virginia, said she knew her son, Nathaniel Friend, now a freshman at West Virginia Wesleyan College, was heading toward the business world and believed sending him to the Summer Youth Business Camp would give him the extra boost to make his dreams come true.

“In order to keep our youth in West Virginia, we have to develop something new. I think young people, such as my son, are a great example of how we can make that happen. But we have to change our mindset to help our children grow West Virginia,” she said. “There is a remarkable group of students here that definitely have that drive. If educators are willing to help these students, then West Virginia will become a better state with a better economic base.”

“In order to keep our youth in West Virginia,
we have to develop something new ... we
have to change our mindset to help our
children grow West Virginia.”

BRENDA FRIEND
Resident of Buckhannon,
West Virginia

WEST VIRGINIA GOVERNOR’S SCHOOL OF ENTREPRENEURSHIP

Business campers were not the only young business leaders on the WVU campus in July 2017. WVU also hosted the first of two years as the home for the West Virginia Governor’s School of Entrepreneurship (GSE).

From the first day, the high school students from across the state worked with economics experts from the University and West Virginia to transform their passions and ideas into reality. During the 21-day residential program (July 5-25) students honed their entrepreneurial mindsets through lectures and presentations, hands-on workshops, competitions, travel and adventure.

“WVU was very well situated to be the site for GSE because of the ecosystem of services and the focus on curriculum that we have at the University,” said Mindy Walls, assistant vice president for entrepreneurship and innovation at WVU. “We have a number of resources, from our IDEA Faculty Fellows to our various centers including the WVU LaunchLab, the Media Innovation Center and the BrickStreet Center, and all of those pieces play a part in the Governor’s School. We felt like WVU really had a wealth of resources that we were able to expose to the high school students.”

The young entrepreneurs were divided into eight teams and placed into one of four industries – healthcare, technology, creative economies, or hospitality and tourism. They put their pioneering minds together for multiple activities, such as a “Trash to Treasure” exercise where they were tasked with taking recyclable trash and creating a game that could be used by children in third-world countries.

“The students learned that they don’t have to stay in a defined box and can think up anything to be successful. Along with knowing that they are not out there on their own. They can be an individual but work in a team to create a cooperative mission that can be successful for years to come,” Bolt said.

On top of all the innovative skills built at GSE, students also found a renewed sense of passion for the Mountain State, learned a lot about themselves, discovered new career paths and made strong bonds to last a lifetime.

“The common statement we heard from the students from the very beginning was, ‘I never knew



there was someone else out there like me.’ We had a number of students who were not comfortable in the beginning talking in public, but by the end we could not get them to stop talking,” Bolt said.

Each team’s major task was to develop, pitch and actually launch a new business venture. They took every avenue to launch their enterprise, learning about trademarking, funding, branding and more. After weeks of brainstorming and working with business coaches, the students pitched their ideas to a funding panel during the GSE Showcase at the Morgantown Marriott at Waterfront Place on July 22.

One team, Polarized Privacy, tackled visual privacy when it comes to electronic devices.

“To solve that, we decided to use polarized film, which is found on LCD monitors, and what it basically does is filter the color coming from the LCD monitor and turns it into an image,” said Sandrik Tabidze, Polarized Privacy team member and sophomore at Musselman High School in Inwood. “We decided to implement that into glasses so that it’s more private for that user and nobody around them can see what they’re doing and what they’re typing or the information that they’re sharing.”

GSE also has a direct correlation to WVU and B&E’s commitment to economic development.

“It’s about trying to diversify the economy; it’s about trying to get more to these students to believe in the state, to have hope for the state,” said Javier Reyes, B&E Milan Puskar Dean. “We have to prepare the future leaders of West Virginia. It takes two to tango – one is education and two is the business environment, and that business environment includes regulation, banks and the whole ecosystem that sets the stage of that time.”

When GSE came to an end, the students really understood what it meant to be entrepreneurs, and to be the people they always wanted to be and move West Virginia forward.

“GSE has changed a lot for me. To be an entrepreneur, I feel like you should understand yourself in order to create your own product. And you have to learn to accept losing because it can be the best option to get to where you want to go to next,” said Hawa Diawara, a sophomore at Morgantown High School. “It helped me learn more things than I actually thought I would have, and I feel like this program can help a lot of kids who actually really don’t know what they want to do. I also found out that you don’t have to pretend to be someone else. This is a place where you can actually be who you are and no one’s going to judge you for that.”

