#### FARMER SCHOOL OF BUSINESS

# FOURILY.

SUMMER 2018



HIGHLIGHTS:

P18
PARENTS' ADVICE
PAYS BIG DIVIDENDS
the Britt Casey, Jr. Story

P26 FROM BOARDROOM TO BOOK SIGNING Living a Non-Linear Life P39
FARMER STUDENTS
EXCEEDING EXPECTATIONS
Students at the Head of Class







FARMER SCHOOL OF BUSINESS

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#### BEYOND THE EXPECTED.

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farmerschoolofbusiness



#### – welcome –

Another academic year has ended. In late May, we gained nearly 1,000 Farmer School alumni, and while we celebrate the achievements of the class of 2018 and look forward to hearing about the next phase of their journeys, it's a bittersweet time for the faculty and staff who have nurtured and cheered them on for the past four years. We know that they leave Oxford beyond ready to face the challenges of an ever-changing global economy.

Our keynote speaker for the occasion was Greg Carmichael, president, chairman, and CEO of Fifth Third Bancorp.

#### His advice to the graduates was meaningful to all in attendance

as he urged them to think about the internal "tool bag" they would take with them. In it, he said, were tools essential to their success—their reputation, mutually-beneficial long-term relationships, performance, preparation, courage and passion. As a tangible reminder of their symbolic tool bags, Carmichael presented each graduate with a Fifth Third commuter bag containing a savings account offer, a T-shirt and a debit card with \$166.70—the mathematical equation for Fifth Third bank.

Marketing major Marilyn Zubak gave the student address. She told the audience that the years spent at the Farmer School have given them the ability to succeed in any situation. Based on what students achieved in the past year, including being named the top undergraduate team in the world at the Global Case Competition at Harvard, winning the West Monroe Partners Case Competition, having our PSE chapter named the top in the nation for the 13th time in the last 21 years, winning the district finals in the National Student Advertising Competition and wowing corporate partners like Textron and Harman International Industries, who participated in experiential learning projects. Several outstanding students received national attention, including a Harry S. Truman Scholarship winner and multiple Fulbright grant awardees.



# Great graduates are, in large part, the result of the dedication of our faculty, and in this issue, we recognize six faculty members for their outstanding achievements—Dr. Tim Eaton, Dr. Michele Frank, Dr. Lawrence Hilton, Dr. Xiaowen Huang, Dr. Joe Rode and Dr. Scott Dust.

Dr. Tim Eaton, Dr. Michele Frank, Dr. Lawrence Hilton, Dr. Xiaowen Huang, Dr. Joe Rode and Dr. Scott Dust. We also thought you would like to "meet" our newest faculty members and learn a little about their backgrounds and passions. They are a diverse group and we are excited to welcome them to the Farmer School family. Finally, on the faculty front, we asked three of our finance professors, Tom Boulton, Kelly Brunarski and David Shrider, to weigh in on the current financial environment.

While most students have packed up and left Oxford for the summer, our 20 Winter Olympic volunteers just returned from their semester studying in South Korea at Yonsei University. We've also experienced a wave of younger faces, with summer orientation and high school programs in full swing. We're also tracking marketing major Britt Casey, Jr. as he travels the country as a professional race car driver—recently winning back-to-back races.



I hope that you find a nice shady spot to enjoy this issue of Journey and that reading the stories will spark your enthusiasm about remaining engaged with us. As you will see, there are an unlimited number of ways to connect—from the traditional speaker/board member role, like Art Collins, Jr., to the unique and creative like David Schwab's "Beyond High Street."

Love and Honor,

Marc Rubin MU '75

Dean and Mitchell P. Rales Chair in Business Leadership



# **HOLL**



The Farmer School of Business and Miami University are nationally recognized for the excellence of our faculty.

### In fact, Miami is currently ranked best in the country among public universities for our commitment to teaching. Our

faculty are also highly regarded for their academic research. Hiring tenured and tenure-track faculty is something we take very seriously, seeking those who are dedicated to their students and their fields of expertise and who add to our diversity of thought and voice.

We thought you would enjoy meeting some of our newest faculty members and learning more about their research, what brought them to the Farmer School and their impressions of Farmer School students and faculty.



How did you decide to come to the Farmer School?



ANALISA PACKHAM

"When I went through the process, what I realized was that I wanted to be here at Miami, with a great culture of teaching undergraduate students, being able to teach a class that really relates to my research, getting a lot of resources and support for my own research."



DARRYL RICE

"The number one thing for me—find a place where you feel like you can be yourself and they are interested in you not only from a professional standpoint, but a personal standpoint. The Farmer School checked all the boxes."



MICHAEL LIPSITZ

"I really liked the dual focus on teaching and research that is emphasized here. On top of that, the economics department is really fantastic, filled with all sorts of great people."



MONIQUE MURFIELD

"Coming from a larger research school, I wanted to find that focus on doing good research, but I love teaching, and I wanted that focus to be there as well. I think that's something very few schools do well, and something that Farmer does really well and puts their money where their mouth is."



JOHN NI

"I loved finding a place where I could work closely with the people. That's what primarily drove me here."



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#### What is your area of research?



JON PYZOHA

"My research investigates judgment and decision-making in accounting and auditing contexts related to executive compensation, corporate governance, audit committees, auditor-client negotiations and fair value measurements."



KAREN DE MEYST

"My research focuses on sustainability and how it relates to topics in managerial accounting and accounting in general."



KIMBERLY BERG
"International macroeconomics and finance."



MICHELE FRANK
"I'm interested in why sometimes people make bad decisions in accounting contracts."



"My research focuses on the impact of monetary policy and fiscal policy on the economy."





#### What do you think of the students and faculty at the Farmer School?



JOHN-PATRICK PARASKEVAS

"The students are the equivalent of the MBAs I've seen at other places. They're very hard working, they're very smart, they catch on very quickly. I have to challenge them, for sure, in my classes."



ARTHUR CARVALHO

"I've developed close relationships with many of my colleagues here. We talk about research all the time, we talk about teaching all the time. It truly feels like a big family. We care about each other, we hang out together outside the university."



FEIFEI WANG

"I think most of the students are highly motivated, not only in the classroom, but outside of the classroom. Most of them have a clear career objective, so they know what they want to do after graduation."



LESLIE STOEL

"It's a fantastic place to work, and I love it. In terms of the faculty, everyone's very friendly and pleasant to work with. Everyone is so passionate about the education that the students receive."



XI LIU

"I love the students here. I think they're highly motivated, they're eager to learn, and more importantly, they are diligent. I'm very confident that all of them have bright futures ahead of them."



JOSEPH NWANKPA

"One of the things that has endeared me to the students at FSB is their passion, their dedication, their zeal. They're very intuitive, very motivated. I don't have to go that extra mile to make them be motivated, make them engage in the classroom. I can push them because I don't have to work to get them excited about the subject. They know what they want, they have a clear vision."



#### What is something about you that people probably wouldn't quess?



**AUSTIN SMITH** 

"I used to be an avid poker player. I go to the World Series of Poker, maybe every other year, to play in one of the preliminary events."



CHAITANYA SAMBHARA

"I have never won a running competition, but I have never lost a backward running competition."



FADEL MEGAHED

"When I was a graduate student at Virginia Tech, I told my classes that 'If you beat me in tennis, you get an automatic A. If you lose, you have to take an extra final.' No one took me up on it."

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SCOTT DUST

"I've completed an Ironman marathon. That's where I met my wife, who beat me in the race."



SINA ESTEKY

"I collect mugs. I have very few hobbies, but collecting mugs has been a real treat for me."



