The 2015-2016 school year flew by as we enjoyed our first year in Cooney Hall. As the first summer school session finishes, we’ve included a few highlights from last year in this mid-summer EMM Department newsletter.

First, August brought a transformative event to the Brock School as we moved into our new building. Students and faculty quickly began enjoying Cooney Hall’s new classrooms, Student Commons, meeting rooms, and study areas. The Regions Community Resource Room on the fourth floor added a new dimension to the School’s ability to host events, including School-sponsored events like the annual Regions New Venture Challenge business plan competition (see page 2) as well as community events like 100 Girls of Code training sessions. The building also has state-of-the-art facilities including a Student Business Incubator. (See page 5.)

Second, Brock students continued to develop and demonstrate their business acumen in multiple ways locally, regionally and nationally. For example, students competed in several competitions during the year, and Sports Marketing students visited Florida sports organizations in October. (See pages 2 through 4.)

Third, along with the new building came increased enrollment in the Brock School and EMM programs. The Professional Sales concentration officially launched this year and quickly attracted student interest and national attention. In addition, the Entrepreneurship major added required coursework in innovation to complement its focus on opportunity recognition, evaluation, and exploitation. (See page 5.)

Looking forward, the 2016-2017 school year will mark the 10th anniversary of the creation of the EMM Department. During this time, the Department has expanded and enjoyed numerous accomplishments. (See pages 8 and 9 for a review.)

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

Brock School of Business students competed successfully in several competitions during the 2015-2016 school year, both on and off campus.

In November, Marketing major and Brock School Incubator resident, Caroline Jenkins, placed in the top 15 nationally at the American Marketing Association (AMA)/Tek Systems Sales Competition. In March, she followed up this achievement by placing third in the 38th annual AMA International Sales Competition in New Orleans.

In April, four Samford students traveled to Fort Worth to compete in TCU’s Richards Barrentine Values and Ventures Business Plan Competition. Rachel Bean, Josiah Moore, Rachel Fox, and Autumn Adams competed against 47 other teams from around the world, presenting the business plan they wrote in ENTR 486: Social Entrepreneurship. Their plan, Magic City Food Hub, detailed how to start a kitchen incubator in Woodlawn, a project that grew out of Autumn’s internship at REV Birmingham under the supervision of Nicol Welty, REV’s Client Coordinator. We were both honored and humbled to discover that a TCU faculty member with whom we have worked over the past five years made a donation to support the competition in Samford University’s name. On a related note, REV Birmingham recently announced plans to open a kitchen incubator in the renovated Pizitz Building downtown. (See http://bit.ly/PizitzIncub.)

In May, the Brock School hosted the eighth annual Regions New Venture Challenge. In the Open Division, Drew Jackson won first place and $7,500 for his trucking advertising firm, Axle Advertisements. Magic City Food Hub won second place, and Fondulicious, a healthy dessert restaurant concept, won third place.

In the BUSA 100 (Freshman) Division, The Left Turn, a Birmingham-based velodrome (bike racing track) company, won first place and $2,500. SnapEd, an app-based tutoring company, and Catch, a dating app exclusively for college students, won second and third, respectively. (See http://bit.ly/2016NVC.)
Every semester, we send a new group of outstanding graduates out into the world. In May, the University graduated over 1,100 students, and some of our top EMM students included the following:

Social entrepreneurship student and Brock Scholar Laura Bean (Murfreesboro, TN) won the Samford University Service Award.

Outstanding Seniors by major:

Entrepreneurship:
Kelsey Wyrosdick (Knoxville, TN)

Management:
Jacob Apelt (Birmingham, AL)

Marketing:
Lauren Caballero (Brentwood, TN)

This year, for the first time, the EMM Department also gave awards to the outstanding students in each business concentration, which primarily reside in the Department. Outstanding Seniors by concentration were:

Sports Marketing – Caroline Novkov (Signal Mountain, TN)

Professional Sales – Caroline Jenkins (Marysville, TN)

Social Entrepreneurship - Rachel Fox (Huntsville, AL)
Program News

Professional Sales
The Professional Sales program officially launched last August and grew quickly. Currently, more than one-third of all Brock students taking a concentration are in the program.

The program includes required courses in professional selling, customer relationship management (CRM) and a sales internship, as well as an elective course including social media, sports marketing, retailing, or entrepreneurship. Because of its comprehensiveness, the Sales Education Foundation (SEF) recognized Samford as one of the Top Universities for Professional Sales Education in 2016. (See http://bit.ly/SamfordSEF2016.)