Plans for year two of GSE at WVU, which will run June 25-July 15, 2018, are under way. The application process is now open at www.wvgse.org and will close on February 28.

WEST VIRGINIA HIGH SCHOOL BUSINESS PLAN COMPETITION

Many young entrepreneurs are on the brink of launching their own businesses. And through the annual West Virginia High School Business Plan Competition (BPC), participants garner the right skills and resources necessary to do so and the chance to win a \$10,000 scholarship to a participating higher education institution within the state.

“The reason we have created the high school business plan competition is because, one, we want to create economic development in the state of West Virginia through small business. But two, we want to let our youth know that they can do that and they can be successful here,” Bolt said.

The competition is open to juniors and seniors in high schools and career and technical centers within the state, and teams can consist of one to three members. Teams must submit a business plan proposal, which will be evaluated by judges from each region. One finalist from each region advances to the final competition.

This year, 2017-18, marks the fifth year for the competition, and each year the BrickStreet Center sees the participants change and grow as entrepreneurs.

“Over the years, we have noticed that the students are really interested in nonprofit and want to give back to their communities. So, we have started talking to them about for-profit organizations with social enterprise,” Bolt said. “We have around 100 entries each year. But in the two years I have been through the full competition, we have gone from a few good ideas to finalists with real, viable businesses. We are seeing a lot more quality and that we truly do have youth in our state who do have great ideas. They just need to know how to funnel out those ideas to become successful.”

REACHING EVEN FARTHER

College and Career Discovery presented by the WVU B&E Center for Career Development (CCD)

On November 2, 180 high school juniors and seniors from Kanawha and surrounding counties attended the first-ever College and Discovery in Charleston, West Virginia, to learn what it’s like to be in front of employers. Throughout the interactive day, students explored different careers from companies like Toyota, IBM, WVU Medicine, Embassy Suites, TransCanada and United Bank.

“We are not targeting those who just want to go to college because we know that not every student we met will go to college. They’re going to learn about the industry, about the company, and then about job opportunities regardless of educational level within that industry and organization said Katherine Kopp, assistant director of the CCD. “We want to show them they have a lot of options within the state.”

ProStart

The B&E Hospitality and Tourism Management program builds connections with West Virginia’s youth through ProStart, a two-year career and technical education program that teaches culinary arts and management skills through the National Restaurant Association and West Virginia Department of Education.

Frank DeMarco, teaching associate professor, and Dr. Ajay Aluri, assistant professor, help high school students find their passion for the industry through ProStart at the Monongalia County Education Center in Morgantown, West Virginia.

The duo helps students through a statewide and national competition process. Last year, West Virginia’s team finished a best-ever 13th nationally.

“We talk about the industry and career paths,” Aluri said. “The more they learn about it, they begin to see, ‘Wow this is a real,

legitimate business venture.’ And talking with them at the high school level is a great start.”

DECA

The WVU DECA Chapter housed at B&E prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management through real-world experience.

While DECA is international, the on-campus organization has made a commitment to fostering a partnership with high school chapters in the region. At the high school level, students have district-type competitions which lead into the statewide and national competitions. The WVU DECA chapter holds a mock competition to support and prepare students in high school programs.

Dr. Michael Walsh, chair of the Department of Marketing and DECA faculty advisor, believes being involved in DECA is important for B&E because of the lack of business education in primary and secondary schools today.

“The knowledge of business and how business works is important to your ability to be successful in your career,” he said.

Finance University presented by the WVU B&E Center for Financial Literacy and Education (CFLE)

The weeklong Finance University seminar is hosted by B&E’s Center for Financial Literacy, which educates primary and secondary teachers from across the state on how to teach students about money.

“Finance University serves as a platform for teachers to not only learn about their own financial planning, but also provides them with the knowledge and resources to take back with them into their classrooms,” said Dr. Naomi Boyd, chair of the finance department and founding director of CFLE.



A wooden rolling pin and a wooden cutting board are positioned on a blue surface dusted with white flour. The rolling pin is in the upper right, and the cutting board is in the lower left. The title 'Tastes from our Alumni' is written in a white, cursive font across the center.