Kimberly Berg, Economics Ph.D., Economics, University of Notre Dame

Arthur Carvalho, Information Systems and Analytics Ph.D., Computer Science, University of Waterloo, 2014

Karen De Meyst, Accountancy Ph.D., Business Economics, KU Leuven, 2017

Scott Dust, Management
Ph.D., Management/Organizational Behavior,
Drexel University, 2013

Sina Esteky, Marketing Ph.D., Business Administration and Architecture, University of Michigan, 2017

Michele Frank, Accountancy Ph.D., Accountancy, Ohio University, 2015

Michael Lipsitz, Economics Ph.D., Economics, Boston University, 2017

Xi Liu, Finance Ph.D., Finance, University of South Florida, 2012

Fadel Megahed, Information Systems and Analytics Ph.D., Industrial and Systems Engineering, Virginia Polytechnic Institute and State University, 2012

Monique Murfield, Management Ph.D., Logistics & Supply Chain Management, University of Tennessee, 2012

John Ni, Management
Ph.D., Operations Management and Decision Sciences,
Indiana University, 2012

Joseph Nwankpa, Information Systems and Analytics Ph.D., Information Systems, Kent State University, 2012

Analisa Packham, Economics Ph.D., Economics, Texas A&M University, 2016

John-Patrick Paraskevas, Management Ph.D., Supply Chain Management, University of Maryland, 2017

Jon Pyzoha, Accountancy Ph.D., Accountancy, Virginia Tech, 2013

Darryl Rice, Management Ph.D., Business Administration, University of Central Florida, 2015

Chaitanya Sambhara, Information Systems and Analytics Ph.D., Process Innovation and Computer Information Systems, Georgia State University, 2015

Austin Smith, Finance Ph.D., Economics, University of Colorado, 2015

Leslie Stoel, Marketing Ph.D., Human Environment: Design and Management, Michigan State University, 1997

Nam Vu, Economics Ph.D., Economics, Vanderbilt University, 2015

Feifei Wang, Finance Ph.D., Finance, University of Missouri, 2017



A hallmark of the Farmer School of Business is the promise that 100% of students will have multiple opportunities to "practice what we teach." Participating in intercollegiate competitions allow our students to use the skills they've learned in the classroom to tackle real-world problems, gaining experience, expertise and confidence along the way.

"Most of these competitions are being judged by people in the real world, so they're getting to see that piece of it," said Dr. David Shrider, associate professor of finance. "The students are also learning a lot about themselves and what they can accomplish."

Farmer School students rise to the occasion, which adds another level of benefit as they spread the word about the school to potential students, employers and news media. A recent example—a team of Farmer School students finished as the top undergraduate team in the world at the Global Case Competition at Harvard University in April.



The case was based on an actual interaction in 2014 between two luxury retail companies. The challenge: advise a CEO on what actions s/he should take. "Farmer's Five Forces" was among 10 finalist teams (with only three from the U.S.) invited to Boston from approximately 150 teams in the competition.

The "Five Forces," finance majors junior Noah Slade, sophomore Joe Braun, senior Morgan Rice, sophomore Garret Marke and sophomore Jacob White, finished second in the world behind a French team of MBA students.

"I was amazed and pleased. It was phenomenal. I can't say enough good things about this team. Clearly, they are great students, and it was an honor to work with them," said Shrider, the group's adviser. "To be the top undergraduate team in the world and the top team in the United States was an unbelievable performance."

Meanwhile, the Farmer School's Gamma Gamma chapter of the marketing, sales, and management fraternity, **Pi Sigma Epsilon, was named the top chapter in the nation for the 13th time in the last 21 years.** 

Members also helped the chapter win top management team, top market research project, top sales/marketing project and first place in the case study competition.

Senior strategic communications and journalism major Shannon O'Connor was named top salesperson, while



junior marketing major Amy Auble came in second in the top project manager category and the chapter recruitment team placed second. Sophomore marketing major, Sara Foley, was a finalist in the National Speakers Competition.

After winning the regional competition at Michigan State in February, Miami's Venture Capital Investment Competition team, "1809 Venture Capital," placed third in the nation behind only BYU and Cornell.

For the competition, each student venture team received a profile of its firm's venture fund and business plans for three seed-stage companies. Teams were given 36 hours to conduct due diligence on the companies, their founders, and the market, then prepare a term sheet for an investment in one of the companies.

The teams then vetted each company and its founder, finalized an investment recommendation, then defended their decisions before a group of real venture capitalists.

The team consisted of Jack Ackerman, senior venture finance and interdisciplinary studies major; Max Davis, junior finance and business analytics major; Jack Condon, senior finance and entrepreneurship major; Stephanie Domijan, senior mechanical engineering major; and Dan Pfeil, senior mechanical engineering major. Analyst Kat Mena, sophomore finance and entrepreneurship major, accompanied the competition team to UNC to observe.

Analytical support from Oxford was provided by Manolo Galang, senior finance major; Joshua Gibbs, junior finance major; Noah Larson, junior finance major; Laura Mena, sophomore marketing and entrepreneurship major; and Noah Slade, junior finance major.

"Receiving third place at the national competition is something we were able to accomplish because of the immense dedication from everyone on both the competition and analyst teams. When discussing the results with a few judges, they collectively agreed that we had the most indepth knowledge as well as breadth of experiences due to the excellent execution of the venture capital immersion program," Domijan remarked.

In November, the team of junior finance and business analytics major Chad Goss, sophomore finance and accountancy major Collin O'Sullivan, junior finance major Matt Diehl and junior economics and finance major Samantha Youngwirth **took first in the West Monroe Partner's Case Competition**, placing ahead of teams from Indiana, Purdue and DePauw.

The competition gave students the opportunity to explore and analyze a case for a West Monroe client.

Collin said "This experience has helped me develop critical thinking skills and soft skills at the same time. Being given a vague prompt, and then given one week to research and come up with an opinion backed by research tested my ability to apply the things that I have learned in the classroom to a real-world problem."

In April, The Miami Advertising Club (MAD) brought home the first place award at the District Five Finals of the National Student Advertising Competition (NSAC).

Students developed a marketing plan and then pitched their work to advertisers. This year's sponsor was Ocean Spray and the charge was to increase market penetration of Ocean Spray cranberry juices and Craisins dried fruit among millennials.

Junior marketing majors Ian Jones, Andrew Gauder and Rachel Rosenthal, and junior interactive media studies major Liz Marot represented the club that came out on top among colleges in Ohio, Kentucky and West Virginia. All of these students came away with more than awards and accolades.

"Getting that chance for true application of these different concepts they learn, putting them into practice, and competing against people from the rest of the world has a lot of benefit," Shrider said.





## A JOURNEY OF OLYMPIC PROPORTIONS (PART 2)

How do you follow a once-in-a-lifetime experience? If you're one of the 20 Farmer School students who participated in the FSB Korea Winter Olympics Program, you follow it with a second once-in-a-lifetime experience—a semester of study at Yonsei University.

The students were beyond ready to take on the challenge of living and learning in a foreign country. The group had a fantastic, whirlwind experience at the Olympics, working at the luge event and staying in the Olympic Village, but were ready to get back to being students.

"After the Olympics, we were a little burned out from not having a 'home.' Since we were hopping between Beijing, Shanghai, Seoul, and finally Wonju, we were looking forward to a more permanent bed," sophomore marketing major, Michael Reimer said.

Dr. Sooun Lee explained that Miami and Yonsei universities created a customized class called the Miami—Yonsei Program in 2005. It was designed to help the students of both schools learn about each other, their respective homes, cultures and customs.

