PREPARING FOR SUCCESS

2015-2016 ANNUAL REPORT
FOR ALUMNI AND FRIENDS
DEAR LSB ALUMNI AND FRIENDS,

It gives me great pleasure to present the 2015-2016 Love School of Business Annual Report to you. As you peruse the report, you will see there’s plenty of good news to share.

Our students continue to excel and bring credit to Elon and to themselves. Thanks to your support they continue their successful participation in competitions across the country. Whether it is in baseball analytics, sales or ethics, the hard work of the students when combined with the dedication of our faculty and staff results in an outstanding learning environment. Over the past four years, we’ve grown almost 45 percent in the number of majors. Our students continue to do very well in the job market and feedback from employers is uniformly excellent. When the staff of the Porter Family Professional Development Center calls on companies, it is common for our students to be hired year after year. Companies are confident in our students because our faculty have been relentless in their curricular innovations. The International Business and Entrepreneurship majors have been completely revamped with the Entrepreneurship major infusing design thinking into its courses. The Management major now has career tracks in Human Resource Management, Business Analytics and Project Management, and the Marketing and International Business department now offers a minor in Supply Chain Management. Our Finance curriculum prepares its majors so they can take the first part of the CFA exam upon graduation. Several of our students earn their Certified Associate in Project Management designation and many earn their Microsoft Office Excel certification. Our Accounting faculty is working on an innovative 3+2 BSA/MSA program so our accounting students can sit for their CPA exams in any of the 50 states. Likewise, the Economics faculty is finalizing a curriculum that will prepare students to enter the competitive world of consulting. This relentless curricular innovation means our students are well prepared to become leaders of tomorrow. I call it a virtuous cycle. Our faculty do a great job of teaching and mentoring, the students work hard, and with the advice of our colleagues in career services, they get great jobs. Result? We get even more students. No wonder, even though the Koury Business Center is just 11 years old, we’ve completely outgrown it and plans are almost finalized for a second home for the business school. It is very gratifying that parents of current and former students have stepped forward with generous gifts for Richard W. Sankey Hall, our second home.

As a business school in a first-rate liberal arts and sciences university, we are committed to the high impact practices that distinguish Elon from every other university in the country. Our faculty work closely with students in such high impact activities as study abroad, undergraduate research, internships, capstone projects, service learning projects, and learning communities. The goal continues to be to deliver a top notch learning experience for our students. Our students will remain front and center—always. Thank you for your continued support. As always, if you’re on campus please drop by my office. No appointment necessary. It will be a pleasure to meet with you. Lunch is on me.

Warm regards,

Raghu Tadepalli, Dean

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ELON BUSINESS

ELON UNIVERSITY PRESIDENT
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LOVE SCHOOL OF BUSINESS RETAINS TOP-50 NATIONAL RANKING

_Bloomberg Businessweek_ ranked Elon University #48 on its list of top schools with undergraduate business programs.

One-hundred and fourteen programs were named to the list based on student satisfaction, a survey of employers, internships and starting salary of graduates.

“The ranking is testament to the dedication and hard work of our faculty and staff,” said Raghu Tadepalli, dean of the Martha and Spencer Love School of Business. “Our students continue to be well received by recruiters and as a result our placement statistics are excellent. This is the fourth year that we’ve been ranked in the top 50 and this shows remarkable consistency.”

Three other North Carolina undergraduate business schools were ranked in the top 50: University of North Carolina at Chapel Hill (#7), Wake Forest University (#13) and North Carolina State University (#47).

ELON MBA NAMED NATION’S #1 “BEST ADMINISTERED” PROGRAM

The Princeton Review ranked Elon the nation’s #1 “best administered” school and among the top business schools in the Southeast in its “The Best 296 Business Schools: 2015 edition.” The annual guide of top graduate business programs is based on data provided by schools and a survey of 21,600 business school students across the nation.

ELON’S MBA PROGRAM EARN TOP-20 NATIONAL RANKING

_Bloomberg Businessweek’s_ 2015 edition of the “Best Business Schools” ranked the part-time Elon MBA program #17 in the nation and the top program in North Carolina. Students surveyed by _Bloomberg Businessweek_ answered questions about the program quality, effectiveness of career services, responsiveness of faculty and administrators and other factors. Alumni were asked about their job satisfaction, the amount their pay increased after the MBA program, and their personal reflections on their experience in the program. According to _Bloomberg Businessweek_, the revised survey methodology is based on the deepest and broadest data set ever, with input from more than 13,000 students, 18,000 alumni and nearly 1,500 recruiters across the country.

Elon has been ranked among the top-20 part-time MBA programs in the nation since _Bloomberg Businessweek_ debuted its rankings in 2007.

