



Heidelberg

UNIVERSITY

School of Business

STUDENT AWARDS

Heidelberg University Student Awards Celebration

Held on Friday, April 22. While there are many award categories, five are specific to the School of Business. The following students were recipients of the business awards:

- Guy Tibbels: Jane Frost Kalnow Memorial Fund - Career in Accounting Award
- Lillian Whitcomb: Jane Frost Kalnow Memorial Fund - Career in Industry Award
- Delaney Gill: Edward Lamb Foundation Prize
- Sarah Shoots: Wickham Prize in Business
- Kaitlyn Ferrario: Berg Falcon Master of Accountancy Scholarship

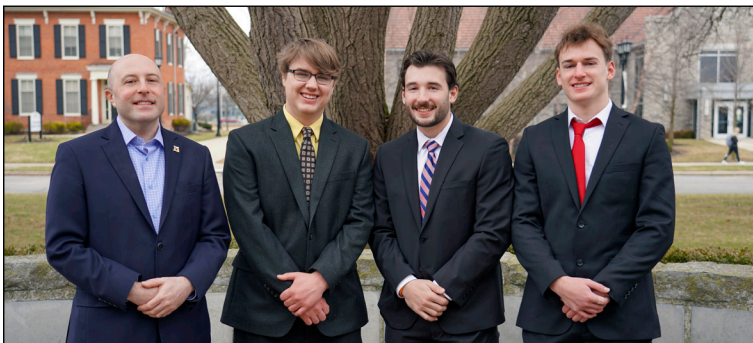
The following Friday, the School of Business hosted the annual Academic Excellence Recognition with a reception, recognizing additional award categories and inducting students into the Delta Mu Delta Honor Society. This is the first time the reception was held since 2019. Students recognized and the categories were:

A 3.9 Grade Point Average or Higher

- Freshman: Nathan Demangeont, Taylor Ratliff
- Sophomores: Tristin Buurma, Beatrice Fry, Trent Green, Brett Reed, Evan McAllister, Reese Recker
- Junior: Lillian Whitcomb
- Seniors: Kaitlyn Ferrario, Delaney Gill, Lauren Reaves, Sarah Shoots, Guy Tibbels, Ryan Waskiewicz

Intercollegiate Ethics Case Competition hosted by Cleveland State University

- First place team: David Haines, Spencer Tredwell, Ryan Waskiewicz
- Faculty Mentor: Scott Miller



Left to right: Scott Miller, David Haines, Spencer Tredwell, Ryan Waskiewicz

Business Student Advisory Board

- Jared Buchholz, Delaney Gill, Sarah Shoots
- Faculty Mentors: Salil Khetani and Scott Miller

Delta Mu Delta Inductees

- Gabriela Calderon
- Kaitlyn Ferrario
- Delaney Gill
- Dreona Hughes
- Andrea Navas Villafuerte
- Lauren Reaves
- Kylee Remo
- Samuel Scheele
- Sarah Shoots
- Lillian Whitcomb
- Faculty Advisor: Doug Woods; Administrator: Kiki Lorann

Senior Honors; Presentations

In April, senior honor students presented their capstone projects. The following business students, their honors project and faculty mentors are listed below:

- David Haines, "How the wealthy won with the tax cuts and job act," Faculty sponsor: Professor Scott Miller
- Julie Spencer, "Limitations to lowering fraud risk in nonprofit organizations," Faculty sponsor: Professor Scott Miller
- Emily Flottman-Mullen, "Stateless Money: Ukraine's use of digital gold to spark first 'Crypto War,'" Faculty sponsor: Dr. Diane Monaco
- Lauren Reaves, "The COVID-19 Pandemic and effects on workplace productivity," Faculty sponsor: Dr. Lisa Kahle-Piasecki
- Sarah Shoots, "Investigating mental health issues in female athletes," Faculty sponsor: Dr. Traci Stark
- Micah Mydloski, "The barons of business: Then vs. Now", Faculty sponsor: Dr. David Hogan
- Ryan Waskiewicz, "NonFungible Tokens: The Art of Modern Investing", Faculty sponsor: Professor Doug Woods

Keiffer and Associates Speaker

Bill Keiffer spoke to Dr. Lisa Kahle-Piasecki's MBA Innovation and Change class on April 1 presenting on John Kotter's 8 Step Model of Change.