Tastes from our Alumni

Written by **BLAIR DOWLER** and **PATRICK GREGG** | Photographed by **ALEX WILSON**

Whether it's the holidays, a summer barbeque or anything in-between, camaraderie seems to be at its best around food and drink. On that happy note, we wanted to celebrate the B&E alumni who help bring us the savory, the sweet and the spirits.

They are the business graduates who have thrown their mad skills into the food and beverage industry, and we thought there would be no better way to usher in the fall and winter than to whet your appetite with the people who do that for a living. B&E alumni have channeled their business knowledge into an industry that is as tough as any, but demonstrate that there is little to them as rewarding.

From restaurants to wineries, from sweet shops to meat shops, and from craft breweries to delectable cheeses, welcome to the tastes from B&E.



◀ *Belle Fete Catering*
NEWPORT BEACH, CALIFORNIA
+
Solesbee Vineyards
AMISSVILLE, VIRGINIA

DAVID SOLESBEE

Finance, 1991

What entices a health-conscious stock-broker in Dallas, Texas, to enter the food and beverage industry? A niche that needs fulfilled. And that is just what David Solesbee did, co-founding Heaven's Bis-tro Inc., a food manufacturing company based in Los Angeles that produced super-premium, low-fat frozen pizzas.

After years of success, Solesbee moved on. As a true Mountaineer with an entrepreneurial spirit, Solesbee paved a new road back to his cooking roots, as the 1991 B&E finance graduate launched Belle Fete Catering in Los Angeles and Orange County, California.

"My mother is probably the greatest cook I've ever known. Not professionally trained, but she is a southern woman who has excellent cooking skills, so she always brought me into the kitchen and taught me how to cook as I was growing up," Solesbee said.

"Belle fete" is French for beautiful celebration, and Solesbee strives for each event catered by Belle Fete Catering to be just that. He and his team provide delicious, uniquely crafted and seasonally based, farm-fresh cuisine with superb service and artistic flare that adds a certain vibrancy to any occasion — weddings, cocktail parties, corporate events and beyond. A native of Manassas, Virginia, Solesbee says he takes great pride in using the freshest ingredients, which also allows him to connect with his southern roots.



*Young and Stout
Wholesale Meats and
Provisions*

BRIDGEPORT, WEST VIRGINIA

STEPHEN STOUT

Accounting, 2013

"It's all about making an experience special for the client. Sourcing fresh ingredients and hand-crafting all the food has become my niche."

- DAVID SOLESBEE

"I began sourcing from my parents' farm and vineyard in Virginia. I often travel 3,000 miles home and bring suitcases of blackberries back with me. One of my signature dishes is the Virginia Blackberry Cobbler. It's kind of my thing," he said. "People often ask me, 'What exactly is a cobbler?' and I say, 'It's more of a country, southern thing, and it's a pretty simple thing with just a few ingredients.' It's all about making an experience special for the client. Sourcing fresh ingredients and hand-crafting all the food has become my niche."

The fresh blackberries from his parents' farm combined with a light, crispy cobbler crust and a scoop of cold ice cream is mouthwatering. But, Solesbee has also started using the fruit to cre-

ate fruit wines. Solesbee and his father, David Solesbee Sr., are in the launch stages of Solesbee Vineyards.

"We have 375 vines planted now and have numerous grape varieties and grape blends. At some point, we plan to build a tasting room, but right now we are still experimenting and perfecting the processes. The blackberries, blueberries and peaches grown on our properties make fantastic fruit wines, which will soon be offered with the catering services of Belle Fete," he said. "But overall, Solesbee Vineyards has created a great fellowship among our friends and family. We'll sit around talking philosophy about wine and grapes. It's been a really great time, and I think there's potential for great success in this business."

Graduating with an accounting degree in 2013, A. Stephen Stout interned at an accounting firm and a local bank. But eventually, the family business called him home. Today, he runs Young and Stout Wholesale Meats and Provisions, a USDA meat processor and premium wholesale meats and cheeses distributor that operates in Bridgeport, West Virginia.

Stout's great-grandfather and his business partner (Young) launched the company in 1942. After a few months, Young thought the business would fail, and Stout's great-grandfather bought out Young's half. The Stout family proved him wrong by building a successful business, passing it down through generations.

But there is bound to be change operating a 75-year-old business. Looking to the future for the wholesale meat operation, Stout sees a lot of potential.

