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LeBow Student Maaz Rehan's
Presidential Co-op

Eight Oaks Craft Distillers:
From Grain to Glass

Alison Carroll's
**Desert
Inspiration**

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Drexel University's LeBow College of Business



Amazing Results: Students Raise Money for Bringing Hope Home

At Drexel LeBow, our students do some amazing things. For the third year, LeBow freshmen, peer leaders, faculty and staff worked on a project to raise money for the local nonprofit Bringing Hope Home, which provides “unexpected amazingness” for local families fighting cancer through financial and emotional support.

This year, the effort was expanded to include numerous creative grassroots initiatives, and the students succeeded at raising more than \$8,100 for the nonprofit – nearly four times more than our students raised last year, and enough to help 10 local families struck with cancer.

LeBow's 44 peer leaders – sophomore business students selected to help with freshman onboarding and acclimation – were tasked with developing and implementing plans to raise funds for Bringing Hope Home during fall term. Through their University 101 classes, the peer leaders and their students engaged in a competition to raise the most money. Some of the ideas implemented included a coin jar competition, sponsored events at restaurants, a crepe breakfast, t-shirt sales and bake sales.

Peer leader Grace Mellor proposed a 10-mile walk, utilizing social media to raise funds, to her group. “I know that many freshmen tend not to venture out into Center City until spring term. So, I created a 10-mile route online that was fun, easy and educational. We walked up the Schuylkill River Trail to the Philadelphia Museum of Art, down Ben Franklin Parkway, around Love Park, through Rittenhouse Square, Penn's campus and ended the walk where we started, in front of Gerri C. LeBow Hall.”

Out of her class of 41, Grace reports that 22 of her students participated in the actual walk, as well as a few other LeBow students and even her parents. “Originally, as a class, we had a goal of raising \$820. Our end total was \$931.”

The winning University 101 class – Team Summer – raised \$1,180 through candy and bake sales, a Cosi fundraiser and asking friends and family to make donations.



Bringing Hope Home Development Coordinator Caitlin Mahon says her organization found its experience with LeBow to be so positive, and the end result so great, that they are going to utilize it as a model to engage other colleges throughout the tri-state area.

Julia LaRosa, an associate clinical professor and LeBow's peer leader faculty adviser, worked with the students to help them develop their fundraising efforts and maintain enthusiasm among their freshmen groups. “The thing that's remarkable to me is that they raised all this money – pennies, nickels, dimes, dollars – mostly from a population that doesn't have a lot of extra money to give,” she says, referring to their fellow students.

“And they also learned that you can come up with great plans, but implementation is difficult and requires tenacity in order to be successful.”

Challenging students to come up with ideas to raise funds for a valuable charitable organization in our community and charging them with executing those ideas is exactly the type of thing that sets LeBow apart from other business schools. I'm so proud of all the students who worked hard to make this effort such a success. Congratulations!



Lisa

LISA LITZINGER-DRAYTON
EDITOR-IN-CHIEF

Mapping Success: Meeting With Alums in NYC

A few weeks back, I set out bright and early via train to spend a day in New York City meeting with alums up and down Manhattan, and attend a LeBow student-alumni finance networking reception in the evening. Two colleagues from institutional advancement joined me: Eric Almonte, assistant vice president, and Cassie Mesko, regional director for development.

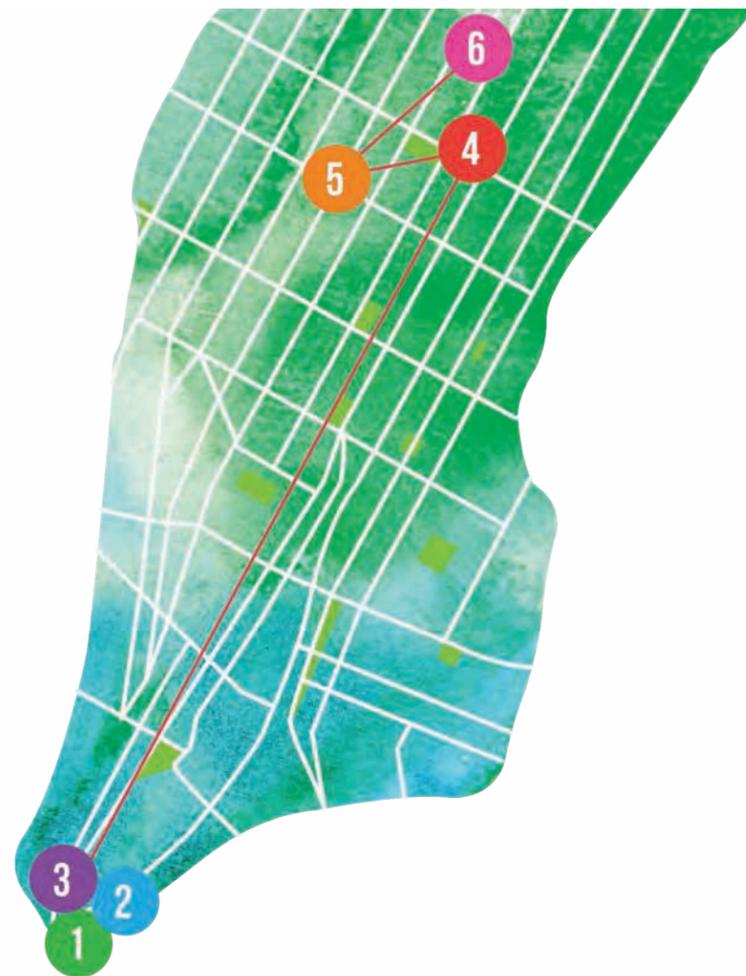
Our first stop, downtown across the street from the **1 Staten Island Ferry depot**, is to see Clare Hart '83, president of SterlingBackcheck. Clare joined the firm in 2013 after working as CEO and president of Infogroup and as president of the Dow Jones Enterprise Media Group. **2 SterlingBackcheck** does background screening for companies – an industry that has grown considerably over the last 15 years. Her office on the 24th floor at the southern tip of Manhattan boasts a beautiful view of the Statue of Liberty and the Verrazano-Narrows Bridge in the distance. Like many alumni, Clare talks enthusiastically about her co-op jobs and her time at Drexel. She expresses interest in our C-Suite Co-op program and connects us with her human resources director to explore hiring a student. We invite her to visit campus and meet with students; she enthusiastically accepts.