Students in the class were required to read Kotter's book and create a change implementation plan for an organization. Bill is President & Chief Advisor of Kieffer & Associates Limited, an advisory firm specializing in Military Veteran Career Transition, Leadership Coaching, Strategic Talent Management, and Professional Speaking and Facilitation Services.

He is the author of "Military Career Transition: Insights from the Employer Side of the Desk," which released in July 2021 as the #1 New Release in Amazon's Job Hunting category. Bill is a senior human resources executive with over 23 years professional experience in multiple large, complex, global companies. Also presenting in the same MBA class, were representatives from the Cleveland Small Business Administration (SBA) office. Deborah Callen and Timothy Ensch shared information on resources that are available to entrepreneurs.

Professor Emeritus of History Presentation

Dr. Bruce Bowlus, Professor Emeritus of History from Tiffin University, was on campus in February presenting on the topic of the Industrial Revolution to Dr. Lisa Kahle-Piasecki's Current Issues/Special Topics Course. The course was focused on The Fourth Industrial Revolution.

Students in Current Issues/Special Topics Course

Traveled to National Machinery to view the use of Industry 4.0 technologies in the facility. The trip was coordinated with 'Berg Business Member, Jerry Bupp, who is the Vice-President of Sales Operations & Marketing.

Ohio Auditor of State Presentation

On Tuesday, March 29, the Accounting Department welcomed Vincent Joseph from Ohio Auditor of State Keith Faber's office for an on-campus presentation to junior and senior Accounting majors in Adams Hall. The students in attendance were able to learn about internships and careers offered through the Ohio Auditor of State. Following the presentation, the students joined Mr. Joseph and two of his colleagues for lunch at University Commons. Several students took advantage of the networking opportunity and landed interviews with Ohio Auditor of State the following week. The Accounting Department has arranged to make this an annual event going forward!

Becker CPA Review Presentation

On Friday, April 8, the Accounting Department welcomed Maria Simon from Becker CPA Review for a virtual presentation to junior and senior Accounting majors. The presentation focused on educating students on how to best prepare to take and pass the Certified Public Accountant (CPA) examination. The meeting was part of a recently announced partnership between Heidelberg University and Becker. As part of this partnership, the School of Business was able to award five 50%-off scholarships for CPA review materials to five deserving graduating senior Accounting majors. Recipients of the scholarships included Kaitlyn Ferrario, Dreona Hughes, Julie Spencer, Spencer Tredwell, and Ryan Waskiewicz. After graduation, Kaitlyn will pursue a Master of Accounting (MAcc) degree at Bowling Green State University; Julie and Spencer will pursue a MAcc degree at The Ohio State University; and Dreona and Ryan will pursue a Master of Business Administration (MBA) at Heidelberg. All five plan to take the CPA exam after completing their graduate studies and enter the Accounting profession.

The Senior Seminar Course

Led by Dr. Salil Khetani and assisted by Heidelberg faculty, had a variety of guest speakers and mock interviewers.

Guest Speakers included:

- David Zak - former President and CEO of Tiffin-Seneca Economic Partnership (Instructor: Dr. Salil Khetani)
- Dave Stower - AllState Insurance Agent in Tiffin (Instructor: Dr. Patricia Berg)
- Sara Costanzo - Attorney, Creditor Rights at Weltman, Weinberg and Reis (Instructor: Assistant Professor Scott Miller)
- Jerry Bupp, '98 MBA - VP Sales Operations and Marketing at National Machinery (Instructor: Dr. Hua-Hsin Tsai)
- Mark Turpin - President at Duperon Corporation (Instructor: Dr. Heleana Theixos)
- Cris Gossard, '87 - Executive Director, Commercial Banking at JP Morgan Chase (Instructor: Dr. Diane Monaco)
- Norman Lobins CPA - Partner at Deloitte Touche Tohmatsu Limited (Instructor: Associate Professor Doug Woods)
- Trustee Paul Stallings, '79 - Accounting and Real Estate Manager at Progressive Insurance (Instructor: Dr. Lisa Kahle-Piasecki)
- Jeremy Harrison - CEO of Spire Advertising (Instructor: Dr. Salil Khetani)