"There are a lot of small niche markets in this area. As crazy it sounds, the pepperoni roll, the hotdog and all the Italian cuisine around. That's what drives us, the small niche things. You don't find pepperoni rolls or hotdogs like we make them anywhere else," Stout said. "So, if we can continue to find those niches, we will put ourselves in a better position to be more sustainable."



“You know within six months if your restaurant is a go or not ... we could tell from day one that this was something people were interested in.”

- BRON KAYAL

◀ *Crab Shack Caribba* MORGANTOWN, WEST VIRGINIA

BRON KAYAL
Accounting, 2008

How exactly does an accountant turn into a restaurateur? Ask Bron Kayal, a 2008 accounting graduate who came to the U.S. from India in 2001 to study. After graduation, he worked at Tetrick & Bartlett PLLC, a Clarksburg, West Virginia-based accounting firm. But in 2011, he purchased Coach's Bar & Grill on Collins Ferry Road in Morgantown, and that is where this journey actually starts. He wanted something more unique, and he loved seafood. A lot. So, Kayal turned the bar and grill into Coach's Crab Shack in 2013, and opened a second location at Cheat Lake in June 2015. The original location blossomed under the new business model, prompting him to completely rebrand his businesses. In November 2016, Crab Shack Caribba opened in Suncrest Towne Centre and the Cheat Lake location took on the new name as well.

As most restaurant stories go, there were some bumps in the road. In 2012, Kayal opened the Fondue Factory in downtown Morgantown — an unsuccessful venture. “The concept was wrong and the location was wrong,” he said. He successfully turned the restaurant into Morgan's Diner in 2014 and sold it the next year.

“You know within six months if your restaurant is a go or not,” Kayal said. “With Crab Shack Caribba, we could tell from day one that this was something people were interested in.”

Now, a new location is planned for 2018-19 in Bridgeport, West Virginia. “I love seafood, but I was an accountant and I had to teach myself about the restaurant business. I'm very happy things have worked out.”

▼ *Lucca Ristorante* PITTSBURGH, PENNSYLVANIA

JOSEPH JORDAN
Finance, 1982 | MBA, 1983

To say that Joseph Jordan had a great start in the hospitality industry may be a bit of an understatement. As a busboy at the Daniel Boone Hotel in Charleston, West Virginia, Jordan was assigned to Elvis Presley each of two years when he visited the capitol city in the mid-1970s.

Fast forward to today, when Jordan is the owner of Lucca Ristorante in Pittsburgh. The 1982 finance undergraduate and 1983 MBA grad bought the Italian restaurant in 2000 with two other business partners who are now out of the picture, and the Charleston native's restaurant thrives in the shadow of the University of Pittsburgh.

“All through WVU, I worked in the hotel and restaurant industry,” Jordan said. “In

addition to the restaurant, I have worked for Delta Air Lines for 33 years. To this day, I still don't know if Delta is my hobby or if Lucca is my hobby.”

Known as “Pittsburgh's own Tuscany,” the restaurant features Northern Italian cuisine in an elegant setting. It also accommodates large groups and events, ranging from wedding receptions to post-workday gatherings and from bridal showers to wedding rehearsal dinners. Make no mistake about it — the restaurant is an icon on North Oakland's eclectic Craig Street.

“I love the hospitality business,” said Jordan. “It's fun being a WVU grad right in the heart of Pitt. Most of the time, I have the upper hand.”



Photo courtesy of Joseph Jordan

▼ *Magnolia Manor Plantation*

WARRENTON, NORTH CAROLINA

LARRY CARVER

Management, 1972

For New Jersey native Larry Carver, a 1972 management graduate of B&E, and his wife Sheila, a Morgantown native and a WVU graduate in family resources, Magnolia Manor Plantation is in their hearts. Offering southern hospitality and the simple elegance of an authentic plantation manor house, Magnolia Manor Plantation Bed and Breakfast has become a destination wedding venue in the North Carolina Piedmont area. And any event there is known to be a delicious one.

"We prepare all the food on site," Carver said. "We have a full commercial kitchen in the barn reception facility with an executive chef and kitchen staff. We offer two basic menus for the wedding receptions as a

starting place. We can customize either of them, and the Southern BBQ is by far the most popular. The bed and breakfast food for our overnight guests is prepared in the Manor House residential kitchen."

The Carvers acquired the manor house, which is listed on the U.S. National Register of Historic Places, and the adjoining 13 acres of land in June 1997. They opened Magnolia Manor Plantation in 2003, naming the house for the magnificent magnolia tree in the front yard. The property is painted with an orchard of 21 mature pecan trees, antique white oak trees and the John Watson House, built in 1815. The house remains part of the B&B, and much of the original stone foundation still exists.

