

Entrepreneurship, Management, and Marketing (EMM) Department Newsletter

August 2015

2014-2015 in Review

The Entrepreneurship, Management, and Marketing (EMM) Department faculty and students were busy during the 2014-2015 school year. As we prepare to start a new school year on August 17th, we've included a few highlights about last year in this end-of-summer newsletter.

First, the Brock School of Business earned reaccreditation from the AACSB this year. Several EMM faculty members, including Associate Dean Chad Carson and Assistant Dean Barbara Cartledge, were heavily involved in this process. This achievement means that the Brock School maintains its place among the top five percent of business schools worldwide that have this accreditation.

Second, Brock students continued to demonstrate their business expertise in multiple ways locally, around the U.S., and internationally. For example, they competed in international competitions as well as presented research at NBA headquarters and an international conference (see page 2).

Third, we moved into to the new Brock School of Business building on August 5th. The building has state-of-the-art facilities including a new Student Business Incubator (see page 5).

The biggest curriculum news is that Brock Business students can now add a Professional Sales concentration to any business major, making this the third concentrations offered by the Brock School (Sports Marketing and Social Entrepreneurship are the other two). The program has already received recognition as a "Notable Program" by the Sales Education Foundation (see page 5).

We invite you to read about this exciting year in the following pages. Thank you for your continuing support, which makes many of these accomplishments and initiatives possible.

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Student News

Brock School of Business students competed successfully in several competitions during the 2014-2015 school year.



*Brock School MAcc students
Rebecca Gornto and
Amanda Strength at USASBE.*

In January, graduate students **Rebecca Gornto** and **Amanda Strength** traveled to Tampa to compete in the 2015 USASBE Student Case Competition sponsored by Baylor University. They presented a case written with fellow students, **Jennifer Hughes** and **Anna Katherine Weathington**, in the MBA 531 class during the summer. They won second place and \$1000 with their case, "Collage Consignment," which details growth options for the Vestavia Hills business owned by Brock School alumna, **Tracey Dimukes** (MBA, 1991). This marks the fifth consecutive year the Brock School has had at least one finalist in this competition, making it the only school to have achieved this impressive record. Other finalists this year were the University of South Florida, University of Tampa, University of San Francisco, South Dakota State University, and ICFAI Business School (India). (See <http://bit.ly/1lprMsD>, page 23).



Brock School students at TCU

In April, four Samford students traveled to Fort Worth to compete in TCU's Richards Barrentine Values and Ventures Business Plan Competition. **Clay Hubbard**, **Abby Colella**, **Rachel Laster**, and **Madison Kerns** competed against 47 other teams from around the world, presenting the business plan they wrote in ENTR 486: Social Entrepreneurship. Their plan detailed how their business, Fish Camp Films, will provide opportunities for students in Woodlawn to learn how to make commercial videos for Birmingham companies. They placed second in their division, which also included teams from Florida State, Georgetown, Syracuse, and UC-Irvine, and tehnn competed in the semifinal Lightning Round.



*Warren Handrahan makes his
pitch during the Regions New
Venture Challenge.*

In May, the Brock School hosted the seventh annual Regions New Venture Challenge. In the Open Division, **Warren Handrahan** won first place and \$7,500 for his lawn service company, Specialist Landscaping. ZenVerse, a social media company for people who like posting quotes, won second place, and Zion Designs, a faith-based flash tattoo company, won third place (See <http://bit.ly/NVC2015news>).

In the BUSA 100 (Freshman) Division, Class Cab, a campus-based transportation company, won first place and \$2,500. Blended, a healthy smoothie company, and Impressions, a customizable cell phone case maker, won second and third, respectively (see <http://bit.ly/bpcomp>).

Every semester, we send a new group of outstanding graduates out into the world, and this Spring semester was no exception. Some of our top EMM graduates in May 2015 included:



Outstanding Service Award winner Madison Kerns

Madison Kerns, who doubled majored in entrepreneurship and management and took the social entrepreneurship concentration, received an Outstanding Service Award from the Brock School. Madison served the Brock School as a member of the Dean's Student Advisory Council and president of INVEST. She also served on a team in the ENTR 485: Entrepreneurship class that conducted a consulting project for the city of Vestavia Hills examining whether the city should open a business incubator.