ALEXANDER JULIAN RECEIVES ELON ENTREPRENEURSHIP MEDAL

The innovative fashion and furniture designer Alexander Julian was awarded the Elon University Medal for Entrepreneurial Leadership on April 27. The medal recognizes individuals who possess integrity, innovation and creativity, passion for lifelong learning, and a commitment to building a dynamic community.

Julian has won every major award for design, including five Coty Awards, three Cutty Sark Awards, the Council of Fashion Designers of America Award, the International Color Marketing Award, the Pantone Award and the Worldesign Award. He is the first American fashion designer to personally create the majority of his own textile designs, for which he won seven awards. His textile design is part of the Smithsonian National Design Museum’s permanent collection. Julian is also the only fashion designer to win the Pinnacle Award for furniture design and the only fashion designer to design for both professional and college sports.

The medal is supported by the Doherty Center for Entrepreneurial Leadership and the Martha and Spencer Love School of Business.
ELON ADDS MASTER OF SCIENCE IN MANAGEMENT PROGRAM

In fall 2015, the Martha and Spencer Love School of Business launched the M.S. in Management program. The 33-credit hour program combines a business core with concentrations in organizational analytics and corporate communications, the latter offered in partnership with Elon’s School of Communications.

The inaugural cohort welcomed 18 students—five full-time students who graduated in May 2016 and 13 part-time students. The cohort represented a variety of undergraduate majors, including applied mathematics, biology, economics, international studies, software engineering and strategic communications.

STUDENTS HELP LOCAL RESIDENTS DURING TAX SEASON

Martha and Spencer Love School of Business students assisted qualifying local residents with their taxes this past winter as part of the Volunteer Income Tax Assistance Program, which allows eligible taxpayers to receive free tax-return services from IRS-certified volunteers.

Twenty-four students underwent intense training before passing a series of tests to become IRS-certified.

Under the guidance of Professor of Accounting Susan Anderson, the students prepared 91 federal returns and 94 state returns, and processed $110,453 in refunds. Collectively, they volunteered approximately 170 hours.

GIFT FROM ELON PARENTS TO NAME NEW FACILITY FOR LOVE SCHOOL OF BUSINESS EXPANSION

Elon parents Jim and Beth Sankey have made a generous naming gift in support of the expansion of the Martha and Spencer Love School of Business. The new 30,000-square-foot building will be named in honor of Jim Sankey’s father, the late Richard W. Sankey.

Richard W. Sankey Hall will accommodate the significant growth of the Love School of Business, which has seen its number of majors increase 80 percent in the past decade.

“Sankey Hall is an essential part of the continued growth and success of the Love School of Business,” said Raghu Tadepalli, dean of the school. “Multipurpose classrooms, student-faculty engagement spaces, and academic centers that serve the entire university will be located in this new facility, deepening the learning of generations of Elon students by further integrating the Love School with the entire university.”

[Image of Richard W. Sankey Hall]
ELON OPENS INNOVATION HOUSE

The Innovation House opened to a dozen students in fall 2015, adding a second entrepreneurship-themed living learning community to Elon’s residential campus. Students who are passionate about entrepreneurship live together and collaborate on innovative ideas. The house serves as a conduit to integrate student life with the Martha and Spencer Love School of Business’ entrepreneurship program. Throughout the year, residents were encouraged to develop their own product or service that solves a problem, and guided by Scott Kelly, coordinator of student entrepreneurship, in applying design thinking to the creation process.

Residents acted as a sounding board for each other’s ideas, as well as a support system. They discussed successes, challenges and failures, and provided one another with encouragement and motivation. “The House provided me a great space to work and brainstorm with other students,” said social entrepreneurship major Jensen Roll ’16.

BETA ALPHA PSI RECEIVES COMMUNITY INVOLVEMENT AWARD

Elon’s Lambda Xi chapter of Beta Alpha Psi received the Rev. Richard McBride Campus and Greater Community Involvement Award during the 2016 Organization Awards and Inauguration Ceremony hosted by the Student Government Association.

The award is presented to the student organization that has contributed the most to the general welfare of the campus and the greater community through service.

Members of Beta Alpha Psi, the international honor organization for financial information students and professionals, participated in several service programs and activities throughout the year, including the Volunteer Income Tax Assistance program, ElonThon, Campus Kitchen, Habitat for Humanity and the Boys and Girls Club.

The organization’s strongest service initiative has been its financial literacy program. Beta Alpha Psi members educate local high school students on financial terms, promote proper budgeting habits and generate awareness on the value of a college education and the appeal of studying accounting or finance. This year, members reached 927 students through presentations at high schools.