Carver completed a long career with Nortel Networks and was a town administrator for two different small towns. Now retired, he helps his wife manage Magnolia Manor. "It's a team effort of two WVU grads," Carver said. "A very convenient mix of skills!"



Fresh Hospitality

DOUG VAN SCOY

Business Administration, 1966

MICHAEL BODNAR

MBA, 1970

Doug Van Scoy and Michael Bodnar are known for transforming the landscape of Morgantown with the 2015 construction of Evansdale Crossing at WVU, the student center located on Evansdale that includes six restaurant concepts from their Fresh Hospitality enterprise.

"Since Mike and I are both in the hospitality industry, it gave us an opportunity to do something fairly unique and creative in that arena as well – and there is no place we would rather invest our time and money than here on this campus," Van Scoy said.

But the B&E alumni and Fresh Hospitality managing partners didn't stop there. In 2016, the restaurant entrepreneurs made their mark at WVU Health Sciences, opening three new food options – Hugh Baby's BBQ & Burger Shop, Panini Pete's Café & Coffee House, and Taziki's Mediterranean Café. This new space, known as The Market at WVU, has spacious indoor and outdoor seating and offers healthy options to another area of WVU.



Photo courtesy of Larry Carver



"I'd always promised the community here and my father and family that I would take on the business, so I did."

- MICHAEL BOWERS

Bower's Fancy Dairy Products

EASTERN MARKET, WASHINGTON, D.C.

MICHAEL BOWERS

Accounting, 1986

Michael Bowers has been a cheese connoisseur his entire life. Born in 1963, he says he was essentially born into Bower's Fancy Dairy Products, as his grandfather opened the business in the Historic Eastern Market in Washington, D.C., in 1964 to serve the Capitol Hill community.

Specializing in cheeses from all around the world, Bower's Fancy Dairy Products

provides a wide variety of dairy products that will suit even the most sophisticated cheese lovers.

At seven years old, Bowers went to work at the Eastern Market dairy shop, where he worked through high school and college. He entered the corporate world after graduating from WVU with an accounting degree in 1986, but he returned when the family business called.

"When my father passed away, it was easy to take up and run the business because of the skills I gained from my education and time in the corporate world," said Bowers, who took over ownership in 2012. "I'd always promised the community here and my father

and family that I would take on the business, so I did."

Carrying more than 400 cheeses like the "Mountaineer," a long-aged, Alpine cheese with a complex flavor and a hint of butterscotch that melts on your tongue, the Bowers Dairy does not simply sell cheese. They educate consumers, providing recipes and advice on preparing delectable cheese boards for parties.

"We carry a lot of products that are difficult to find," he said. "The people of the Capitol Hill community are very well traveled, and they tell us stories of foods and cheeses they've experienced in their travels. That's translated into our business."



chará hummus

UNIONTOWN, PENNSYLVANIA

JENNIFER KEPPLE

Finance, 2015

Jennifer Kepple knew she had a sweet tooth, but she didn't realize she had the itch for entrepreneurship. This Parkersburg, West Virginia, native graduated as a double major in finance and mathematics in 2015, and is working full time at United Bank in Uniontown, Pennsylvania, as a treasury analyst. In 2016, she opened chará hummus, a dessert hummus business that has garnered the attention of a multibillion-dollar company that is one of the largest food service distribution companies in the United States.

"I definitely have a huge sweet tooth, but I also want to be reasonably healthy," the 25-year-old Kepple said. "I started experimenting with healthy desserts as a student at WVU, and I'd make them for tailgate parties and things like that. My college roommates loved them, so I kept working on them. I had fixed a dessert hummus for my husband, who is also a WVU graduate, one night. He said, 'Why don't we sell this?' And that was brilliant."

The main flavors of chará hummus are chocolate chip, strawberry cheesecake and peanut butter banana, but she works on other unique flavors and even gets customer requests. She currently attends fairs and festivals and is working on the potential partnership.

"I would be a supplier for them and they would market my product," she said. "They have specific guidelines and I'm working on meeting them. This is definitely an adventure for me, and it's been a lot of fun."