Outstanding entrepreneurship student Kelsey Robinson

In 2014 and 2015, she competed in the both the Regions New Venture Challenge and the TCU Values and Ventures Competition, making her the first student to compete in both competitions twice. As part of these competitions, she helped write and present business plans for Work of Worth, a fair-trade company in Birmingham that she helped launch last year, and Fish Camp Films. She is currently working with the Akola Project, a nonprofit organization with the mission of empowering women in Uganda.



Outstanding management student Anthony Hauguel

Our Outstanding Seniors by major were:

Entrepreneurship:

Kelsey Robinson (Kadoma, Zimbabwe)



Outstanding management student Kate Lee McDonnell

Management:

Anthony Hauguel (Birmingham, AL/U.S. Navy (retired))

Kate Lee McDonnell (Jackson, MS)



Outstanding marketing student Madison Schneider

Marketing:

Madison Schneider (Spanish Fort, AL)

Our Outstanding Senior Business minor was **Abby Colella**, a journalism/mass communications major and social entrepreneurship minor from Athens, AL.



Outstanding business minor Abby Colella

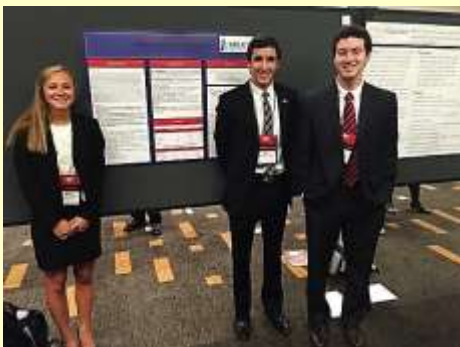
Students Conduct and Present Cutting-Edge Research

Brock School faculty members present their research annually to organizations and at conferences, but students often are also involved in cutting-edge research. Some examples from this past year include the following:

Will Cavanaugh, Brent Hansen, Matt Johnson, Damon Waller and **Daniel White** worked on their capstone research project in sports marketing during the spring 2015 semester, which focused on strategies the National Basketball Association (NBA) could use to foster fan engagement by the millennial generation. In March, they traveled to NBA headquarters in New York City to present four recommendations to Mr. Jason Kaufman, the NBA's vice president of market research and analytics. They were also able to enjoy visits to other sights, including Major League Baseball headquarters, where they were hosted by Brock School alumnus, Giovanni Hernandez (third from the left in the picture to the right, see <http://bit.ly/1lprMsD>, page 20).



In June, **Caroline Novkov, Blake Gardner,** and **Brooks Hanrahan** traveled to Ottawa, Ontario to attend the North American Society for Sport Management (NASSM) Conference. They did a research project, supervised by **Professor Darin White**, on how fan engagement with college and professional football teams relates to price sensitivity toward tickets, jerseys, and other team merchandise. Based on survey data they collected and analyzed, they found an inverse correlation between total fan engagement and price sensitivity. The students presented their results at the conference, and because the Women's World Cup (a different kind of football) was going on at the same time in Ottawa, they attended two games with other NASSM Conference speakers.



New Building and Student Business Incubator



The new Brock School of Business building nears completion.

The Brock School will have a new home when classes begin on August 17th. The Business building will provide a state-of-the-art facility for research, teaching, and community events. A grand opening celebration is scheduled for September 4th from 1:00 to 3:00 p.m. and will be one of the events for Birmingham Innovation Week 2015. Everyone is invited to attend.

A few sponsorship opportunities are still available in the building including classrooms, computer labs, breakout rooms, and the new Brock School Student Incubator. The Incubator will provide a place where students can work, relax, meet with customers, receive mentorship, and have access to the Brock School's 3D printer as they work to launch their fledgling businesses (see <http://bit.ly/Bizincubator415> for the Spring Incubator newsletter).

Please contact **Devon Davidson**, Brock School Advancement Officer (ddavidso@samford.edu or 205-726-4108) for more information.