“The Financial Literacy program has allowed myself and others the ability to have a meaningful and quality-of-life impact on the youth in our community,” said Wes Brewer ’16, who served as the organization’s financial literacy chair. “We have created a community service program that allows us to reach at-risk students in the community and give them guidance on being financially literate as they progress into the next phase of life after high school.”
Jim Barbour, associate professor of economics, retired in May after 26 years of teaching at Elon. He taught undergraduate and graduate-level economics courses, led several study abroad courses and guided the Department of Economics as chair from 1991-99 and 2010-15.

“I take a great deal of pleasure in the fact that I was able to assist in developing a talented and diverse faculty in the Department of Economics,” Barbour said.

Some of his most memorable moments at Elon include working on changing the university’s curriculum from three-hour courses to four and his involvement with study abroad, which included teaching the “European Union” and “Cathedral: Messages of Power” courses.

During his tenure, he experienced firsthand the growth and change the Martha and Spencer Love School of Business has experienced. “I think the LSB will continue to grow and improve over the coming years,” Barbour said. Looking ahead, he would like to see the relationship between the school of the rest of campus more broadly developed with cross-school classes and activities.

Barbour offers this advice for students: “Pay attention to everything and take advantage of the huge array of experiences available to you at Elon.” For faculty, he advises, “Be fully cognizant of the fact that every time you either speak or act, there is a student who sees that as a model of how they should behave. Also, get your grades in on time.”

His post-Elon plans include continuing his custom woodworking business. Barbour, who is a turner and cabinetmaker, has operated a woodshop since 1993.

SUSTAINABILITY EXPERT EILEEN CLAUSSEN NAMED EXECUTIVE-IN-RESIDENCE

Eileen Claussen, the founding president of the Center for Climate and Energy Solutions, joined the Martha and Spencer Love School of Business last August as the school’s executive-in-residence. Claussen advises students on career options in sustainability and the public sector and makes recommendations on the school’s sustainability curriculum.

Claussen was formerly Special Assistant to the President, Senior Director for Global Environmental Affairs at the National Security Council, and Assistant Secretary of State for Oceans and International Environmental and Scientific Affairs, where she led U.S. diplomacy on issues such as global warming, biodiversity and forest management, as well as on the environmental and sustainable development efforts of the multilateral banks and the United Nations. She also served as the director of the Office of Atmospheric Programs for the Environmental Protection Agency, where she led efforts to protect the ozone layer and managed energy efficiency programs, including the creation of the popular Energy Star program.
The research process involves solving ill-structured problems and employing critical thinking and communications skills. Working under the guidance of a faculty mentor, students engage in inquiry in their chosen field of study and complete an original thesis.

During the 2015-16 year, 40 Martha and Spencer Love School of Business students authored an undergraduate research thesis. Select students presented their research in public forums such as Elon's Spring Undergraduate Research Forum (SURF), the Eastern Economic Association Conference and the Colonial Academic Alliance Undergraduate Research Conference.

Love School of Business students also helped produce the undergraduate research journal *Issues in Political Economy*, which is co-edited by students at Elon and the University of Mary Washington. For the 2016 issue, 33 Elon students served as referees and five were associate editors.

### LAURA ORR ’16

As the ninth recipient of the Love Award for Excellence in Business Leadership, Laura Orr completed a research project that focused on the transfer of knowledge from science to business through the medium of popular literature. Established by The Martha and Spencer Love Foundation, the award provides financial support for a Martha and Spencer Love School of Business student to complete an independent research project on a business-related topic.

In "Bridging the Gap: The Obstacles and Opportunities of Knowledge Transfer in Evidence-Based Management," the finance and entrepreneurship double major worked to determine whether business books are a suitable format for communicating evidence-based practices to business professionals and the general public. During the course of two years and under the mentorship of Assistant Professor Sean McMahon, Orr analyzed the top five best-selling business books in 2014 according to The New York Times and USA Today. She coded 1,357 pages of text to isolate 1,001 author claims directed to readers and analyzed reader ratings and reviews from Amazon.com. Her findings were presented at Elon’s Student Undergraduate Research Forum.

This project helped the Topsail Island, N.C. native learn the value in asking deeper questions, as well as more about the research process and academia in general. "I have learned so much about the worlds of academia and scientific research from Dr. McMahon, which is something I would not have experienced without the Love Award," Orr said.

During her college career, Orr was a Doherty Scholar, Isabella Cannon Leadership Fellow, Periclean Scholar and Student Government Association Senator. She was inducted into the honor societies Omicron Delta Kappa, Beta Gamma Sigma, Phi Kappa Phi and Beta Alpha Psi. She completed an internship with Knowtro, Inc., and studied abroad at the University of Applied Sciences in Vienna, Austria.