"So far, more than 70 Yonsei University students have studied abroad at Miami for one or more semesters, and a similar number of Miami students have visited S. Korea to study at Yonsei University-Wonju," Lee added.

"All the Miami students live in the dorm with the Korean students who are also in our program. Each room has four students living in it—two Farmer School students and two Yonsei students," sophomore information systems major Cameron Devitt said.

"I took 18 credit hours, which is the maximum here," Michael said. "My week was front-loaded with three classes on Monday, two classes on Tuesday/Thursday and

#### LIFE AFTER LUGE



PyeongChang 2018



one class on Wednesday and Friday. As a result, my week sort of had an ebb-and-flow to it."

"I was taking five classes at Yonsei: Korean conversation, Korean reading and writing, Korean culture, financial management and organizational behavior," Cameron explained. "I really enjoyed the financial management and organizational behavior classes because they had students from several different countries."

"Since our group is taking almost all the same classes, every class had at least a handful of Farmer School students. It made it a little easier to adjust," Michael said. "And, the campus is absolutely stunning, as Miami's is, but very different, with mountains towering over you."

"After class, I had a one-hour tutoring session with students in our Global Village Program. On Wednesdays, I spent the evening with my mutual mentoring session group, consisting of four Miami students and four Yonsei students," junior marketing major Kate Allred said.

"The Korean culture is one that is very respectful and kind. One of the first and most common observations that Miami students make is how nice everyone is here," sophomore supply chain management major Tyler Schmitz remarked. "There is always a





sense of urgency to help one another, and their constant generosity is something I have not encountered before on such a consistent basis."

In their free time, the students grabbed the opportunity to get out and experience the attractions and culture of South Korea.

"Every weekend, my friends and I wanted to explore all that South Korea has to offer. One weekend, we explored the longest walking bridge in South Korea and another weekend, we went to Seoul Fashion Week," Kate said.

"A bunch of the guys were also able to take in a professional basketball game, where it is one of the most interactive atmospheres for fans I have ever been a part of," junior finance major Daniel Schleitweiler recalled.

The students said finding food they liked was easier than they expected. "It can be a bit hard to eat healthy here, especially when you go out with the Korean students as they love to take you for fried chicken," Daniel said. "From bibimbap to Korean barbecue, it is all really good."

He noted that the students did get some cravings for Chik-Fil-A and Chipotle, but that they found a local place that they visited on Wednesdays to get a taste of home—pulled pork.

Director of Global Business Programs Kim Suellau pointed out that time spent abroad is time well spent for business students.

"Business is global, and while they won't necessarily be asked to live abroad, they may be asked to travel abroad, or be on teams with people from other nations to work on projects," she said.

"I think it exposes students to something beyond themselves," Suellau said. "There's just no substitute for study abroad and what it offers."

The months spent thousands of miles from home gave many of the students time to develop new perspectives







about themselves, the world, and their place within it. "In my view, the students have moved from merely an adapting stage to an immersion stage in their new environment. I have witnessed amazing changes in our students since we arrived," Lee said. "\*They have become

more open, patient and mature, responding to differences with interest and respect. I believe it has been a transformational experience for the students."

"It's difficult to even wrap my head around it now, but I have a greater perspective on the world just simply knowing how big it truly is. How much of the world I may never get to see, and people I may never speak to ever again," Michael said. "I think I will bring back to America a sense of urgency to my life. Or perhaps the idea that I need to make the most of every moment I have."

"I never imagined that I would be interested in continuing to learn the Korean language after this trip, but, now, I wish I could speak it fluently. There are countless experiences, conversations, and friendships from this semester that I never want to forget," Cameron explained. "I hope that by continuing to learn the language, I can keep many of these memories alive and connect with the country at a deeper level when I return."

"South Korea has taught me a great deal about different infrastructures, cultural norms and ideas. I now have a stronger appreciation for international business and the world economy,

and I am glad I got to better understand that from a growing global economy in the Eastern Hemisphere," Collin O'Sullivan remarked.

"I feel as though the biggest change is that coming back home I have found who I want to be and the changes I need to make to be that person," Daniel noted. "Little changes that I have noticed while being here have changed my overall way of life. I think the biggest changes won't be seen until I go back home and others begin to notice them and see the positive change that has taken place."





"Because I have been surrounded by some of the best people from FSB, I am leaving Korea a better person. I have been taught selflessness through Dr. Lee, and have been shown forgiveness and acceptance through my peers," Kate said.

"Home' has become wherever my 19 other peers are, and I am a happier person because of them. I wouldn't have changed this experience for the world, and I can't wait to begin this new chapter of fulfillment and joy."

All Photos Student-Supplied





oving fast isn't something new to sophomore marketing major Britt Casey Jr. Since transferring to the Farmer School from another university, he's gotten up to speed quickly with the culture, coursework and his classmates. But off campus, "speed" takes on a different meaning for him. Britt is a professional race car driver, competing for Compass Racing, driving the #77 Audi in the IMSA Continental Tire SportsCar Challenge series.

How fast is he? Since turning pro, he has amassed 14 top-five finishes, including four wins, one at the prestigious Daytona International Speedway during the Rolex 24 Hours of Daytona weekend. And he was just as fast getting to the track as he is on it. While most teenagers are looking forward to receiving learner's permits when they turn 16, that's how old Britt was when he made his professional motorsports debut on August 9, 2014.

However, the decision to race professionally is one thing Britt didn't do quickly. He began amateur racing at the age of seven. His father is also a race enthusiast who, at one time, worked as a mechanic for an auto racing team.

Racing is so important to Britt, that it was a key decision variable in his college search. Although he considered Miami, he thought it was a little too far from his home in Barrington, Illinois. "I went to a different university freshman year, and I transferred to Miami my sophomore year of college. I had always heard about this place, Kettler Motor Werks, Audi Sport customer racing's US headquarters. It's in West College Corner, Indiana (population 645). It's a legend. Everyone knew this place existed, but **no one really knew how close it** 

one really knew how close it was to Miami, and I found out about it by accident. That was really the tipping point for me."

West College Corner is 5.9 miles from the university.

Transferring to a new school can be daunting. Besides the cultural adjustment, there can be challenges with determining which previous courses and credits will transfer and what, if any, courses must be made up. That's where the Farmer School admissions team was critical in helping Britt get up to speed.









"I like everything. I've learned a ton, especially this semester, being in the first-year integrated core, it was cool because we got to work in groups, so it was a super easy way for me to make friends. It was four other people in a group, and we're all pretty close now." The students not only work together in class, they put in at least two hours a day outside of class. "It sparked more passion for the business side than I had before. And I have been meeting really key people that I think are going to do stuff in life that's gonna be pretty significant.

"People here just seem socially outgoing, and they have some kind of inside motivation to meet people, and I didn't really have that in the past. It was absolutely a positive change, and I keep meeting more people. So I'm a freshman on the experience level, but I know what two different schools feel like, and it makes me appreciate Miami so much more."

He couldn't be happier with his decision. With all his classes transferring, it was a seamless transition. "I direct admitted to Farmer. I just had to take one class over the summer, and that was it. It's just been full tilt since then."

'Full tilt' is no exaggeration. In addition to racing and being a full-time business student, Britt is now an apprentice at Kettler's shop. He helps with cars on the pre-delivery inspection process and other work that needs to get done.

