

Entrepreneurship, Management, and Marketing (EMM) Department Newsletter

May 2014

2013-2014 in Review

The Entrepreneurship, Management, and Marketing (EMM) Department continued to be a busy place during the 2013-2014 school year. As we send another graduating class out into the world this month, we've included a few highlights about the year in this newsletter.

In terms of curriculum, we officially launched the sports marketing concentration for business majors and entrepreneurship minor for non-business majors last fall. The sports marketing program achieved some milestones this year, including its first graduate. Sports marketing students also presented to Southeastern Conference officials, and interest is high among business students to enroll in the new program. Admission to the program is competitive with this year's new students having an average GPA of 3.75 (see <http://bit.ly/1KeZHf>).

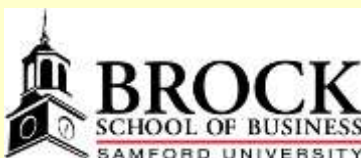
The entrepreneurship minor is now available to non-business students. Along with our social entrepreneurship minor, the new entrepreneurship minor allows students from across campus to take courses in the Brock School, so they can add entrepreneurial skills to their artistic abilities or scientific knowledge. In an early success story, Josh Kendrick, an entrepreneurship minor and Brock School Student Incubator resident, won first place in the Regions New Venture Challenge in April (See page 2).

In terms of facilities, the University broke ground on the new Brock School of Business building, and construction continues to progress. The EMM department also added new faculty members and continues to develop its programs to provide students with valuable, relevant courses and co-curricular activities to enhance their business skills. (See page 4).

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 2013-2014 school year.



Brock School MBA students Lu Wang, Kevin Gibson and Josh Reed.

In January, MBA students **Lu Wang, Kevin Gibson, and Josh Reed** traveled to Fort Worth to compete in the 2014 USASBE Student Case Competition sponsored by Baylor University. They won second place and \$1000 with their case, "Urban Cookhouse." This marks the fourth consecutive year the Brock School has had finalists in this competition, the only school that has achieved this impressive record. Other finalists this year were Baylor University, University of San Francisco, Erasmus University (Netherlands), Universiti Tun Abdul Razak (Malaysia), and IBS Hyderabad (India). See <http://bit.ly/USASBE2014>



Brock School students receiving awards from TCU faculty

In April, five Samford students also traveled to Fort Worth to compete in TCU's Richards Barrentine Values and Ventures Business Plan Competition. **Drew Fahrion, Daniel Denning, Ben Goolsby, Madison Kerns, and Olivia Dunn**, competed against 27 other teams from around the world, presenting the business plan they wrote in ENTR 486, Social Entrepreneurship. Their plan detailed how their business, Work of Worth, will provide silk yarn manufacturing jobs for women in India and, in turn, prevent them from having to become prostitutes. They placed first in their division and tied for fourth place overall in the competition, winning \$2,500. Other teams in their division included Belmont University, Regis University, St. Mary's University, and Erasmus University (See <http://bit.ly/1kntNxi>).



Pictured left to right: Bill Horton, Birmingham area president for Regions Bank; Josh Kendrick of QuickWork LLC, emcee Bettina Boateng; and Howard Finch, dean, Brock School of Business.

In May, the Brock School hosted the sixth annual Regions New Venture Challenge. In the Open Division, **Josh Kendrick** won first place and \$7,500 for his mobile app company, QuickWork, LLC, which helps organizations better manage their maintenance departments. Josh is an entrepreneurship minor and resident of the Brock School Student Business Incubator. Work of Worth won second place, and Release Rowing, an organization that plans to teach competitive rowing (crew) to visually impaired people in Chattanooga, won third place (see <http://bit.ly/SZtI9E>).



Destination Station presenting at the 2014 Regions New Venture Challenge.

In the BUSA 100 (Freshman) Division, **Clark Mattison, Brett Hammond, Kathleen Sharp, Autumn Adams, and Wade Cline** won first place and \$2,500 for Destination Station, a subsidized daycare for disadvantaged children in Memphis. Recycle and Return, a for-profit recycling company, and Cereally?, a fast-casual breakfast restaurant (both based in Birmingham), won second and third, respectively (see bit.ly/RjNBqW).

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

Drew Hall, a marketing major, and **Danica Grosko**, a management major, who received Outstanding Service Awards from the Brock School. Drew served the university through positions including the Student Government Association and Student Recruitment Team, and was a finalist in the 2013 New Venture Challenge. Danica served as vice chair of Gamma Sigma Alpha honor society, and created a Business School volunteer program, Brock for Birmingham, that partnered with Habitat for Humanity.