Orr now works as an associate relationship manager at Live Oak Bank.
Throughout the year, Martha and Spencer Love School of Business students participate in a variety of case competitions—business ethics, strategy or market opportunity analysis—as well as competitions within specific disciplines such as accounting, sales or finance. Students have the opportunity to work on a problem that typifies a real-world scenario and engage in undergraduate research by gathering information, analyzing that information, developing a recommendation, and communicating that recommendation persuasively. Students prepare for competitions through specialized courses, independent studies or membership in student organizations.

### 2015-16 Competitions

**BSU Regional Sales Competition**
Shakori Fletcher '16 placed first.

**Beta Alpha Psi Best Practices Competition**

**CFA Institute Research Challenge**

**Charlotte Venture Challenge**
Madison Tamblyn ’16 placed first in the student category.

**College Fed Challenge**

**Eller Ethics Case Competition**
The team of Ryan Herring ’16 and Nicholas Massey ’17 placed second in the Western Division.

**Ethics in Action Case Competition**

**Great Northwoods Sales Warm-up**

**John Molson Undergraduate Case Competition**
The team of Michael Goldstein ’17, Meghan Greene ’17, Leo Moran ’16 and Nicole Resetar ’18 received the JMUCC Spirit Award.

**McDonough-Hilltop Business Strategy Challenge**

**National Collegiate Sales Competition**

**Project Run With It Competition**

**San Francisco ElevatorPitch**
Madison Tamblyn ’16 placed first.

**Society for Human Resource Management Student Case Competition**
The team of Michael Dufour ’16, Rebecca Karpinos ’18, Amelie Speer ’16 and Chris Soloway ’16 finished third in East Division I.

**Southeast Regional Business Ethics Case Competition**
The team of Sarah Devers ’18 and Caroline Perry ’18 placed second, and the team of Holly Bruegman ’17 and Kristin Lober ’18 placed third.

**X-Culture Symposium Business Competition**

![Image of students at the Great Northwoods Sales Warm-up.](image-url)
Elon senior wins BSU Regional Sales Competition

Shakori Fletcher ’16 placed first in the BSU Regional Sales Competition held Oct. 16 at Ball State University.

The competition involved 20-minute sales call role plays judged by industry sales leaders. Students were evaluated on the approach, assessment of the situation, presentation, handling objections, close and overall impression during the sales call.

Sam Ackerman ’16, an entrepreneurship major and professional sales minor, and Cole Krajeski ’17, a management major and professional sales minor, also represented Elon in the competition. The Elon Sales Team was coached by Assistant Professors of Marketing Erin Gillespie and Alisha Horky and supported by the Chandler Family Professional Sales Center.

“Sales competitions provide a unique opportunity to obtain simulated real-world sales experience while still an undergraduate student, which is incredibly valuable as it allows you to be one step ahead in preparation for a career in sales,” said Fletcher, a broadcast and new media major and professional sales and statistics double minor.

Management major pitches new product

Madison Tamblyn ’16 captured the attention of angel investors when she won the January 2016 San Francisco ElevatorPitch sponsored by PeopleConnect and the Charlotte Venture Challenge hosted by the University of North Carolina at Charlotte.

Tamblyn pitched MadDogg Heat Sleeve, a single-use coffee heat sleeve she created to keep coffee at the optimal drinking temperature. During her senior year, the management major developed her invention with help from the Doherty Center for Entrepreneurial Leadership, the Department of Physics and the campus Maker Hub.

“Winning this competition was great to have feedback from 200-plus venture capitalists, angel investors and entrepreneurs,” Tamblyn said of her Charlotte Venture Challenge experience. “It was empowering to speak to a room of professionals who speak the entrepreneurship language and recognized the potential of my product. The praise and interest in my product was overwhelming.”

Since winning the challenge in April, Tamblyn registered her business, trademarked the name, created a website, and plans to continue developing her venture.
GLOBAL ENGAGEMENT

ELON LAUNCHES CENTER IN SHANGHAI

In September 2015, the Martha and Spencer Love School of Business, in partnership with the Isabella Cannon Global Education Center, East China Normal University (ECNU) and the Council on International Education and Exchange, opened the Love School of Business Center Abroad in Shanghai, China. The center offers Elon undergraduate students a semester-long study abroad opportunity to take business courses and complete an internship while staying at ECNU.

Sixteen students participated last fall, and took the Love School of Business core courses Principles of Marketing, Principles of Management, and Legal and Ethical Environment of Business, as well as electives, such as Marketing Management and Methods in East Asia, China’s Macroeconomic Impact and Modern Chinese History. The courses were taught in English by Rosey Bao, an assistant professor of strategic management at Elon and the center’s faculty-in-residence, and ECNU faculty.