"When I started racing, I was already turning wrenches and that's how it works in the amateur racing world. You're working on your own stuff, at least that's how we did it. I was just learning things at a young age, which was important to me, because you need to understand how everything comes together and how the different systems work. And specifically with giving feedback, you need to know how to interact with an engineer and someone that, yes maybe doesn't have the racing experience, but if you can tell them the right descriptions of things he knows how to make your car run faster.

"My parents taught me 'big ears, small mouth', and that went a long way. If you listen, you just absorb things like a sponge. I came into this industry at a really young age so I had absolutely zero credibility. No one wanted to listen to me, and I understood that. I went into it knowing that people didn't want to hear me talk. Much smarter to just be quiet, listen, and learn. And it really never stops. I learn new things every weekend. There's always something to take away."

Unlike many sports, talent isn't enough to get you in the game. Auto racing is, at the outset, self-funded. To race, you have to have a car, or sponsors who see enough marketing



value in associating with you and the race series in which you are competing to pay for your ride. Competition for those dollars is fierce. So how did an untested 16 year old identify potential sponsors, and convince a company to even invest the time to meet with him?

"Finding sponsor partners is a critical component to racing. Sponsorship marketing is all about identifying that customer value, planning it, and implementing.

It needs to be a mutually beneficial relationship. You just need to network, you need to know who's around you, and what people are doing. Being able to communicate the benefits of that to someone who's been to two races in their entire life, is difficult, but key.

"TRUMPF, my partner, is a German laser tool manufacturing company, the global leader in the industry, and Audi's German. So very, very into engineering and making things ten out of ten all the time, and that was the initial appeal with TRUMPF. It was about a four month process."

Since identifying potential sponsors, understanding their business needs and crafting a sponsorship package that adds value to the sponsor's brand are critical, Britt's choice of major was an easy decision.

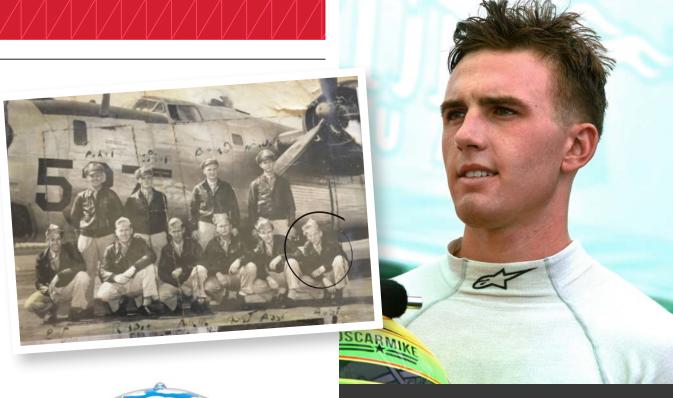
"Learning marketing is huge in motor sports. The things that I'm learning in the business school are totally applicable to anything. It's not only applicable to business, it's



applicable to life, building relationships, not just looking at the numbers on a financial sheet. It's really every aspect of your life, you can use the tools from Farmer to apply it. Coming into Farmer as a sophomore transfer student, I had high expectations, but this year has absolutely surpassed those expectations.

"A lot of the other students in my classes, they listen, but they don't have a way to apply the information immediately. I'll go to work after lunch and I'll do that, I can do it in real time. And even on the race weekends, it's all applicable immediately. I can take what I learn in class and apply it the next day, which is awesome."

It won't come as any surprise that Britt will continue running flat out this summer, competing in races across the U.S. and teaching. Not marketing, race driving. His students will be a mix of ages, with goals ranging from competing in races to just wanting to have the experience of driving a real race car on an actual track. And to these race aficionados, 20-year-old Britt is an old pro.







On-Track Photos Courtesy of Sideline Sports Photography

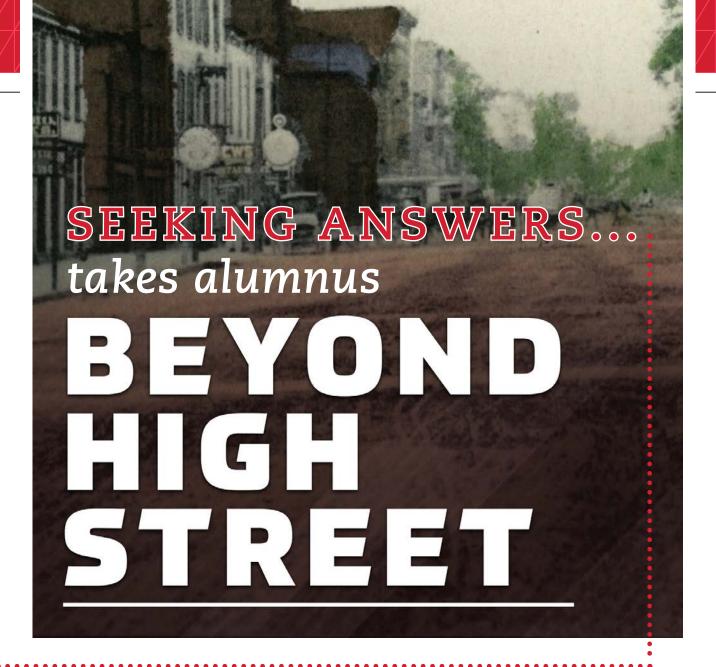
#### On Head, Connected to Heart

Race helmets are valuable real estate for sponsors, but they can also provide tremendous insight into their owners' personalities. For Britt, his helmet is a way to honor the life of a grandfather he never met and to support injured veterans.

The two most prominent graphics on his helmet are the Oscar Mike logo and a detailed drawing of a World War II tail gunner. The Oscar Mike Foundation is a non-profit organization that provides funds for injured veterans to participate in adaptive sports. Beneath the tail gunner drawing are the words,

'Every day is a gift.' Britt explained, "That was my grandpa's quote. He said, 'Every day is a gift' and woke up every morning and thanked God for yet another

**day.** I try to live that way as much as possible. The quote is my grandpa's real handwriting. The artist based it on letters that my grandpa wrote."



avid Schwab has several good reasons to think fondly of Miami University and Oxford. He met his wife here. His best friends became his best friends here. He became much of the person he is today during his time here. Yet, when asked why he keeps coming back, he responds with questions of his own.

#### "Why do alumni come back?

Why have people become so successful? What's different or unique about this place?"

So far, Schwab has come up with at least a few notions about why students and graduates do so well. "You

always have to say its 'Miami of Ohio.' So there's that chip on your shoulder. I feel like there's something that people have to prove, or want to prove."

After graduating, Schwab went to work for a Washington D.C. public relations firm. He went to Octagon, a sports and entertainment content marketing company, for an informal interview on a Friday. He then was asked to return Monday when, hours after his interview, the firm's director of communications quit. He's now spent nearly 20 years at Octagon.



His latest endeavor? He created the independent podcast "Beyond High Street." The weekly podcast, is comprised of conversations exclusively with Miami University alumni. Schwab said his memories of his time in Oxford and a desire to build upon what he learned here is a powerful pull. See the podcasts at *beyondhighstreet.podbean.com*.

"I enjoy the peer relationship of the podcast and the Cradle of Marketers. I continue to learn every day, too. I just like to stay young with the kids. It's a special place. Just looking at the brick, looking at the grass, walking up to Skippers," Schwab explained.

His own success has also been a factor in his decision to return time and again.

"I'm at the life stage where business is hard, good, thriving, but it's also time to help more," he explained.

#### "Coming back and being with like-minded peers, it's inspiring to do that."

Schwab has a few observations on life in the working world that he hopes students pick up in conversations with him. "They're going to be working for a long time, and they need to continue to learn, and grow and explore. Where

All Photos Courtesy of David Schwab

they're working tomorrow is probably not where they're going to finish—they may be through one or two places, they may be through 10 or 15 places, and that's OK."