Sports Marketing

Students in the Sports Marketing program benefited from several valuable curricular and co-curricular experiences this year including:

• Students worked with Canadian company, Affinio, and used its social media analytics to develop insights into fan behavior. (See http://bit.ly/BrockAffinio.) Along with the great learning opportunities, students’ project results were featured in several newspaper articles. (See http://bit.ly/28UC62F for an example.)

• In October, senior Sports Marketing students traveled to Florida to learn about the behind-the-scenes activities in professional sports teams. They visited offices of the Tampa Bay Buccaneers, Miami Dolphins, and Miami Marlins to shadow executives and learn about the teams' sports marketing methods. (See http://bit.ly/Dec2015Seasons, page 27.)

Brock School sports marketing students in Miami
Entrepreneurship
The Entrepreneurship program continued many long-standing curricular and co-curricular activities and added some new ones during the 2015-2016 school year.

• The Brock School hosted the second annual Lion’s Den social entrepreneurship competition in November. The annual event provides investment in and mentorship to for-profit businesses pursuing their business goals coupled with Gospel outreach. (See http://bit.ly/2016LionsDen.)

• The Brock School also held a new pitch competition in May where students presented their ideas to and received feedback from a panel of business experts. Students were all semifinalists and finalists in the New Venture Challenge, and the event provided them a chance to receive additional mentorship about their business ideas. (See http://bit.ly/BSoBroundtable2016.)

• In the spring, the EMM faculty continued developing the Entrepreneurship major by adding a required course in innovation to the major. Now, along with helping train aspiring entrepreneurs, who want to start their own business, the major now provides students, who want to lead innovation in established for-profit and non-profit firms, with valuable coursework. The new major also has additional electives that make it easier for students to double major in Economics, Finance, Management, and Marketing.

The redesigned major responds to career choices by several recent graduates to work in innovative companies rather than starting their own business right after college. For example, David Yerger (BSBA, 2009, double major in entrepreneurship and finance) currently works for a digital asset security company in Palo Alto, California, and Drew Hall (BSBA, 2014, double major in entrepreneurship and marketing) is social media director for Warby Parker in New York City.

• Throughout the year, residents of the Brock School Business Incubator held “coffee talks” with EMM Advisory Board members and other mentors as they endeavored to launch and grow their startups. These meeting included important discussions like business strategy, marketing, human resource, and legal issues.

For example, an October meeting provided residents the opportunity to talk with Brock School alums, Fred Kingren and Craig Lawrence, about forming Limited Liability Companies (LLCs). Thanks to generous pro bono work by these alums and support by an Incubator donor, two of our resident businesses formed LLCs during the spring.
Alumnus Profile: Gina Locklear

Gina Locklear graduated from the Brock School of Business in 2002. She worked in real estate after graduation, but in 2007 decided to return to her family’s sock manufacturing business in Fort Payne, Alabama. At the time, both the town, formerly known as the “Sock Capital of the World,” and the U.S. sock manufacturing industry had been devastated by international competition and the 2007 financial crisis. To overcome these challenges, Gina employed a niche differentiation strategy to launch Zkano, an organic sock company, in 2008. She then started another brand, Little River Sock Mill, in 2013.

Because of her commitment to manufacturing in the U.S., Martha Stewart recognized Little River Sock Mill with the American Made Award last fall. In March, the New York Times named Gina “The Sock Queen of Alabama.” (See http://bit.ly/Zkano.)
A Brief History of the Brock School EMM Department

The 2016-2017 school year will mark the 10th anniversary of the EMM Department. When created, the Department offered one major, Management; it now offers three majors, three concentrations, and three minors. Here is a timeline of these and many other departmental accomplishments from 2007-2016.

2007
• Entrepreneurship, Management, & Marketing Department formed. As of 2016, the Brock School is still the only AACSB-accredited school in Alabama that has entrepreneurship elevated to the departmental level.

• Launched Entrepreneurship and Social Entrepreneurship concentrations for business students. As of 2016, the Brock School is still the only AACSB-accredited school in Alabama that offers a concentration in social entrepreneurship.

• School of Business renamed for Harry B. Brock, Jr. in December. One major initiative announced at the naming was the goal of building a world-class entrepreneurship program in the Brock School. (See http://bit.ly/Brocknaming2007, page 4.)

2008
• Built the Entrepreneurship concentration into a full-blown major for business students and started a social entrepreneurship minor for non-business students

• Launched the Marketing major

• 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.