Mock Interviewers:

- Robert Huntington - President, Heidelberg University
- Jerry Bupp - VP Sales Operations and Marketing at National Machinery
- Lisa Hohman - CEO of Concordance Healthcare

Spire Advertising Speaker

Jeremy Harrison, a Heidelberg alumnus who is the Founder and CEO of Spire Advertising that helps small to medium-sized businesses market themselves, especially in the digital space, spoke to students about his struggles with starting a new business and how he turned it all around after the downturn it took during the economic crisis of 2008. He also spoke about his passion for the field of marketing and how he built a career around it. The students learned lessons in resilience, being totally invested in what you are passionate about, and caring for your employees. They also took part in a class exercise where they had to think about their future goals.

PALS Keynote Speaker

Entrepreneur Janet Campbell spoke to Dr. Patricia Berg's and Dr. Lisa Kahle-Piasecki's classes when she was on campus for the annual Patricia Adams Lecture Series April 13.



Left to right: Bernae DySart, Janet Campbell

Dr. Trish Berg gives presentations, gets interviewed

Dr. Trish Berg, Associate Professor of Management presented at the national Christian Business Faculty Association (CBFA) online spring symposium. The title of her presentation was "Teaching tips and techniques which help us embrace hybrid-hyFlex teaching." She also presented at Heidelberg University's 27th Annual Faculty Symposium in March, The Potential Impact of Merging Traditional Undergraduates and Adult Learners in Heutagogical Online Learning.

Dr. Berg was interviewed on a podcast by the authors of the book, *Love as a Business Strategy*. The author's are traveling to Tiffin in June and will be the featured guest speakers for The Lessons in Leadership Series with our MBA students. Dr. Berg is planning on using the book in the summer MBA capstone course. Her spring MBA students interviewed two of the authors, Mohammad Anwar and Jeffrey Ma in a Zoom session early in the Spring semester.

Dr. Kahle-Piasecki, shares research

Dr. Kahle-Piasecki, Interim-Co-Dean and Associate Professor of management Presented at multiple conferences this semester. The first was research on a "cross-cultural study with researchers from Mexico. She presented their study, Cross-cultural interaction: Developing cultural self-efficacy through experiential learning," at the International Lilly Conference in January in San Diego, California. She presented the same study at the 27th Annual Faculty Research Symposium in March. In April, she presented at the Academy of Human Resource Development Virtual Conference in the America's. The paper, "The Digital Badging Landscape: A Scoping Review of Higher Education and Workplace Empirical Studies," was a collaborative work with researchers from The University of Louisville. She also served as a session host for a series of research papers on "Gender Issues in the Workplace."

Her article, "Building a Culture for Employee Engagement," in collaboration with Dr. David Hyslop, Professor Emeritus of Bowling Green State University, was published in the International Journal of Research and Commerce and Management Studies, March-April 2022 edition. The qualitative case study of organizations in Northwest Ohio, aimed at identifying the key cultural and leadership elements necessary to achieve optimum employee engagement. Leaders of top corporations in Northwest Ohio were interviewed in the study.

"Cryptocurrency and the War in Ukraine"

By Dr. Diane Monaco, Assistant Professor of Economics

Cryptocurrencies have observed greater institutional investor interest in recent months as inflation climbs and wealth storage in volatile financial markets increases. Cryptocurrencies are also finding their way into 401k and IRA Accounts. Countries that don't rank high in measures of economic wealth, such as Gross Domestic Product (GDP), generally outperform in the world of cryptocurrency. Presently, various tools are being developed to help consumers trace cryptocurrencies and related digital assets across blockchains to improve risk/reward analysis of cryptocurrencies and their performance within economic activity.