Our next stop is just around the corner: **3 BATS Global Markets**, a global stock exchange operator. At BATS we visit Bob Brooks '75. Bob's office is on the 31st floor, with a view equally impressive to Clare's. Bob is director of project strategy and commutes here from his home in New Jersey. A seemingly quiet man, Bob focuses on regulatory work and is a committed philanthropist.

Our next stop is uptown at the **4 Emigrant Savings Bank** for lunch with George Dickson, Jr. '86. George is an EVP at the bank and works in private wealth management. Founded by Irish immigrants in 1850, Emigrant now owns a number of companies, including Boylan Soda. Boylan, founded in 1851, still makes what they market as cane sugar soda (we drank it with lunch – it was pretty good).

George and I have something in common: We both worked at PSFS, the iconic savings institution in Philadelphia. After leaving PSFS for New York, George commuted to New York from the Philadelphia area so that his children would not have to relocate.

After a quick coffee break at a very crowded Panera Bread, we set out for the accounting firm **5 Leaf, Miele, Manganelli, Fortunato & Engel, LLC**, to meet with Gerry Esposito '71, one of its partners. We are on the 39th floor of his building on Seventh Avenue. He told us about his daughter's interesting career – she currently writes for a TV sitcom in LA and is trying to make it as a stand-up comedian.



We depart Gerry's office and walk in a drizzle to the **6 Terrace Club** to attend our alumni-student reception hosted by Vince Roth '99, '02. We first held this event eight years ago with four alumni and just a handful of students in attendance. This year, the house is packed with students and alums. Al Lord '89 is the official ambassador for the event this evening and mentions he was the first LeBow finance major to be hired by a major investment bank. He now owns Lexerd Capital Management. He gives the students his advice about how to succeed on Wall Street: "Kick a**."

The bus ride home with the students is long, and it's late when we arrive back on campus. I reflect on the day and feel a strong sense of pride to be part of Drexel LeBow. Not only have our alumni done well, but they are good people who make a contribution to their organizations and their communities.

I part ways with the students and wish them a good night, knowing they have equally bright futures ahead of them.



Frank Linnehan

FRANK LINNEHAN, PHD
DEAN
R. JOHN CHAPEL, JR. CHAIR



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Learning Leadership on Ice

Kaseir Archie didn't grow up playing hockey on a frozen pond in Canada. He was raised in Philadelphia's hardscrabble Kensington neighborhood, home to the Scanlon Recreation Center, which features an ice rink and hosts the Ed Snider Youth Hockey Foundation. Kaseir began attending Scanlon's after-school program when he was 11. Before the rink's ice was even ready for skating, a hockey coach with the Snider Foundation started recruiting him.

Kaseir resisted, being partial to basketball and unfamiliar with hockey, but the coach's persistence wore him down. With a characteristic willingness to commit to the work needed to excel, his skills quickly improved



KASEIR WITH ED SNIDER

and the sport opened opportunities well beyond the rink in Kensington.

Through the Snider Foundation, Kaseir was nominated and chosen to serve as a representative to the Alliance for a Healthier Generation Advisory Board. The group advocates for making healthy lifestyles available to youth in order to combat childhood obesity.

He was proud to be chosen, but says, "I didn't really know what a 16 year old from Philly could do." He'd soon find out that he was capable of much more than he had imagined. He developed a presentation on childhood obesity awareness that he would deliver at conferences – none bigger than the time he was invited to speak at the Alliance for a Healthier Generation Leadership Summit, where he had the opportunity to speak with former President Bill Clinton.