While abroad, students partook in a week-long study tour to gain a greater understanding of Chinese culture. The Terracotta Warriors Museum, Labrang Monastery, Great Wall of China and Gansu Provincial Museum were among the sites visited.

Students also gained exposure to an international workplace by completing an internship.

“The biggest lesson I learned from this experience is the diversity of thought,” said Libbi Grigg ’18, a marketing and management double major. “The United States is often called the melting pot of the world, but going abroad gives a lot of insight about just how different the world is.”

ELON PARENTS ENDOW SCHOLARSHIP TO SUPPORT GLOBAL STUDY

Elon parents Kristy and Bill Woolfolk contributed a $100,000 gift to help make global engagement possible for Martha and Spencer Love School of Business students with financial need.

The Woolfolks’ gift, which was made through the Frechette Family Foundation, helps support the university’s goal of providing all students with access to a global learning experience. The Woolfolks saw their son, Spencer ’17, flourish following his study abroad experience, and wanted to ensure that other students in the Love School of Business have access to the same life-changing opportunity, regardless of their financial circumstances.

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Students visit Mogao Caves while studying abroad in China.
INTERNATIONAL BUSINESS CURRICULUM REVISED

The International Business major aims to provide students with the business acumen, cross-cultural awareness and international experiences required to function effectively in a complex global business environment. To ensure students are receiving the business knowledge and development of international skills necessary for an international career, a revised curriculum was implemented.

New requirements for the major include studying abroad for a semester and taking at least one course in a modern world language and demonstrating an intermediate proficiency in that language. The curriculum includes a new introductory course and requires students to take an upper-level functional area course in global finance, marketing or economics, one in the global politics and society area, and one focusing on a regional area that complements the language proficiency.

International business majors are also required to combine the major with a second major or a minor in World Languages in order to give them the breadth and the depth to compete in the global workforce.

“These changes give students a more focused path to the major, which affords them more opportunity to create a regional focus with an expertise in language and/or a secondary area,” said Assistant Professor of International Business Carri Tolmie, who chaired the curriculum revision. “This enriches their learning here at Elon, across disciplines and schools, and better prepares them for the global, competitive workforce.”

ELON EXPANDS BUSINESS DUAL-DEGREE PROGRAM

The Martha and Spencer Love School of Business has partnered with the Università Cattolica del Sacro Cuore in Piacenza, Italy, and the Universidad Pontificia de Comillas in Madrid, Spain, to offer dual-degree programs in international business.

In four years, students earn one degree from Elon and one from a partner institution. Elon students spend their first two years studying at Elon and their last two years studying and working abroad. Elon hosts students from partner schools during their last two years of school. All students complete a full-time, semester-long internship and create a research portfolio while abroad.

The program was launched in 2010 with ESB Business School at Reutlingen University in Germany. In 2012, the program expanded to include NEOMA Business School in France.

Eight dual-degree students graduated as part of Elon’s Class of 2016 – two Elon students who studied abroad at ESB, three NEOMA students and three ESB students.

NUMBER OF LSB STUDENTS WHO STUDIED ABROAD

<table>
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<tr>
<th>Summer 2015</th>
<th>Fall 2015</th>
<th>Winter 2016</th>
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<td>51</td>
<td>219</td>
<td>273</td>
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WHERE IS THE CLASS OF 2016?

ORGANIZATIONS
128 Technology
Advisory Board Company
AIG
Amazon
Aon
Arthur J. Gallagher & Company
Audi
AXA Advisors
Baker Tilly
Bank of America
Bauknight Pietras & Stormer
Bernard, Robinson & Company
BlackRock
Boeing
Brio Benefits
Caesars Entertainment
Cambridge Associates
Capital One
Carlisle & Gallagher
CEB Global
CIEE
City Year
ClassPass
COMMONWEALTH Financial Network
Consero Group
Controller
Converse
Credit Suisse
Daktronics
Deloitte
Ecolab
EDUCATE!
Education First
EisnerAmper LLP
Epsilon
Ernst and Young
FactSet Research Systems
Federal Reserve Board
Fitch Ratings
GEICO
Goldman Sachs
Hanesbrands, Inc.
Hewlett Packard Enterprise
Highland Brewing
Holiday Inn
iCrossing
John Hancock
Johnson & Johnson
JP Morgan Chase
Kforce
KPMG
La Fiesta
Live Oak Bank
Macy’s
Marinemark
Markit
Markus and Millichap
Mass Mutual
MetLife
Military Service
Milton Hershey School
Mistwood Aviation Services, LLC
Morgan Stanley
Moss Adams LLP
NetSuite
Nexen Energy ULC
Northrop Grumman Corporation
Northwestern Mutual
Oracle
Peace Corps
Pinnacle Search Partners, LLC
Pricewaterhouse Coopers
Prime Group
Prudential Financial, Inc.
PwC
RainKing
Rally Bus
Rapid7
Red Ventures
ROI Revolution
RSM
RTI International
RW Baird
SAP
ScentAir
Scientific Calibrations
Smith Leonard
Speedly
SPX Flow
Staples Advantage
Steve Walker
Synchro
T. Rowe Price
Teaching Assistant Program
in France
Textron
The Hartford Financial Services Group, Inc.
The Masters Private Client Group
The NLD Group, Inc.
The Nonantum Resort
The Provident Bank
The Select Group
TIAA
TJX Companies
Triage Consulting Group
Tryggingamistodin
UBS
US Trust
Valley National Bank
Vanguard
Washington Kastles
Wellesley College
Wells Fargo
WestRock Company
WeWork
Wilderness Adventures
XPO Logistics