Down the road, Schwab said, he'd like to see if he can help other alumni do more to support Farmer School students.

"I think the next step is a deeper mentorship program between alumni and students, because there are a lot of alumni who want to help. The way we live today, it's pretty easy to send a text or take 10 minutes on the phone, and I think a lot of alumni around the world would help. I would love to help Miami figure that out."

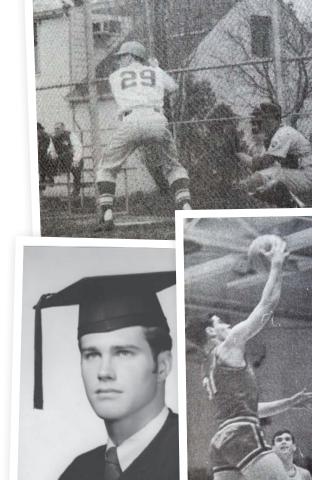


# EIVING A NON-

Who is Art Collins? The answer depends on whom you ask, and in what chapter of his life their journeys intersected. He has been an athlete, Naval officer, professor, husband, consultant, CEO, father, board member, grandfather, entrepreneur, philanthropist and awardwinning children's book author ... so far. He has 'been there, done that', and his journey is far from complete. Art is the definition of a true 'Renaissance man.'

Arthur D. Collins, Jr. grew up in the Cleveland suburb of Rocky River, Ohio. His father, Arthur, Sr. was a prominent physician and his mother, Irene, was a registered nurse. Both were decorated WWII veterans. Young Art, Jr. loved to accompany his father on medical rounds during the weekend, so many assumed he would pursue a medical career as well. When it came time to decide on a college and a career path, his parents made it clear that the decision was his alone.

Art explained, "My parents said, "You're the one who's going to have to decide which is the right school and profession for you. Even though my father loved medicine, he told me to be a doctor only if I had the calling. I'd always been a good student, but the most important part of my life growing up was sports. I played baseball, basketball and football in high school. A number of college and university coaches recruited me to play football and baseball, including



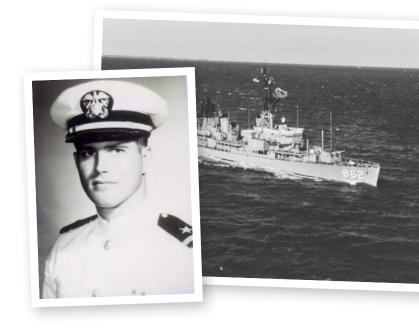
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Bo Schembechler and Bud Middaugh at Miami. I ultimately decided to forego intercollegiate sports and focus on academics, and I chose Miami because it was close to home and several of my friends were going there. When I first visited the Miami campus, the environment seemed to strike a nice balance between being a beautiful, protected oasis in southwestern Ohio and a place where you could experiment and grow, not only academically but as a complete person."

Uncertain of a career path, Art chose his freshman and sophomore year courses carefully, keeping his options open. While he considered a pre-med major, he finally chose the business school because he hoped to one day be a leader of people and organizations rather than a professional who was an individual contributor. Art might have started his business career immediately upon his graduation in 1969, but the U.S government had other ideas.

"It was the height of the Vietnam War and unless you had a teaching or medical deferment, the question was not if you were going into the service, just which branch. I applied to the Navy's officers' candidate school (OCS) and was accepted. After being commissioned an Ensign, I was assigned to the USS Vogelgesang for a year and a half. The

destroyer was part of the Atlantic Fleet, and we deployed to the Mediterranean after training in the Caribbean. When my next duty assignment came up, I initially was slated to captain a PT boat in Vietnam. However, the Navy was having a hard time getting a candidate accepted on the faculty at the University of Pennsylvania to teach courses in Naval Science at the NROTC unit there. My resume was submitted, and rather than heading to Southeast Asia, I ended up spending two and a half years as an assistant professor at Penn, while also earning my MBA at Wharton."



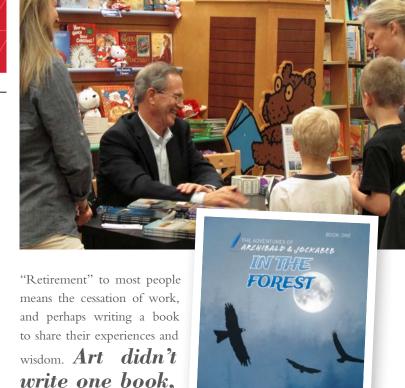
After he completed his tour of duty and graduated from Wharton, Art went the "traditional" route, accepting a

coveted consulting position with Booz Allen & Hamilton in Chicago, where he once again connected with his fraternity brother, Gerry Miller. Their fond memories of Miami led to Art's first gift to the business school when he and Gerry helped underwrite the renovation of the Laws 100 classroom.

Art enjoyed his consulting work and viewed it as yet another opportunity to learn—somewhat like a practical post doctorate degree in business, involving a host of different companies in various industries. After four years, he was in line to become one of the youngest partners at Booz Allen & Hamilton. He knew that accepting a partner position implied a multiyear commitment to the firm, so he made another critical career decision. "While I very much enjoyed consulting, I knew that what I really wanted was to have an opportunity to run a large company with a global reach."

With Art's education and experience, there were many avenues open to him. In the end, he chose Abbott Laboratories over job offers at General Electric and Quaker Oats, and his first assignment was as the manager of corporate planning and development. After about a year and a half, he was promoted and moved overseas to Brussels, and then to Frankfurt as the regional vice president for the Abbott Diagnostics business in Europe, the Middle East and Africa. After his assignment in Europe concluded, he returned to the U.S. and progressed through a series of general management positions, culminating his Abbott career as a corporate vice president with responsibility for all the business units that comprised Abbott's diagnostics division.

Art left Abbott in 1992 and joined Medtronic in Minneapolis, initially as the executive vice president for international operations, with responsibility for all Medtronic's operations outside the United States. About a year and a half later, he became the president and chief operating officer, and ultimately the chairman and CEO. During his time at Medtronic, the company grew at a compound growth rate in excess of 15 percent and was continually cited as one of the most admired companies in the industry, being singled out for its strong corporate governance and commitment to philanthropy and community involvement. After a uniquely successful corporate career, Art retired from Medtronic in 2008.



he wrote nine.

But they weren't about strategy, leadership or how to

succeed in business.

"I didn't think that the world needed one more ex-CEO pontificating on those subjects. When I was very young, my father told my brother and me fictitious stories about two young boys, Archibald and Jockabeb. Archibald was the surrogate for me, because my name's Arthur, and Jockabeb was my brother, Geoffrey. I used the same Archibald and Jockabeb names when I made up my own set of stories to tell my two daughters when they were young girls. So when I retired from Medtronic, they said, 'If you're not going to write a business book, why don't you write down some of the stories you told us?' Well, I took their advice and the first three short stories I wrote were consolidated into the first book of the nine book series called *The Adventures of Archibald and Jockabeb.*"

#### But Art still wasn't finished. He had other passions to pursue.

He became a senior advisor at Oak Hill Capital Partners, a private equity firm; he added Alcoa to his existing board of director responsibilities at Boeing, Cargill and U.S. Bancorp; he amicably ended his marriage and met and married Sophia Shaw, and they together formed Acorn Advisors, a small consulting firm that provides advice to non-profit institutions and large family offices in the area of governance and strategy.



