



# ALUMNI UPDATE

WINTER 2019



## A Message from the Dean

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It has been a very busy fall term for the Howard and Beverly Dayton School of Business students, faculty, and staff. Our growing enrollment leads us to explore new programs, innovative technology and internships that give our students practical, hands-on experience in the marketplace.

This newsletter highlights three major activities that we have recently completed involving the marketplace. First, instead of reading a textbook about Sport Event Management, Professor Smith challenged her class to plan and implement a charity golf event to raise money for scholarships. Second, Professor Allen launched a sales education program in partnership with State Farm, and continued the amazing record of achievement with marketing students who competed in the International Collegiate Sales Competition in Orlando, Florida. And finally, we hosted the sixth annual Asbury Marketplace Summit with ten finalist competing for seed capital, totaling \$10,000, for their business ideas that have a social impact purpose.

We thank you for your generous support as mentors, employers, and partners with the Dayton School as we strive to prepare students to be the best for the world!

## 6th Annual Asbury Marketplace Summit

The Marketplace Summit is designed to provide students with excellent learning opportunities through workshops, talkback sessions, and lectures. The event culminated with the Business Pitch Competition.

This year's grand prize (\$3,000) and audience choice winner (\$100), developed by team leader Andrew Coomes '21 to connect the campus with the local community, is OPUS. The application pairs students with odd jobs to help alleviate the student debt burden facing many undergraduates. The app seeks to help community members find people willing to assist them with chores and yardwork they may not be able to do themselves.

## Asbury's Center for the Future of Work

Asbury's Center for the Future of Work (CFW) will prepare students for a largely unforeseeable future labor market. "The CFW aims to provide rigorous, relevant 21st Century education that uniquely equips our students to navigate the present and future complexities of a dynamic, unpredictable global economy," Asbury President Kevin J. Brown said. The Center will engage students through self-appraisal testing, critical philosophical and theological reflection, mentoring, service learning and interdisciplinary, application-based courses. Students will be challenged to cultivate a vision for productive work and become equipped with a set of competencies to meet the demands and opportunities of a largely unknown social, political and economic landscape.

## ALUMNI SPOTLIGHT: Scott Rinehart '05



Scott Rinehart was a busy student during his time at AU from class officer to Jazz and Concert Bands, Phi Beta Lambda to Orchestra.

Looking back, he is grateful to lean on relationships he built in college for advice and wisdom. This helped prepare him for his current role as Business Partner Director (in the division of the Executive Vice President of Health Affairs Finance) at the University of Kentucky. As a member of the Business Partner Department, Rinehart enjoys working on initiatives that will help the people of Kentucky. In his role in Finance, he strives to provide support to promote "specialty care for a state that has a lot of healthcare needs." The environment is large, complex and many aspects present as a matrix. This requires precision, being informed, building a strong team and creating partnerships across the organization.

Rinehart has learned many lessons over the years — a few that are important to him are: bring all the stakeholders to the table; collaborate and learn from the expertise of others. Secondly, no one has all the answers. Thirdly, be aware of your surroundings and ensure you are connecting the dots. His best advice — focus on data. A strong ability to navigate data will span all disciplines in analytical and critical thinking.

# DEPARTMENT HIGHLIGHTS

## Inaugural Golf Tournament

The October Sport Management Golf Tournament marked the inaugural classic organized and hosted by Dayton School of Business Students in the Sport Event Management class. In total, 24 students planned the event, recruited teams and secured sponsors. Sixty-eight players representing 17 teams participated in the event at Connemara Golf Course which raised \$8,000 to support Asbury's Sport Management Scholarship Program.

## International Collegiate Sales Competition, AKA “The Collegiate World Cup of Sales”

Our Sales Management team, Michael Secen and Madison Morelock, went through a multistep process to get to the Finals. This competition started with eight “quarters” of decisions in a Sales Management computer simulation involving teams from 69 universities. After developing their solution to implement sales support technology, they advanced to Round 2 and then to the Finals where they brought home a third place win for the Asbury team!

For more information about the Dayton School of Business, visit:

**asbury.edu/business**

To update your contact information or to share a class note, please contact the Alumni Office at [alumni@asbury.edu](mailto:alumni@asbury.edu)



### FACULTY SPOTLIGHT: Dr. George Allen

Dr. George Allen, assistant professor of marketing, joined Asbury after a successful career in business, working in the technology field selling database systems to companies such as AT&T and Walmart. Along the way, he discovered that some universities were starting to focus on training students in professional sales skills in their business programs. After completing his doctorate, he joined the faculty of Asbury University in 2014, where he teaches a variety of marketing classes in the Howard & Beverly Dayton School of Business.

Dr. Allen teaches that by focusing on providing value to customers, businesses can both make a profit and make a difference in their customers' lives. "Marketers are all about creating, communicating, and delivering value to their stakeholders: their company, their customers, their investors and their community."

When asked what he hopes his students will gain from Asbury, Dr. Allen is hopeful they will follow God's will for their lives — that vocationally they will find a part of the business world where they can use the gifts God has given them.



### STUDENT SPOTLIGHT: Hannah McCrabb '21

Junior Hannah McCrabb is a Sports Management Major from Springboro, Ohio. She works for the Sports Information Department in the Athletic Department and is on the golf team,

where she has served as co-captain since her freshman year. She was named Newcomer of the Year in the River States Conference as a freshman and First-Team All-Conference as a sophomore. A natural athlete, Hannah chose her major to continue doing what she loves. After she graduates in May of 2021, she trusts God to lead her. She dreams of working for the PGA TOUR, as a golf professional at a country club, or in a Division I athletic department. Hannah is grateful for her business professors and for the opportunities in her career field that have helped grow her confidence—opportunities such as interning for BD Global during the 2018 Barbasol Championship PGA event in Nicholasville, Kentucky.