GRADUATE SCHOOLS
Barcelona Graduate School of Economics
Columbia University
East Carolina University
Elon University
Georgetown University
Le Cordon Bleu Madrid
Mars Hill University
North Carolina State University
University of New Haven
University of Vienna
University of Virginia
Xavier University

PORTER FAMILY PROFESSIONAL DEVELOPMENT CENTER CAREER ADVISING

1,712
Individual appointments with students

2
LSB Connect Conferences

45+
Workshops for classes and student organizations

11 Martha and Spencer Love School of Business
MATTHEW DAVIS ’16

After graduating with a degree in accounting, Matthew Davis completed the Becker FastPass CPA review course at Elon and joined TIAA as an investment accountant.

The Nassau, Bahamas native credits his professors’ application of course material to real world situations as a key component in readying him to begin his professional career. “Through my classes, I’ve had the opportunity to successfully work in teams with different case studies, which I think is an accurate representation of what I will see in corporate America,” Davis said.

He also applied his coursework during the McDonough-Hilltop Business Strategy Challenge hosted by Georgetown University. Davis, along with three other Martha and Spencer Love School of Business students and under the mentorship of Lecturer Pat Bell, developed and presented sustainable solutions to a nonprofit organization’s problem.

Davis said the case competition was a practical experience that taught him invaluable details about challenges faced by nonprofit organizations today.

Additionally, Davis noted the Love School of Business’ emphasis on professional development and its resources helped him launch his career. He worked with the Porter Family Professional Development Center for mock interviews, resume reviews and securing internships. He also received career advice from faculty members and young alumni.

While at Elon, Davis was the treasurer of Alpha Phi Alpha Fraternity, Inc., founder and president of the Caribbean Student Association and a member of the Love School of Business student advisory board for the school’s College to Career program. He volunteered with The Salvation Army Boys and Girls Club of Alamance County and Elon’s “It Takes a Village” Project, and completed internships with Deloitte, Accounting Outsourcing Services and TIAA.

SUPPORT TRANSFORMATIVE LEARNING THROUGH THE LSB ANNUAL FUND

Annual gifts from alumni and friends sustain excellence in the Martha and Spencer Love School of Business and support the work of outstanding students and faculty scholars.

In addition to funding scholarships for students to study at Elon, gifts play a vital role in enabling students to participate in high-profile competitions, study abroad experiences and other experiential learning programs. For faculty, gifts endow professorships to recognize and support academic excellence, and provide funds for research resources and conference presentations.

Annual gifts of all sizes are appreciated and are put to work immediately to enhance programs and opportunities that set Love School of Business graduates apart from their peers. To make a gift to the Love School of Business today, visit elon.edu/makeagift. For more information about supporting the Love School of Business, contact Brian Baker, assistant vice president for University Advancement, at bbaker7@elon.edu or 336.278.7453.
Susan Anderson
Professor of Accounting

Susan Anderson received the American Taxation Association/Deloitte Teaching Innovation Award for the teaching case, “Sweetness and Spice: Tax Issues for Foodies.” The award is given to tax professors whose innovative teaching techniques encourage critical thinking and enhance the overall learning experience. The case, co-authored with Lynn Stallworth of Appalachian State University, was published in Issues in Accounting Education.

Brenda Crutchfield
Program Assistant

Brenda Crutchfield was named Elon University’s Office Staff Member of the Year during the university’s Staff Appreciation Day awards program. She was recognized for her positive attitude, dedication to her work, going beyond the call of duty, and providing exceptional service to faculty, staff, students and guests.