While at Medtronic, Art was approached by an old friend and Miami alumnus, Dick Farmer. "I knew Dick Farmer from being involved with him in another business association and he asked if I would consider becoming a member of the Farmer School Board of Visitors. I agreed to do that and it was a rewarding experience. It also afforded me the opportunity to revisit the Miami campus as see all the significant changes and enhancements that had taken place since I graduated."

Art's connection to Miami University continued to grow. In 2006 he was awarded an honorary Doctor of Laws degree and served as the keynote speaker at the Farmer School's Divisional Recognition Ceremony. It was around this time that he made his second gift to the Farmer School—this time a fund that encouraged social entrepreneurship. More recently, he added another creative gift when he endowed a venture capital fund for alumni who wish to start social ventures.

With all that Art has accomplished in his career and life, what legacy does he wish to leave? "When I'm old and gray and sitting on a porch in a rocking chair talking to my grandchildren, it's not going to be about the public recognition I've received. And it's certainly not going to be about the record earnings or stock price appreciation associated with the businesses I ran. Rather, it's going to be about how I lived my life and all the decisions I made that affected the lives of others. **Don't get** me wrong, achievements and accolades are nice, but at the end of the day what's really important is the core set of values you lived by and how true you were to those values in good times and bad.

So, how does one really describe Art Collins and his his non-linear life's journey? One fact is clear. His fascinating story is far from over, and you can bet that the final chapter will be well worth reading!





To prepare our students for success, Farmer School faculty must constantly review and revise their curriculum and experiential learning opportunities to ensure that they, and their students, stay one step ahead. In a rapidly evolving global economy, it's a never-ending process, but one that results in a tremendous benefit for our students. Nowhere is this more evident than in our finance classes, so we asked professors specializing in investment banking, international finance and commercial banking to weigh in on their course and how what they are presenting to their students relates to Wall Street and the world.

#### INTERNATIONAL FINANCE: Dr. David Shrider

In today's world, understanding global markets is more important than ever. International finance is an area that connects our students to real time events in a more intimate way than many other topics in finance. The reasons that make this area important, are also the things that make it resonate with our students. Specifically, it connects finance, economics and politics to the decisions that business people make every day. Finally, international finance is a topic that

is not contained in a single course, but rather something we teach across many different pedagogical applications.

Not a day goes by without a major story about trade barriers, U.S-China relations and the Euro. All of these are topics we discuss in detail in International Finance (FIN 417). Each class begins with a student presentation that ties what we've discussed in class with a real world news story. At the beginning of the semester, students worry that there won't be enough topics to cover something new every day, but they soon realize that global events make this an area where firms need to constantly follow the changes occurring and that this exercise is only practice for what they will soon be doing every day. Our students are learning how these events change the world and how they, as our future business leaders, need to be thinking about the changes that are taking place before they happen.

International finance is a topic that works well in many different student learning environments. The student presentations and guest lectures given by people from around the world help to bring the International Finance course taught in Oxford to life. However, this topic is also infused into many other settings. Europe and Euro, a class that has been taught as part of our FSB Europe study abroad program, explores the European debt crisis, the future of the Euro currency, and how these affect American

companies. The FSB Asian Financial Markets program explores the financial and economic reasons for China's interactions with the West. Finally, this spring, the team of FSB undergraduates that finished second in the world at Harvard Global Case Competition did so by examining the potential merger and acquisition possibilities of the French firm Hermes with other French and American firms.

#### As technology makes the world a smaller place, it will be even more important that Farmer School graduates are prepared to compete in a global setting.

Understanding the financial implications of global markets will become more important and by utilizing numerous applications of teaching international finance we will make sure that our students are ready to tackle the world.

#### COMMERCIAL BANK MANAGEMENT: Dr. Kelly Brunarski

As a teacher first and foremost, I work to create an active learning environment that imparts a deep understanding of commercial banking, in particular, and financial concepts, in general so that students have the ability to employ or adapt these same concepts to a rapidly changing financial landscape. For the level of understanding I seek to engender, students need to develop the economic intuition underlying the topics presented in Commercial Bank Management as well as competency in the various quantitative methods used in finance.

To facilitate lasting understanding to carry into their careers, I provide my students with a framework of simple, over-arching concepts so that they may understand the details presented and put them in context. For instance, I facilitate a discussion of the economic and political environment that culminates in the current state of bank regulation. At the same time, students explore recent articles on the subject from differing viewpoints. Students often remark that, to their surprise, the concept of bank

regulation is more of a good story than lists of rules and regulations. With this approach, students comprehend both the evolution and underlying reasons for regulation so, as future business leaders, regulators, politicians, or bank executives, they can anticipate, understand and reasonably respond to regulatory change. Another over-arching concept we explore in Commercial Bank Management is the common adage "you've got to spend money to make money." Students explore this theme through a team project requiring analysis of real-world bank data available through the FDIC.gov website.

In my classroom, students are actively engaged in the learning process. I encourage them to question the material presented, either as part of classroom discussions or, if they prefer, through one-on-one discussions with me or within their assigned

**teams.** Students with an international background are encouraged to offer perspectives on how US banks differ from those in other countries.

I believe in the teacher-scholar model of education. As such, my research and service activities provide me with tools to foster continuous improvement in both the delivery and content of my classes. Additionally, I meet with bank executives and recruiters so that I can incorporate information on new industry trends and provide my students with the skillsets sought by recruiters. My research provides insight that I often bring to the classroom. For instance, my research on the voting incentives of bank wealth managers (voting shares on behalf of bank clients) showed that these managers may vote shares to foster commercial lending relationships with managers, against their fiduciary obligations to their clients.

I recently served as an educational mentor for youth in foster care approaching emancipation, working through The Higher Education Mentorship Initiative. Drawing on my experiences as a mentor, I provide my banking students with first-hand examples of the barriers faced by



low-income individuals seeking banking services and the prevalence of fringe banks (check cashing stores/payday lenders) in low-income areas. Finally, I coordinate with the dean's office (corporate outreach) to provide opportunities for my students to meet with bank executives directly. In addition to industry-specific information, I encourage visiting bank executives to provide my classes with their perspectives on career advancement in the banking industry and to offer interview advice.

Finance in general, and commercial banking in particular, are becoming more politicized. I believe in the importance of providing students with a range of differing viewpoints. My students are challenged to navigate an array of sometimes contrary information and opposing opinions. I also take this opportunity to challenge students to consider how differences in background and experience can affect one's perspective, to weigh the pros and cons of alternative viewpoints, and to consider the political leanings of the authors before deciding for themselves which arguments have the most merit. A classroom exercise on this subject requires that students review proceedings from an annual conference of bank regulators and executives. I use this exercise to encourage classroom debate and to illustrate how differing perspectives lead reasonable, well-informed decision-makers to reach different conclusions.

#### FINANCIAL ANALYSIS OF MERGERS, BUYOUTS, AND RESTRUCTURING: Dr. Thomas Boulton

Financial Analysis of Mergers, Buyouts, and Restructuring was introduced to improve our students' competitiveness for high-profile positions in finance, with a specific emphasis on the skills required of investment banking analysts, sales and trading professionals and research analysts. Students who take the course are often interested in a career in investment banking and have completed internships at investment banks and/or secured full-time investment banking positions upon graduation. However, the course is valuable to all finance students who are interested in how companies are valued and traded.

The course design places an emphasis on helping the students develop a skill-set that prepares them for the rigorous interview process required of many finance job-market candidates and positions students who secure positions to make a positive contribution from their first day on the job. The course content focuses on understanding the valuation techniques employed in many finance positions, including investment banks and research analysts.