The new Brock School Student Business Incubator is ready for residents to move in starting August 17th.

New Professional Sales Program

Brock School faculty have continued to add innovative curricular and co-curricular activities to enhance the entrepreneurship, management, and marketing programs. One major highlight from this year was the new Professional Sales concentration.

This concentration builds on two sales classes offered in the Brock School for the past several years. Longtime Brock School Dean's Advisory Board member **Bill Dixon** developed and taught these classes (see <http://bit.ly/SalesHonor>).

Professor **Clif Eason** took the lead in expanding these two classes into a four-course concentration this year. In Spring 2015, he developed and taught a course in customer relationship management (CRM) as a required class in the concentration. In addition, students take an internship as part of the concentration and can choose a marketing or entrepreneurship class as an elective.

Because of its comprehensiveness, the program has already received national recognition as a "Notable Program" by the Sales Education Foundation (see <http://bit.ly/SalesProg2015>).

Current Student Profile: Michael Fitzpatrick

Mike Fitzpatrick, an entrepreneurship and finance major from Chicago, took a \$100 loan in the ENTR 304 class in Spring 2015 and started Bands4Cure, a business selling multicolor silicon wristbands that also raised money for cancer research. The first band he created, "Team Tammy," honored his mother, who passed away from breast cancer during the semester. He sold \$4,400 worth of bands by the time the class ended in May, and, in the process, donated \$2,200 to cancer research. Through some persistent networking, he was able to send a band to Iman Shumpert of the Cleveland Cavaliers, who wore it on the court (see <http://bit.ly/TeamTammy2015>).



Mike Fitzpatrick

Bands4Cure was a semifinalist in the 2015 Regions New Venture Challenge, and because of his success, Mike received an invitation to be a resident in the Brock School Student Business Incubator.

Faculty Profile: Barbara Cartledge and Matt Mazzei



Professors Matt Mazzei, Barbara Cartledge, and Art Carden

EMM professors won both of the Brock School's Teaching Awards in 2014-2015. Professors **Barbara Cartledge** and **Matt Mazzei** won the Excellence in Undergraduate and Graduate Teaching Awards, respectively. In addition, Professors **Art Carden** (Economics) won the Excellence in Scholarship Award, and **Tom Woolley** (Quantitative Analysis) won the Excellence in Service Award.

Alumnus Profile: Jeff Stevens

Jeff Stevens graduated from the Brock School of Business in 2004. He went to work for 365 Inc in Birmingham and became Director of Marketing and Business Development. His job duties included managing the company's flagship stores, WorldSoccerShop.com and WorldRugbyShop.com, as well partner stores for Major League Soccer, Chelsea FC, Arsenal Football Club, FC Barcelona, Manchester United, AC Milan, and New Zealand All Blacks.

He was promoted to General Manager in 2012 and selected as Samford University's Outstanding Young Alumnus in 2013. He actively recruits for the University, guest lectures and critiques presentations in Brock School entrepreneurship classes, as well as serves annually as a judge for the New Venture Challenge Business Plan Competition. He is also an inaugural member of the EMM Department Advisory Board. In addition, 365 Inc regularly hires Brock School students for internships and sponsors an annual scholarship for the School's marketing students.



Jeff Stevens

In memoriam: Harry B. Brock, Jr.

As this Newsletter goes to press, we are saddened by the news that one of Samford University's greatest supporters and benefactors, Harry B. Brock, Jr., passed away on July 29th at the age of 89.

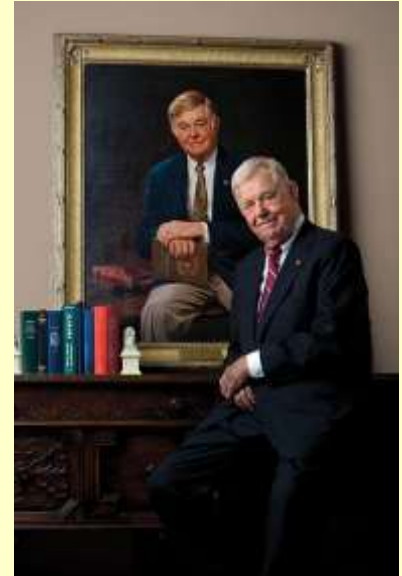
Mr. Brock was a banking pioneer, who founded Central Bank in Birmingham in 1964. Over the next several decades, he helped transform Birmingham into a regional banking hub and usher in the era of intra- and interstate banking. The story of how he launched Central Bank, "A competitive spirit," is required reading in the Brock School's entrepreneurship program.