Linda Poulson
Associate Professor of Accounting and Chair of the Department of Accounting

Paula Weller
Senior Lecturer in Accounting

Linda Poulson and Paula Weller were honored with the North Carolina Association of CPAs Outstanding Conference Speaker Award for “Improving Student Writing Skills in Accounting,” which they presented during the 2015 NCACPA Accounting Education Forum Conference. The award is given to speakers who are North Carolina residents and who have taught at a conference, receiving an average score of at least 4.75 from participant evaluations.

Patty Cox
Assistant Professor of Accounting and Faculty Advisor for Beta Alpha Psi

Patty Cox was named an Outstanding Faculty Advisor by the Beta Alpha Psi national office. Cox, who has served as the advisor of Elon’s chapter since 2007, was recognized for going above and beyond the requirements of a faculty advisor. Elon’s chapter noted much of its growth and success is due to Cox’s hard work, dedication and commitment.

Adam Aiken
Assistant Professor of Finance

B.S., University of North Carolina at Chapel Hill; M.A., Duke University; Ph.D., Arizona State University.
Previously taught at Quinnipiac University, formerly worked for UNC Management Company.
Research interests: Hedge funds, investments, empirical asset pricing.

Hani Tadros
Assistant Professor of Accounting

B.S., American University in Cairo; M.B.A. and Ph.D., Concordia University.
Previously taught at Fayetteville State University and Concordia University.
Research interests: Environmental accounting, management accounting.

Ifeoma Udeh
Assistant Professor of Accounting

B.S., Abia State University; M.B.A., M.Acc. and Ph.D., Virginia Commonwealth University.
Previously taught at Virginia State University, former auditor at Dixon Hughes Goodman LLP and Deloitte & Touche LLP.
Research interests: Auditing – judgment and decision making, fraud, SEC enforcement.
ART CASSILL

After 14 years at Elon, Art Cassill, the Wesley R. Elingburg Professor of Accounting, retired from teaching. During his tenure, he taught tax courses, led study abroad courses in the Pacific Rim and in the Caribbean, and received the NCACPA Outstanding Educator of the Year Award and the Love School of Business’ Dean’s Award for Exemplary Service.

His favorite moments at Elon include being named the founding Wesley R. Elingburg Professor, representing the Martha and Spencer Love School of Business faculty in the dedication ceremony for the Ernest A. Koury, Sr. Business Center, and witnessing the establishment of Elon’s Beta Alpha Psi chapter.

“The Department of Accounting being awarded a Beta Alpha Psi chapter represented the culmination of a lot of effort, hard work and commitment by our faculty and students,” Cassill said.

His advice for students and faculty is to take advantage of opportunities, such as study abroad. “For students, explore areas that you may not have considered at first. For faculty, get involved in study abroad with the focus on business and how that can enhance the study of globalization in our disciplines.”

“I believe there are great opportunities to leverage Elon’s reputation for study abroad into a springboard of opportunities for students and faculty,” Cassill said in regards to his hopes that the school will continue expanding its globalization efforts. “This could include establishing new foreign university partnerships or incorporating new platforms to enable our students to become ‘virtual global students’.”

Cassill’s retirement plans include traveling with his wife, riding his Harley cross country, continuing his banjo lessons, exploring opportunities for utilizing his drones, and working on his writing projects.

DEAN’S AWARDS

Faculty and staff members were honored during the Martha and Spencer Love School of Business annual awards program held April 21. Steve DeLoach, professor of economics, and Susan Anderson, professor of accounting, received the Excellence in Teaching award; Brian Lyons, associate professor of management, and Erin Gillespie, assistant professor of marketing, received the Excellence in Scholarship award; Art Cassill, Wesley R. Elingburg Professor of Accounting, and Carri Tolmie, assistant professor of international business, received the Exemplary Service – Faculty award; and Joyce Allison, program assistant, received the Exemplary Service – Staff award.
AUGUST
Beta Alpha Psi members presented a concurrent session during the BAP annual meeting.

SEPTEMBER
More than 120 students explored career opportunities with 14 organizations at the Accounting Meet and Greet hosted by Beta Alpha Psi.

Shawn Humphrey, founder of the National Two Dollar Challenge and the International Month of Microfinance, presented “Do-Goodernomics: A Merciless market analysis of our motivation to do-good.” The event was sponsored by the Doherty Center for Entrepreneurial Leadership and the Elon Microfinance Initiative.

More than 80 students networked with representatives from 23 companies at the Sales Meet and Greet.

The international honorary organization Beta Alpha Psi inducted 16 students.

OCTOBER

As part of the Chandler Family Professional Sales Center Speaker Series, Gene Gsell, SVP of Retail & CPG at SAS, and Brooke Davis G’12, account executive at SAS, presented “Sales in Technology - Transferring enthusiasm to win.”

The Love School of Business hosted an alumni reception during Homecoming Weekend.