Graduating senior economics and political science student Emily Flottman-Mullen has been pursuing research in "Stateless Money: Ukraine's use of Digital Gold to Spark First 'CryptoWar.'" in her project, Emily evaluates that Ukraine has been using cryptocurrency to cover the funding of their weapons systems as it acts as a currency bound by no state and has one of the easiest processes of international conversion. Lockheed Martin produces weapons systems, such as Javelin anti-tank missiles, which Ukraine has been using effectively to defend its country

from the Russian invasion. Lockheed has produced more than 50,000 Javelin missiles over the past 20 years. Understanding Cryptocurrency and how or why it is currently being used was the subject matter of Emily's Honors Project and Economics Senior Capstone Research. Finally, after graduation Emily Flottman-Mullen will be headed to the University of Dayton School of Law to possibly study even more aspects of our current taxation and financial market systems.

Dr. Salil Khetani hosts guest speakers

Salil Khetani, Assistant Professor of Marketing had several guest speakers in his courses. David Zak - He highlighted the importance of finding your *ikigai* - your reason for being by figuring out an occupation that satisfies 4 criteria - what you are good at, what you can be paid for, what the world needs, and what you are passionate about. The students learned that apart from a formal education, there is an informal aspect to growing in your career that comes with self-motivation and the drive to self-teach yourselves different skills while also being competitive. They also learned about the importance of maintaining a healthy work-life balance.

Dr. Doug Woods volunteers on MLK jr. Day

Dr. Doug Woods, Interim Co-Dean & Associate Professor of Accounting and Kiki Lorann, Administrative Assistant Volunteered on Martin Luther King Jr. Day to package meals for natural disaster victims in collaboration with Rise Against Hunger, an organization dedicated to making an impact on hunger world-wide. Kiki Lorann also celebrated five years at Heidelberg University.

Business Student Advisory Board assisted with HYPE

The Business Student Advisory Board (BSAB) hosted three events on HYPE days during spring semester to assist students with professional development. On HYPE day 1, BSAB welcomed Dr. Craig Engstrom from Southern Illinois University to present on LinkedIn profile development. On HYPE day 2, BSAB welcomed Leslie Erwin and Monica Verhoff from Heidelberg's HR Department to lead an engaging session - that included a fashion show - to educate students on how to "Dress for Success" in various business and event settings. On HYPE day 3, BSAB arranged for students to practice their interview skills through mock interviews with School of Business faculty Dr. Lisa Kahle-Piasecki and Dr. Salil Khetani. Seniors Delaney Gill and Sarah Shoots and junior Jared Buchholz led the planning efforts for each of these three events. Junior Ethan Campbell and sophomores Reese Recker and Lillian Robeson have also recently been added to the BSAB team for next academic year. In April, at the request of BSAB, the School of Business launched a "School of Business Alerts" Canvas page. Students are able to request to join the Canvas page and receive announcements when faculty learn of new internship and job opportunities for business students! Please contact Dr. Salil Khetani or Professor Scott Miller if you're interested in signing up.



Left to right: Jared Buchholz, Lillian Robeson, Reese Recker, Sarah Shoots, Delaney Gill, Ethan Campbell



Lessons in Leadership

— SERIES —

SATURDAY, JUNE 25 | 9AM - 12PM
GUNDLACH THEATRE

Heidelberg's School of Business is planning to launch its new Lessons in Leadership Series in June with the co-authors of the Wall Street Journal best-selling book *Love as a Business Strategy*.

According to Dr. Trish Berg, Associate Professor of Management and the series organizer, *Lessons in Leadership* is targeted at the university's MBA students as well as the community and business leaders. The series will feature key guest speakers for the annual event, which is designed to bring outstanding organizational leaders from throughout the U.S. to campus to share their insights and experiences in leadership.

The two-day event on June 24-25 starts with an informal dinner Friday night with current MBA students, School of Business faculty, Heidelberg administration and members of the Berg Business Board.

The signature event on Saturday, June 25, is free and open to the public and will be a keynote address and panel discussion. The presentation will be offered to MBA students, the Heidelberg community, alumni and local business leaders. To get your free tickets, please visit <https://tinyurl.com/HULeadership>.

According to Trish, the goal of the *Lessons in Leadership* series is to "give students, the campus and the local business community the opportunity to engage with and be inspired by some of the great leaders of today."

Kicking off the inaugural series will be the co-authors of *Love as a Business Strategy: Resilience, Belonging & Success*. Mohammad Anwar, Chris Pitre, Jeffrey Ma and Frank Danna will travel from Texas as the invited keynote speakers. They will be on campus Friday and Saturday.