▼ **Cupcakerie**
MORGANTOWN, WEST VIRGINIA

ANNA CARRIER
MBA, 2009

Anna Carrier graduated with a dual law degree and MBA from WVU in 2009. Today, you won't find her in the courtroom, but in a downtown storefront in Morgantown, baking made-from-scratch, mouthwatering cupcakes as the co-owner of The Cupcakerie.

Carrier realized her dream of owning a cupcake shop while working as an associate at the local law firm, Hamstead, Williams & Shook. She met her business partner, Janet Williams, at the firm and they opened The Cupcakerie in 2011.

The Cupcakerie is now a standout cupcake bakery and was named "Best of Morgantown" by *Morgantown Magazine* for six consecutive years.

"Janet and I talked about cooking and wine numerous times. That was our passion," she said. "Baking was kind of on the side for our family and friends. All the big cities had cupcake shops, and we felt like Morgantown is growing so quickly and was in need of something like this. She and I thought we would be the ones to do it, and it turns out we were."



"When you grow up in Morgantown, you bleed gold and blue. It's a cool thing to own a business in my home state and my home city."

-SARAH STRAFACE



Tutto Gelato
MORGANTOWN, WEST VIRGINIA

SARAH STRAFACE
Marketing, 2004

When asked about her favorite gelato flavor, Sarah Straface, a 2004 marketing graduate and Morgantown native, doesn't hesitate.

"Coconut gelato is the reason this place is here today," she says with a grin. Straface fell in love with gelato during a study abroad trip in Italy and began to envision the café she might own one day. Then, in June 2007, she opened Tutto Gelato, a small walk-up spot in downtown Morgantown.

She spent five years at that High Street location, but the walk-up didn't quite satisfy her Italian-style-café dream. So, in 2012, she moved Tutto Gelato to its current, larger location in Suncrest where she could start serving traditional Italian soups and paninis along with the gelato and espresso drinks.

"It's really a family business. We all did research, bought a ton of ingredients and spent a day making sandwiches," Straface said. "Our paninis are all named after cities in Italy. The food, the culture, the tradition – I think I was just born with it."

All of Straface's great-grandparents emigrated to the United States from Italy. Her family history and B&E's emphasis on study abroad encouraged her to take that life-changing trip during her junior year. B&E also connected her with other entrepreneurs in the area to help navigate the challenges of opening a restaurant. She has grown the business and now you can find Tutto's gelato and house-made pasta on the menu at other local restaurants.

"When you grow up in Morgantown, you bleed gold and blue. It's a cool thing to own a business in my home state and my home city."



▼ Abolitionist Ale Works

CHARLES TOWN, WEST VIRGINIA

MIKE VANCE
Accounting, 2011

Nestled in historic downtown Charles Town, West Virginia, is a brewery that abolishes the predictable and mundane when it comes to beer, while also paying homage to the town's long history of abolitionists and the state of West Virginia – Abolitionist Ale Works.

"My dream was always to bring good brewed beer back home," said Mike Vance, a 2011 WVU accounting graduate. "We want to one day be synonymous with beer in West Virginia. We saw the need for more brewers in West Virginia, despite the great brewers already here. We just want to be among those leaders."

Vance and his brother, Josh, opened Abolitionist Ale Works in June 2017, offering a number of unique, flavorful craft beers brewed in-house and a simple food menu with eight artisan personal flatbread pizzas.

"We focus on fun flavors, but flavors that actually work. Not just the same old cookie-cutter stuff you see in the beer industry," Vance said.

And his creations are anything but ordinary. Crafted with local ingredients and aged in wooden barrels, the craft beers have true West Virginia character, like the Blue and Gold 'n Delicious — a play on WVU's colors.

While Abolitionist Ale Works launched less than a year ago, Vance's passion for brewing began much earlier. A former brewer at Morgantown Brewing Co., he said he began brewing around age 21.

"I began home brewing and did it under the name Front Porch Brewing for a decade or more. I enjoyed brewing beer to give out to people," he said. "I still feel like a home brewer — a professional home brewer. That's the mentality, and that's how we'll stay creative."



▼ Sharp's Hill Vineyards

PASO ROBLES, CALIFORNIA

ROBERT SHARP
Finance, 1989

After he earned his finance degree in 1989, Robert Sharp successfully worked in the financial services industry. But in 2006, this York, Pennsylvania, native and his wife, Pamela, took a bold leap into the wine business in the central coast region of California. They discovered and purchased Emboscada Ranch in

historic Paso Robles and Sharp's Hill Vineyards was born.