• Social entrepreneurship fellowships launched

• Redesigned the BUSA 100, World of Business, class to guide freshmen in writing preliminary business plans. As of 2016, the Brock School is still one of only a few schools in the U.S. offering a freshman entrepreneurship course. (Most make students wait till their junior year).

2009
• Held the first annual Regions New Venture Challenge Business Plan Competition, which included an Open Division and BUSA 100 Division.

2010
• Chosen by USASBE as the best new entrepreneurship program in the country

• Based on a generous donation from Malcolm and Betty Miller, started loaning $100 to each student in ENTR 304 to run a “micro-business” for the semester. Several businesses from this class became Brock School Student Incubator residents starting in 2012.
2011
• Launched an MBA concentration in entrepreneurship.

  • An MBA student team placed fourth in the USASBE Student Case Writing Competition, an international entrepreneurship competition. Subsequently, a Brock School MBA team placed as a finalist every year this competition was held 2011-2015, including second-place finishes in 2014 and 2015.

2012
• USASBE selected the BUSA 100 class as a finalist for its national Innovation in Entrepreneurship Education Award

• Opened Brock School of Business Student Business Incubator in Dwight Beeson Hall

• Formed the EMM Department Advisory Board

2013
• Held the fifth annual Regions New Venture Challenge Business Plan Competition. Cumulative donation by Regions surpassed $100,000. (See http://bit.ly/NVC5Year.)

  • The “Fab Four Freshmen” BUSA 100 team (Blake Gardner, Mike Fitzpatrick, Sarah Korta, and Kelsey Wyrosdick) place second in their division and in the top 10 overall at the TCU Values and Ventures international social entrepreneurship business plan competition, beating out upperclassmen teams from Appalachian State, Villanova, and Wake Forest University.

2014
• Launched the Sports Marketing concentration. As of 2016, the Brock School is still the only AACSB-accredited school in Alabama and one of the few business schools at a faith-based university in the U.S. that offers a concentration in sports marketing.

  • Launched an entrepreneurship minor for non-business students. Josh Kendrick, a biology major and the Brock School’s first entrepreneurship minor, won first prize ($7,500) in the sixth annual Regions New Venture Challenge.

  • A Brock School team earns fourth place (Honorable Mention) at the TCU Values and Ventures international social entrepreneurship competition for their business plan, Work of Worth. The socially missioned company launched in 2014 in Birmingham.

2015

2016
• Revamped the Entrepreneurship major to include required coursework focusing on innovation. Also, made it easier to double major in Economics, Finance, Management, or Marketing.
Out and About

SportsCenter is next
Grace Bowes, a junior Marketing major with a Sports Marketing concentration, successfully navigated multiple interviews to earn an internship at ESPN headquarters in Bristol, Connecticut this summer. She will be completing a 10-week sales and marketing professional internship, one of only a handful offered by the company to students from across the U.S. each summer.

Last summer, she studied abroad in Spain, where she completed a Spanish minor. In the fall, she will serve on the Dean’s Student Advisory Council in the Brock School.

I know what you did last this summer
Other Brock School students are out and about this summer, too. Some examples include:

Autumn Adams is interning at Lamp Post Group, a new venture incubator/accelerator in Chattanooga, TN (founded by Brock School alums, Ted Alling, Allan Davis, and Brad Large), where she is helping oversee the final stages of a downtown revitalization project called the Tomorrow Building.

Richard Greene will be interning in New York City at WeWork, a shared workspace company for entrepreneurs.

Regions New Venture Challenge semifinalists Cameron Gonzalez and Hunter Denson are now Brock School Business Incubator residents and will work on launching their fashion app company, WhenWearWhat, LLC.

Teya Lonquist and Brooks Hanrahan traveled to Riga, Latvia with Samford’s A Cappella Choir, which won top honors at an international music festival. (See http://bit.ly/SUACapella.)

Patton Park will be working at her family’s automobile business, helping boost its social media presence.

Brielle Haithcock plans to help a family member open a frozen dessert store in Hawaii.

Norway? No way!
Two EMM Department professors presented papers at international conferences in Norway this summer. In May, Darin White and his co-author (Daniel White) presented a paper about sponsorship-linked marketing in the digital age at the European Marketing Academy Conference in Oslo. In June, Franz Lohrke and his co-authors presented a paper about succession in family businesses at the Babson College Entrepreneurship Research Conference in Bodø.

To get involved, please contact
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