For example, company valuations typically employ three distinct valuation methodologies: comparable companies, precedent transactions and discounted cash flows. Executing these analyses is primarily a quantitative and mechanical exercise that students can master through repetition. To achieve this goal, students execute and communicate several company valuations over the course of the semester.

Students walk away from the course with the ability to execute the analyses and a dossier of several completed projects that they can use to demonstrate their abilities. In addition, the students understand and can communicate the theoretical basis for the techniques employed, the strengths and weaknesses of the various methodologies, and how, when the techniques are combined, they paint a complementary and more complete picture of firm value.

Each fall semester, this course is integrated with the William Blair Investment Banking Case Competition. This competition provides another avenue for students to refine their valuation and communication skills in a high-stakes environment. Because the case competition complements the course, participation in the competition is required of all students who take the course in the fall semester. Requiring participation from my students has been a great addition to the course as the competitive environment changes the dynamics, the students make connections with William Blair employees, and the competition brings out the best in the students. These students regularly distinguish themselves by making the finals and winning the competition.

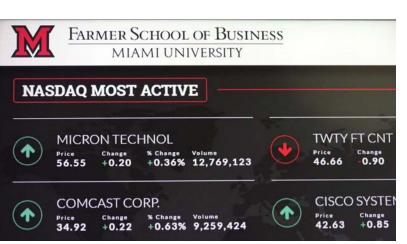


Photo Credit Jay Murdock

"Most finance classes focus on portfolio management, how to use excel to crunch data, and the optimal level of debt for a company. Commercial Banking took me on a different intellectual journey and provided another lens through which finance became more human and tangible. The exploration of the financial crises of the past, financial regulations, and management of risk broadened my perspective of the meaning of finance. Ultimately, this course challenged me to think more actively about the importance of a sound financial system where commercial banks are the foundation."

— Josephine Nachemson-Ekwall '18

"As a senior going into investment banking full time, this class gave me exposure to various forms of valuation and hard skills necessary in the industry. Dr. Boulton provides in-depth analysis on the roles of investment banks and private equity firms. The course is structured in a way that forces students to think as analysts during a transaction and provides opportunities for real-world application. Dr. Boulton has a high expectation for the level of detail and cleanliness in his students' work. which is what is expected as an analyst. The course gives students looking to go into investment banking or a related role a huge advantage."

— Aaron Lewis '18



Since its creation, the StrategyWorks program has helped many Farmer School students hone their marketing skills, inspired their self-confidence, and prepared them for finding their dream job after graduation. But it's not just the students who benefit. Over the past few years, one particular StrategyWorks client has returned again and again to find answers to questions, ideas to explore, and new employees to hire. Textron Aviation is one of the world's leading manufacturers of airplanes for the private sector, building famous brands Cessna and Beechcraft and bringing in billions in yearly revenue.

So how did the Farmer School and Textron join forces? It all started with a conversation between a student and his professor. "About eight years ago, one of my students, Bruce Ernst, came up to me and said 'Hey, my dad just got the CEO job at Textron Aviation. I was telling him about our class, and he'd be very interested in doing a project with you', marketing instructor and StrategyWorks director Pete Jack recalled. "So I gave him a call, and sure

enough, he signed up. He said, 'Hey, Pete, as long as I'm CEO, count me as your fall semester client."

This fall will be the seventh consecutive year that StrategyWorks has taken on Textron as a client for the experiential marketing capstone class, in which students are put into teams and work throughout the semester to help the client explore an idea or find solutions to an issue. "I don't think we were told who the client was when I signed up for it—it was very ambiguous," EJ Corporan explained. "I knew that it was going to be kind of a sprint—a quick, intense program that would apply everything that I had learned my previous years at the Farmer School." EJ was in StrategyWorks in the fall of 2013 when the client was Cessna Aviation, which was about to become part of Textron.

"I didn't end up winning the competition—our team got knocked out in the first round. But I feel validated that we lost to the winning team, so I think of it being like we finished second," he noted. "They selected one person from each



team to be interviewed for a position within the company. I interviewed with the then-senior VP of marketing and their director of insights. I told them that my passions were event planning and customer experience," EJ said.

Those interviews led to a job offer and two years working on a team that handled trade shows and events, followed by a stint in customer experience before moving to his current job leading the marketing of customer service.

"When I joined, I was the youngest in the marketing department by about 10 to 15 years. It was a very interesting time for me. I had to grow up pretty fast,"

EJ remarked. "But I think it was good that I had to jump in quickly and establish myself with these people who had been in the business for a long time." He didn't know it at the time, but EJ was the leading edge of what became a new trend at Textron.

"It was pretty much EJ that started the trend. He was successful, and each year since, we've continued to expand the number of students that we've hired from Miami," manager of sales operations Caroline Leeker explained. "We have jokes around the office when people say they're

from Miami. You get a good eyeroll just because there's so many of us."

Leeker worked with Textron in the fall 2014 StrategyWorks class, then was recommended to the business development team in the Textron marketing department. "It was kind of that same feeling that they tell you about college—you'll just know it's the right place. I got that feeling when I went to Miami; I just walked onto the campus and I knew," she said. "And I walked on this campus, and thought, "Holy cow, I'm going to move to Wichita, Kansas," because I absolutely loved it and it was a good fit for me."

"We see each other at the office, we see each other at the bars, around town. We probably have enough people now to start up a Miami alumni chapter if we wanted to," Corporan pointed out.

It's a trend that Textron vice president of marketing Bob Schultz is happy to continue. "The number one value we see, and we're not shy to talk about it, is recruiting," he explained. "I know that when I come to campus, and Pete and I talk, my number one goal is to find very talented, top-tier students who want to come to our company for a career."



Natalie Stadelman was encouraged by Pete to interview with Cessna in 2013. "I remember sitting outside the room while everyone was in final round, waiting for one of the executives to come out so I could introduce myself. I waited for four hours, and finally the head of sales came out, and I walked up to her and introduced myself," she recalled. Four years and three cities after graduation, Natalie now sells Textron aircraft from an office in San Francisco. "The one thing that they promised me that they have never fallen short on is that they've allowed me to decide what my career would look like, where I want to go, how I want to do it," she said.

Libby Caris, a 2015 marketing graduate, remarked that her time taking the class almost literally readied her for a job at Textron. "I went straight onto the business development team, which was exactly the project I worked on in StrategyWorks," she said. "Little did I know, I was preparing for my first job. I've had four jobs in the company in the last three years. Now I'm in Singapore selling jets to millionaires," Libby pointed out. "I think we have some of the most talented students at Miami, and Textron has seen that."

In past years, Textron has asked students to take on a variety of challenges, ranging from helping to brand and market a line of corporate jets to finding ways of developing better leads for potential customers in targeted industries.

"Our marketing team, we live and breathe these products and these value propositions and the market all day, every day. But I think we can be honest and know that sometimes, we might miss something seen through a different lens or perspective," Schultz said. "Students will come at this from a totally different way and generate some ideas or nuggets that we start thinking about a little bit more."

"We take the work that students do and apply it in every project. Every project is of value to us, the new ideas are of value—they challenge the way we think of things," Caroline said. "More than anything, the recruiting ability of watching people essentially slotting into your work force without being an intern or coming to your campus is of tremendous value."

"The company really values the relationship we have with Miami," Natalie remarked. "I can say that our company loves the partnership that we have, and is very proud of the work that we have done together."

Natalie, Caroline, Libby, and EJ have all returned to the Farmer School since graduating to be part of the Textron team working with StrategyWorks students.