"As longtime fans of Paso Robles wines and winemakers, we were frequent visitors to this well-known region," Sharp said. "Each trip was an adventure and only whet our appetites for permanence in Paso Robles. We said that we should open a winery when we retired."

That all changed upon the sudden death of a family member. "That tragedy prompted us to do something we otherwise would have waited a long time to do," he said. "We didn't know anything about the wine business at all, so we relied heavily on advisors, and

we employed a highly successful wine-maker. The end result is something we're very proud of."

Sharp's Hill is a large, boutique, estate winery that produced 3,000-4,000 cases of cabernet sauvignon and chardonnay last year. The chardonnay is the official white wine of the Dallas Cowboys, and a relationship with the Republic of Poland resulted in a private label for that country. In fact, Sharp's Hill wines are used in all Polish embassies in the U.S.

"The four grape leaves on our label represent our four family members," said Sharp, "keeping family close at heart and establishing new and lasting tradition."



Photo courtesy of Robert Sharp

▼ Penrose Brewing Company

GENEVA, ILLINOIS

JIM LYNCH
Marketing, 1984

Marketing graduate Jim Lynch was an ultra-successful executive for PepsiCo for 32 years, so it should come as no surprise that he is pouring his love for beer and his vast business knowledge into a craft brewery that has taken off the for the stars. Lynch, now a retired senior vice president of supply chain who worked for Gatorade, Quaker Oats, Tropicana and Pepsi in the PepsiCo brand, is one of the four original partners in Penrose Brewing Company in Geneva, Illinois.

"I was a beer lover prior to the craft beer revolution in this country," said Lynch, who earned his BSBA in 1984 and is a native of Pinetown, West Virginia. He and his wife Lisa, also a WVU graduate, were on vacation in San Francisco when he had a craft beer with dinner. "From that point forward, I was all in on craft beers," he laughed. "I thought, 'Why can't I, with my experience, give this a try?'"

When Lynch and his family were living near Chicago, he and one of his neighbors had the idea to start Penrose. That idea blossomed into a company that opened in 2013, and that company is projecting to brew 2,500 barrels this year.



Photo courtesy of Jim Lynch

“I’m using the packaging and processing experience I got with all of the PepsiCo companies,” he said. “And I really got to rely on my supply chain background. All facets of Penrose operations have really demanded that I tap into that knowledge.”

The company now has 12 employees, ranging from the taproom to brewers, and from packaging to event staff and salespersons. “I’m part of a craft brewery,” said Lynch. “Not many people can say that, and I’m passionate about it.”

▼ *Mother Shrub*
RICHMOND, VIRGINIA

**MEREDYTH
WALKER ARCHER**
Management, 1984

Meredyth Walker Archer is surrounded by a family of artists. An entrepreneur, she is an artist herself, creating a delicious, unique product and business – Mother Shrub. Shrub, derived from the Arabic word “sharab” meaning syrup, is

a drinking vinegar that is sweetened and infused with fruits and herbs.

“Growing up in Charleston, West Virginia, I drank vinegar with my grandmother as a child. She was a big proponent of garlic and vinegar – the answers to everything!” Archer said. “About five years ago, I came across a recipe for fruit vinegar flipping through a vintage family cookbook, and began making shrub out of different fruits.”

And soon after, this 1984 management graduate introduced the tart and sweet

shrub via fun cocktails to friends and family, who encouraged her to live out her dream. Thus, Mother Shrub was born.

“I was in sales for years and then helped people start businesses as a consultant. I realized that if I wanted to do this, I had to start following my own advice,” she said.

Residing near Richmond, Virginia, Archer brews the numerous shrub flavors – cranberry, grapefruit, lime and more – in a local commercial kitchen. In 2016, Mother Shrub was named “Best

New Overall Product” at the Virginia Food and Beverage Expo and is now available in some 40 retail shops across the country.

“I do tastings to introduce it and teach people how to use it. So, if you already like a certain cocktail – say, gin and tonic – just add a splash of cranberry or lime shrub to that,” she said. “You can drink something interesting – alcoholic or non-alcoholic – without having to be too creative or have too many ingredients. That’s what I strive for.”

“When we’re out at a restaurant and I hear someone order one of our beers, there are no words for that feeling.”