NOVEMBER
The honorary and professional fraternity Sigma Iota Epsilon inducted 23 undergraduate students and three MBA candidates. The chapter honoree was Mike Gannaway, Love School of Business executive-in-residence.

The Department of Accounting hosted 125 CPAs at its Continuing Professional Education Seminar.

Jess Ekstrom, founder of Headbands for Hope, delivered the C. Ashton Newhall Endowed Lecture.

Donna DeMaio, president and CEO of United Guaranty Corp., facilitated a Love School of Business Lunch and Learn on women in finance.

FEBRUARY
The Love School of Business and Periclean Scholars Class of 2016 co-sponsored the People, Planet, Profit Business Summit.

Mike Gannaway, Love School of Business executive-in-residence, facilitated the LSB Lunch and Learn “Marketing in 2016 ... The Intersection of Consumers, Brands and Retail.”

Members of Beta Alpha Psi presented a concurrent session during the BAP Southeast Regional Meeting.

Marko Sarstedt, a marketing professor at Germany’s Otto-von-Guericke-University Magdeburg, presented a software workshop for faculty interested in data analysis.
MARCH

Scott Bird, vice president of sales for the eastern U.S. at NetApp, presented “Success in Sales – Aptitude and Attitude.” The talk was part of the Chandler Family Professional Sales Center Speaker Series.

Sales-focused students met with more than 20 recruiters at the Sales Meet and Greet.

APRIL

The Economics Club hosted Rick Kaglic, senior regional economist from The Federal Reserve Bank of Richmond, who spoke on the state of the economy and the involvement of The Federal Reserve in monetary policy since the recession.

Thirty-eight undergraduate students and nine MBA candidates were inducted into Beta Gamma Sigma. Love School of Business Executive-in-Residence Eileen Claussen was the chapter honoree. The Professor of the Year Award was presented to professor Steve DeLoach. Jimmy Shafer, VPGM VF Jeanswear Shirts & Youthwear at VF Corporation, facilitated the Love School of Business Lunch and Learn, “The Path to General Management—What I learned along the way that I wish I knew at 22.”

During the Ethics Town Hall, Kelly Richmond Pope, director of the in-process documentary All the Queen’s Horses, discussed chronicling the story of Rita Crundwell, the former city controller of Dixon, Ill., who embezzled $53 million.

Louis DeJoy, former CEO of New Breed Logistics, shared with students how he grew his business from a struggling regional operation to a leading logistics provider in the U.S.

Omicron Delta Epsilon, the international honor society for economics, inducted 14 students.

The Love School of Business brought together more than 80 professionals for the Business Analytics Conference.

In its annual awards program, the Love School of Business presented endowed scholarships and academic achievement awards to more than 60 students.

MAY

The Chandler Family Professional Sales Center hosted the Elon Sales Leadership Dinner to honor top graduating sales students. Shakori Fletcher ’16 received the Earl D. Honeycutt, Jr. Sales Leadership Award.

The Love School of Business sponsored “Fight for freedom in Ukraine,” a panel discussion with Ukrainian investigative journalists on the situation in the warzone in eastern Ukraine and their experiences fighting corruption in Ukraine.

The Business Fellows Class of 2016 was recognized in a medallion ceremony.
ALUMNI OF EXCELLENCE

Alumna of the Year
TRACEY WALSER NUGENT ’84 P’15
PHILANTHROPIST

This award is presented to an alumna who has distinguished herself in a profession and in the community and brought honor to Elon. It was presented during Homecoming Weekend and is one of the highest accolades conferred by the Office of Alumni Engagement.

Distinguished Service to Elon
DARRYL SMITH ’86
VICE PRESIDENT OF SALES, UPS CAPITAL INC.

This award is presented to an organization, business, foundation or individual who has demonstrated outstanding service that promotes the advancement of Elon. It was presented during Homecoming Weekend.

Top 10 Under 10
TYLER J. BRANDT ’06
REAL ESTATE ACQUISITION REPRESENTATIVE, MURPHY OIL USA

This award honors alumni who have graduated within the past decade and who are distinguished in their professions and invested in the future of Elon. Brandt was among the alumni recognized in an April program.
IN MEMORIAM

Greensboro, N.C., businessman Peter L. Tourtellot, 78, died July 16, 2016. Tourtellot, a founding principal of Anderson Bauman Tourtellot Vos & Company, had been a member of the Martha and Spencer Love School of Business Board of Advisors since 1996, and served as chair from 2003 until 2010.
“I learned an incredible amount through my conversations with locals, fellow Vietnamese students and the Elon students around me. Living in the country allowed me to understand its history in a holistic and unforgettable way.”

– Olivia Hays ’18, a student in the Business and Culture of Vietnam course