"It's sort of surreal to sit on the other side of the table and look



at all those students and know that you were one of them a few short years ago. But also to look at them and think, "Who do I want to bring in to the company and develop?" Caroline explained. "I think, 'Someone invested in me, and now it's my turn to invest in Miami grads.' It's been really rewarding for me to be on that end of it."

"Going into that classroom and presenting that case to students, I don't think they realize when they're in there what a meaningful experience this can be for them if they put forth the time. For me, it could not have been more impactful because I ended up getting a job out of it," EJ mused. "But even if I hadn't, I remember finishing that class feeling very accomplished and thinking that I had actually grown and changed through the course of that project."

"It was an experience that completely changed my career path and my life. I never thought a college course could have that impact, yet here I am, four years down the road," Natalie said. "My life is impacted on a daily basis because I took that course."





All Strategy Works Photos Courtesy of Miami University



To be admitted to the Farmer School, applicants must be highly qualified. Once they arrive on campus, our expectations and their workload both rise, and they meet every challenge with which they are presented. We congratulate three of our students who have exceeded even our high goals.

Two economics students at the Farmer School of Business have been offered Fulbright grants. Economics majors Allison Van Twisk and Jack Henne just received Fulbright grants to teach in Germany and Sara Al-Zubi, a human capital management major, is the first Miami student to be chosen as a Harry S. Truman Scholarship winner since 2003. She's also the only Ohio student to win the award this year.

"My backpack just got heavier," Sara said. "The responsibility of the award is setting in. I'm way more excited, as much as I am nervous with this huge responsibility."

Management professor, Dr. Megan Gerhardt, said she first met Al-Zubi in her honors introduction to management and leadership course last year.

"Her mind is always working overtime," Gerhardt said. "I think she's very intellectually curious. She's very excited about a lot of things, which is, as a professor, exactly what you hope that you get in your classroom."

Gerhardt was one of the people who wrote letters in support of Al-Zubi's nomination, though she doesn't think her help was needed.

"I just thought, 'Why am I writing her a letter of recommendation? I should make her write me a letter of recommendation!' she joked. "I knew she didn't need my help validating why she deserves any award, but I certainly learned a lot more about her experience and her passion."

Al-Zubi's passion centers on helping refugees. She's planning to apply for the Washington Summer Institute and hopes to intern for the Office of Refugee Resettlement in the Department of Health and Human Services.

The \$30,000 scholarship will help toward her goal of attending medical school, as well as her desire to also earn a master's degree in public health.

"The trauma is beyond what words can explain. And the mental health issues are a complex conversation that we need to be having. The current setup of refugee resettlement doesn't necessarily prioritize mental health as an objective to fix," Al-Zubi said.

Gerhardt said that Al-Zubi has worked hard to make and drive connections between her medical and managerial aspirations.

"She's been very strategic, and making sure she feels prepared to go out and do what she really wants to do," Gerhardt explained. "I wasn't remotely surprised that she won. I'm obviously thrilled for her and very proud, but not surprised at all."

Photo Courtesy of Miami University

# YES THE STUDENTS LOCK YOUNGER

Summer in Oxford is the time for a younger crowd to appear on campus. The Farmer School hosts six summer programs specifically for high school students. Discover U in Business, Make it Miami Accounting and four distinct Summer Scholar offerings make it possible for select groups of teens to live on campus and learn more about college life, Miami, the Farmer School and, most importantly, themselves.

Admission to these programs is competitive. Students who wish to be considered for the two-week Summer Scholars program must write a short statement about their interest in the program and submit it with their transcript, a letter of recommendation, and results of any aptitude tests they've taken. Participants who later decide to attend Miami will receive priority consideration for merit scholarships and for selection to programs such as the University Academic Scholars Program and the University Honors Program.

"This class is so much different than teaching college because these students are still in high-school mentality, following the rules, doing what they're told, that sort of thing," Dr. Jim Friedman, who teaches 'The Entrepreneurial Experience' in the Summer Scholars program, explained.

"The rules that make you successful in high school are not necessarily the rules that make you successful in college."

Asante Woods, of Champaign, Ill., is in his second goround with the Summer Scholars program. "Last year, I was in the engineering module, he said. "Miami left a good first impression on me."

He switched to the business offering this year after his sister earned a master's degree in accountancy. "When I was applying, I saw the entrepreneurship module, and the caption was 'Building your dreams into fun and profitable ventures,' and that drew me in," Asante remarked. "It seemed like I could apply the things that I learned here to many different aspects of my life."

Through improvisational activities, creative practices, and field trip experiences, Friedman wants to impress upon the students that college is different from their current school.



"I want to give them the feeling, the knowledge that they can do this, that they can think for themselves, that learning can be fun, that it's ok to try some things and make some mistakes and adjust." he noted.

Madeira's Trey Kanet said this program isn't his first brush with creativity and business, and he hopes it will give him more tools to succeed. "I have been an entrepreneur in the past, and I want to continue to try doing that, even if it's within a company," he said. "I want to keep my entrepreneurial mindset and be able to really grow as a person, be able to use what I've learned from my experiences and bring it into real world life.

For Sophia Fujimaki, her decision to apply for the program was a practical one. "Miami is my top choice, but I'm currently undecided, so I was trying to figure out if I wanted to go into the Farmer School," she explained.

Sophia said one of the most valuable things she's learned was also one of the most difficult. "It's OK to have failures, which was kind of hard for me to accept at the beginning," she said. "I just need to keep thinking of ideas—I can't just stop at one idea. I can keep going to make my ideas better and my business better."

"We have classes that cover an introduction to business, ethics, accounting, personal finance, supply chain, marketing. We do an Apple case study, where they do a simulated project to come up with a creative idea for Apple, so they can create a new product." Noted Dr. Jeff Merhout who leads the "Taking Care of Business" Summer Scholars program.

Jack Craney, who traveled from Chicago to participate, was a big fan. "I loved my module. I loved the hands-on projects we did, working in groups, solving business problems that we're capable of solving. I thought it was perfect."

In addition to helping high school students learn more about college life, the programs pay dividends to the Farmer School as well. Historically, about 88 percent of Summer Scholar participants apply to Miami University, and of those, 97 percent are accepted.

"Miami has been my dream school since I was in the fourth grade when I came here for a camp for Girl Scouts," remarked Dorothy Furniss.

"I think it's super helpful, especially getting a college campus feel, figuring out the classes, meeting the professors," Sophia said. "It's been really inspiring."

#### EXCELLENCE IN & BEYOND the classroom

RICHARD K. SMUCKER TEACHING EXCELLENCE AWARDS

#### **Outstanding Professor**

**Dr. Tim Eaton**Professor of Accountancy

#### Outstanding Junior Professor

Dr. Michele Frank
Assistant Professor of Accountancy

#### Outstanding Non-Tenure Track Faculty

Dr. Lawrence Hilton
Visiting Assistant Professor
of Business Legal Studies



Lawrence Hilton, Michele Frank, and Tim Eaton

FARMER SCHOOL OF BUSINESS SENIOR FACULTY AWARD

#### Research Excellence

Dr. Joe Rode
Professor of Management

JAMES ROBESON JUNIOR FACULTY AWARD

#### Research Excellence

Dr. Scott Dust
Assistant Professor of Management

FARMER SCHOOL

#### Faculty Service Excellence

Dr. Xiaowen Huang
Professor of Management



Dean Marc Rubin, Scott Dust, and Joe Rode (Dr. Xiaowen Huang was unable to attend)



#### THE FARMER SCHOOL OF BUSINESS