Brittany Hoffman was chosen as the 2014 Outstanding Entrepreneurship Student. She took the \$100 loan in her ENTR 304 class and built an on-line clothing business, [Pick Pocket Apparel](#). Because of her success, she was invited to be a resident of the Brock School Student Incubator and was interviewed by the website, Value Penguin, about her entrepreneurship experience at Samford. See <http://bit.ly/1r5nd1g>.



Brittany Hoffman on Value Penguin's website



Outstanding Management Student Ian Thomas

Ian Thomas was chosen as the 2014 Outstanding Management Student. Ian had two internships while in the Brock School, one with Chesapeake Testing and the other with the U.S. Treasury Department. He will be working full-time for the latter after graduation.

Kaleigh Warwick was chosen as the 2014 Outstanding Marketing Student. In addition, she also won one of the most prestigious awards at the Brock School of Business, the John C. Pittman Award, given to a senior who has exceptional combination of qualities in leadership, academic excellence, and Christian commitment. She served as president of both the American Marketing Association and the Kappa Pi International Honorary Art Fraternity. In the community, she was a worship service speed painter and co-founded Invest, a biblical fellowship group in the Brock School of Business.



Kaleigh Warwick in B Metro magazine

New Building and Faculty



The new Brock School of Business building takes shape.

The 2013-2014 school year brought many new developments in the EMM Department. The big news, of course, is that the Brock School will have a new home beginning Fall 2015. The new business building will provide a state-of-the-art facility for teaching and community events. As of early July, work has begun on the second floor.

Sponsorship opportunities are still available in the building including:

- the new Brock School Student Incubator, which will help grow new student businesses, and
- the EMM Department Conference Room, where faculty will gather and Student Incubator residents can meet with potential suppliers and customers.
- Contact **Devon Davidson**, Brock School Advancement Officer (ddavidso@samford.edu) and see <http://bit.ly/Brockgiving> for more information.

The EMM Department also welcomed two new faculty members, **Clif Eason** and **Matt Mazzei**, last Fall. Both bring valuable industry experience to the classroom, and both provided significant contributions to the School during their “rookie year.”

Professor Eason joined the Brock School faculty from the University of Mississippi, where he is finishing his Ph.D. in marketing. He teaches courses in professional selling, market research, and MBA marketing, and he has mentored Brock School students through consulting assignments this year with more than a dozen companies including MetroGoals, Cadence Bank, and Junior Achievement (See <http://bit.ly/R4cB4q> . He is also leading departmental efforts to develop a sales concentration for business majors, which could be introduced as soon as this Fall.

Professor Mazzei joined the School after graduating from Auburn University. He teaches undergraduate and MBA capstone strategic management courses, and he taught a new MBA course in project management during Jan term. We are hoping to expand course offerings in project management in the near future.



Professor Clif Eason



Professor Matt Mazzei

Program Innovations

Brock School faculty have continued to add innovative curricular and co-curricular activities to enhance the entrepreneurship, management, and marketing programs. Some highlights include:

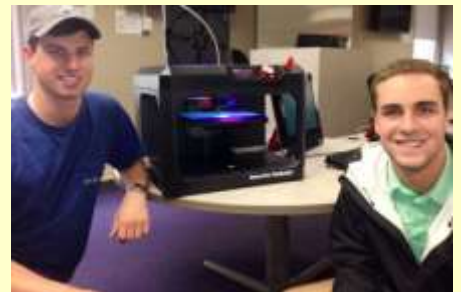
Khaaan!...Khaaan!. Sorry, I meant...CAAN!...CAAN! The Brock School joined the Central Alabama Angel Network (CAAN) this year. With the Brock School's membership, students will be able to attend CAAN's monthly meetings to see how entrepreneurs pitch their businesses to investors and how CAAN members review current investments. According to its website, CAAN's average investment ranges from \$250,000 to \$2 million per company. This membership, along with the School's annual membership with the Birmingham Venture Club, provides Brock School students with significant opportunities to network with the Birmingham entrepreneurship ecosystem (see <http://bit.ly/1IRPHqM>)



Chenge (Cindy) Yang and Madison Kerns attend the March CAAN meeting

The Brock School also added a new "dimension" to its entrepreneurship and marketing programs by acquiring a 3D printer this semester. Students will have access to the printer to prototype products or even to start a new business. Initial plans include allowing students to use the printer to make products for their microbusinesses in the junior-level ENTR 304 class. What they will make is limited only by their imaginations, given the printer's capabilities to form products out of plastic.