- MATT KWASNIEWSKI



*Big Timber
Brewing Company*
ELKINS, WEST VIRGINIA

MATT KWASNIEWSKI
Finance, 2008

Growing up working at his family’s sawmill in Elkins, West Virginia, timber is in Matt Kwasniewski’s makeup.

Shortly after graduating with a finance degree in 2008, Kwasniewski needed a change of scenery and moved to Montana, where he met his wife, Ashley, and cultivated a passion for home brewing. But in 2011, it was a different timber and a dream that led the couple back to Elkins to open their own brewery, Big Timber Brewing Company. Partnering with his sister, Amber, and best friend, Sam Mauzy, they sold their first keg in May 2014 and opened the taproom that October.

“We wanted to make approachable beers that were widely available to folks in the state,” he said. “We want to be a West Virginia brewery. We’re working to get to the point that when people think of beer in the state, they think of us.”

The ruggedness of logging and purity of timber runs throughout the craft beer manufacturer’s brand from the wooden stools in the taproom to the seasonal brews like Double Bit, Forest Fest and Sluice. Big Timber’s Porter and IPA can be found on store shelves and their other varieties on tap in numerous restaurants and bars around the state. The Big Timber crew is currently working to open a newer, bigger production facility along the Tygart Valley River in Elkins.

“My favorite part about this business is brewing a beer and it coming out exactly how I imagined. It’s the recipe-building and tweaking,” he said. “I also like seeing the products available. When we’re out at a restaurant and I hear someone order one of our beers, there are no words for that feeling.”



B&E *CELEBRATES* 150 Years of WVU

Written by **BLAIR DOWLER** | Photographed by **ALEX WILSON**

FOR WEST VIRGINIA UNIVERSITY, 2017 MARKS A MILESTONE – 150 YEARS OF RUGGED DETERMINATION AND WORLD-CHANGING INNOVATION. Throughout the year, WVU and its various colleges and units commemorated the land-grant institution’s 150th anniversary. Bringing together faculty, staff, students and alumni, the WVU College of Business and Economics celebrated with a week of festivities September 11-15.

The week of events included a gathering for cake and punch, a jumpstart breakfast for students, a giveaway booth at the B&E Career Fair and an ice cream social, all leading up to the main event – the “Tastes From B&E” Tailgate Celebration.

The “Tastes From B&E” Tailgate Celebration represented the theme of the year’s 150th Anniversary celebration – rallying the Mountaineer family. In the food festival-style event, seven local, B&E alumni-owned restaurants from the Morgantown area – Atomic Grill, Crab Shack Caribba, Fresh Hospitality’s Taziki’s and Two Birds Chicken, Mario’s Fishbowl, The Cupcakerie and Tutto Gelato – set up booths and handed out samples of their signature cuisine. Students, WVU and B&E administration, faculty, staff and alumni came out to the event to enjoy the food, play tailgate games, win prizes and network with fellow Mountaineers.

In addition to bringing the WVU community and B&E family together, the event offered a great opportunity to recognize the success of some of B&E’s pioneering alumni, connect business students to the viable food and beverage and hospitality industries and showcase the College’s dedication to entrepreneurship and small business across West Virginia and around the world.

The “Tastes from B&E” Tailgate welcomed alumni, students, faculty and staff for a food fest featuring alumni-owned restaurants on Friday afternoon before the WVU football team took on Delaware State.



Sept. 11

Take a Break for Cake



Sept. 12

Rise and Shine Breakfast



Sept. 13

150th Freebies at the WVU B&E Career Fair



Sept. 14

B&E Ice Cream Social



Sept. 15

WVU President Gordon Gee
joins us for the "Tastes from B&E" Tailgate



The "Tastes from B&E" Tailgate featured music from DJ Dollar (far left), a dual MBA-MS industrial relations student, and food from Cupcakerie (top), Crab Shack Caribba (left), Atomic Grill, Fresh Hospitality's Taziki's and Two Birds Chicken, Mario's Fishbowl and Tutto Gelato.

THANK YOU

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On behalf of the students, faculty and staff, your generosity is greatly appreciated.

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To submit nominations, visit business.wvu.edu/hall-fame.

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RESPECT: We are respectful, transparent and inclusive with each other.

ACCOUNTABILITY: We perform at our very best every day to create a University that is responsive, efficient and effective.

APPRECIATION: We support and value each other's contributions as we build a community that is One WVU.