He became a Samford University Trustee in 1962 and served for more than 50 years in this role. Because of his service, the School of Business was renamed the Brock School of Business in 2007 (see <http://bit.ly/HarryBrock>).

Mr. Brock gave tirelessly of his time and resources to the Brock School. He was a favorite speaker in the BUSA 100 course for many years where he discussed life lessons as well as the importance and challenges of entrepreneurship. He also enabled many Samford students to pursue their university studies through scholarships he provided.

His support was instrumental for many of the successful initiatives in the Brock School, including several in the entrepreneurship program. Indeed, his support for this program enabled many of the successes it has enjoyed since launching in 2007 (see next page).

Through these and many other efforts, he was able, as President Westmoreland so eloquently said during Mr. Brock's eulogy, "to touch eternity before he entered into it."



Mr. Brock talks with freshmen in the BUSA 100 class in February 2013.

A Brief History of the Brock School of Business Entrepreneurship Program

2007

- Launched entrepreneurship and social entrepreneurship concentrations for business students
- School of Business renamed for Harry B. Brock, Jr.

2008

- Built the entrepreneurship concentration into a full-blown major for business students and started a social entrepreneurship minor for non-business students
- ASHOKA, a UK-based advocacy group for social entrepreneurship, recognized the Brock School social entrepreneurship program as one of only 28 comprehensive programs in the world
- Redesigned the BUSA 100, World of Business, class into a Freshman Entrepreneurship Experience,

2009

- Held the first Regions New Venture Challenge Business Plan Competition.

2010

- Chosen by USASBE as the [best new entrepreneurship program](#) in the country
- Started loaning \$100 to each student in ENTR 304 to run a "micro-business" for the semester

2011

- Launched an MBA concentration in entrepreneurship and MBA student team places fourth in the USASBE Student Case Writing Competition, an international entrepreneurship competition

2012

- USASBE selected the BUSA 100 class as a finalist for the national Innovation in Entrepreneurship Education Award
- Brock School teams place fifth and sixth in the USASBE Student Case Writing Competition
- Opened Brock School of Business Student Business Incubator in Dwight Beeson Hall

2013

- MBA student teams place second and fifth in the USASBE Student Case Writing Competition
- Launched an entrepreneurship minor for non-business students

2014

- MBA student team places second in the USASBE Student Case Writing Competition and an undergraduate team places fourth at TCU's Values and Ventures Competition.

2015

- MBA student team places second in the USASBE Student Case Writing Competition
- Opened a state-of-the-art Student Business Incubator in the new Business Building

Out and About



Professor **Larry Harper** served as Professor-in-Residence at Samford's Daniel House in London this past spring where he taught classes in international management and marketing. As part of the classes, students enjoyed visiting local businesses and listening to guest speakers, including **Ted and Kelly Alling** (center of picture), who discussed entrepreneurship and Christian values with the class in March.



Brock School economics professor, **Jeremy Thornton**, and Samford University Chief Marketing Officer, **Betsy Holloway**, took social entrepreneurship students to Rwanda during Jan Term 2015. Mann Center Program Manager and Brock School alumnus, **Cameron Collins** (far left in the picture), who spent time working in Rwanda between his undergraduate and graduate studies at the Brock School, also accompanied the students. As part of their class, they learned about projects, including hydroelectric power and microfinance, that organizations are using in Rwanda to help reduce poverty (see <http://bit.ly/JanTerm2015> for more details).



An electronic copy of this newsletter is available at <http://bit.ly/1pe97Zm>

To get involved, please contact
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