The EMM faculty also developed two new courses, social media marketing and business opportunity recognition this year. In the social media class, students learn how to use Facebook, Twitter, Instagram, and other social media platforms in a business setting. In the business opportunity recognition class, students examine emerging trends in several industries and have online discussions to help them generate ideas for a new business. They also receive money to invest in a start-up business ideas through crowdfunding websites that they think capitalize on important trends (see <http://bit.ly/1IKgFka>).



Barlow Marriott and Caison Moore help unbox the new 3D printer.

EMM faculty will be busy over the summer helping move the School's MBA program on-line. Beginning next Fall, students will be able to earn their entire MBA degree from the Brock School from anywhere in the world (see <http://bit.ly/1oaWTAS>).

Alumni Profile: Ted Alling, Barry Large, and Allan Davis

Brock School of Business alumni **Ted Alling** and **Barry Large** founded Access American Transport (AAT) in 2002. Fellow alum, **Allan Davis**, soon joined them, and over the next 12 years the trio grew the multimodal transport company into one of the top third-party logistics companies in the U.S. with \$2 billion in revenues and over 1,700 employees in 17 locations, including Alabama and Tennessee.

The company has been repeatedly recognized for both its economic impact and company culture, being listed on the Inc 5000 for three consecutive years and selected as one of the top workplaces to work in two states, Tennessee and Minnesota. In 2013, *Forbes* ranked the company number 9 on its list of America's Most Promising Companies.

As part of AAT's operations, Alling, Large, and Davis founded the business incubator, Lamp Post Group, in Chattanooga in 2010. The incubator provides startup companies with "back office support" like accounting and information technology, so entrepreneurs can focus on growing their new business. In 2010, Samford University chose them as its "Outstanding Young Alumni."

In March 2014, the three decided to merge AAT with Chicago-based Coyote Logistics. Alling noted that the two companies shared similar cultures and had complementary strengths. Although financial details of the merger were not disclosed, this major liquidity event will allow Alling, Large, and Davis to pursue important interests such as continuing to help spur economic growth in Chattanooga (See <http://bit.ly/1o1AsAo>).

Alling serves as an inaugural member of the EMM Departmental Advisory Board, all three have spoken to Brock School entrepreneurship classes (including BUSA 100 every year), and AAT has supported the Brock School through a scholarship. We are grateful for their on-going support of the Brock School.



Barry Large, Ted Alling, and Allan Davis
(Photo courtesy of Tmesfreepress.com)

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 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 with prize money totaling \$20,000 and a division reserved specifically for BUSA 100 students

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
- An 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

- Held fifth annual Regions New Venture Challenge, surpassing \$100,000 in total prize money
- 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.

Notables and Quotables

The Brock School programs continue to gain nationally recognition, and EMM faculty continue to be sought out as “thought leaders” in their fields. Some highlights include:

Thanks largely to the work of our Director of External Affairs, Kara Kennedy, OnlineMBApage.com ranked the Brock School's MBA program as one of the top 25 (and the highest ranked faith-based) most social media friendly programs in the U.S. (See <http://bit.ly/1eAgVDa>).

In January, NerdWallet listed the Brock School's social entrepreneurship program as one of the top six in the U.S. (See <http://bit.ly/1jAvpVG>).

Professor Barbara Cartledge served on several local boards including Vestavia Hill Mayor's Education Committee and is a member of Leadership Vestavia Hills.

Professor Clif Eason talked to the National Federation of Independent Businesses (NFIB) about how to handle problem customers (See <http://bit.ly/1pbfjRT>).

Professor Larry Harper helped coordinate the Brock School's roundtable discussions for chief financial officers (CFOs) and chief information officers (CIOs).

Professor Archie Lockamy won a Distinguished Paper award in March at the Operations Management and Entrepreneurship Association conference in Chicago.

Professor Franz Lohrke contributed to publisher Edward Elgar's blog about entrepreneurship (See <http://bit.ly/R5tSub>).

Professor David Loudon published the sixth edition of his consumer behavior textbook.

Professor Matt Mazzei talks to Alabama's 13 about Home Depot hiring in Birmingham (See <http://bit.ly/1m2aRUI>).

Professor Bill Service presented several papers and published articles about leadership, including leadership in international business.

Professor Darin White was appointed to lead the national Special Interest Group in Sports Marketing at the American Marketing Association. He was also quoted in publications including the Washington Post about sports marketing (See <http://wapo.st/1i0P0ZQ>).



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

To get involved, please contact
Franz Lohrke
Brock Family Chair in Entrepreneurship
Brock School of Business
Samford University
800 Lakeshore Drive
Birmingham, AL 35229
Email: flohrke@samford.edu
Phone: 205-726-2373