The years Kaseir spent working to improve the lives of urban youth convinced him that he wanted to attend a university in a vibrant, connected setting in the city. He visited Drexel and says that Gerri C. LeBow Hall made a strong impression.

As an incoming freshman international business major, Kaseir was invited to join the BRIDGE community and has since been nominated for the LeBow Learning Community Leadership Committee. He still contributes to Snider Hockey by coaching at camps and clinics and hopes to create a health app that can connect his advocacy work to what he's learning in class at LeBow.



LeBow Senior Chases Hip Hop Dream

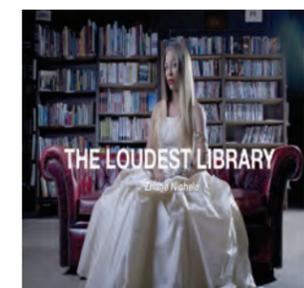
It is the dream of every musician to take the stage with bright lights shining and a crowd of thousands going wild. For LeBow senior Zhane Littlepage, this dream became a reality when she opened for popular rappers Wiz Khalifa and Lil Wayne at Drexel's Fall Fest concert in October.

While the show was her biggest performance since she began writing poetry and music at 10 years old, it is the release of her first album and her future making music that has Zhane most excited.

Zhane first began working on the album, writing all the lyrics, while studying abroad in London and Paris in the summer of 2014.

"I fought music for a long time and would tell myself it was just a hobby and not what I really wanted to do, because, of course, it is not the safe route," she says. "I tried to fight it, but when I was abroad, I said 'you can't fight this anymore.'"

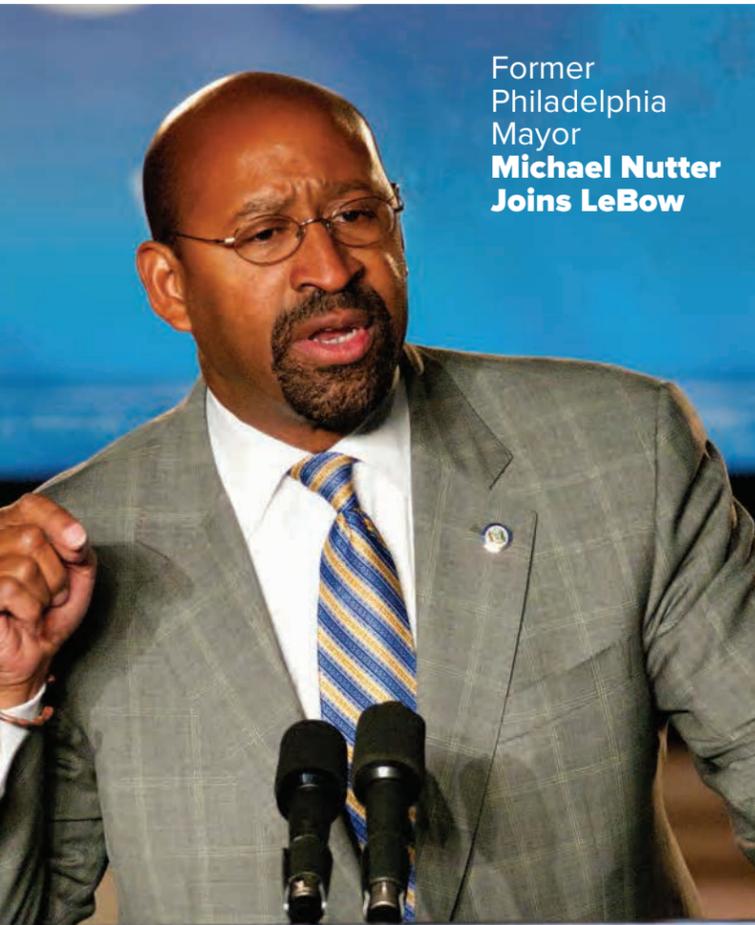
But it was a move to California for co-op that made her album a reality. She secured



two three-month internships that had her working with two different Philadelphia natives. She began at Will Smith's film company, Overbrook Productions, and then Troy Carter's artist management company

Atom Factory. While there, she not only got to network with top artists but also booked studio time and worked with producers to complete her album.

She released her debut album titled "The Loudest Library" under the stage name Zhane Nichele in March 2015. She offers it for free download on her website zhanenichele.com. After graduation, she plans to move back to Los Angeles to pursue her music career.



Former Philadelphia Mayor
Michael Nutter
Joins LeBow

Former Philadelphia Mayor Michael Nutter has joined Drexel University's LeBow College of Business as Executive Fellow in Leadership. In this capacity, he will work with Drexel LeBow's Institute for Strategic Leadership (ISL) to shape the future of the College's leadership programs and the Leading for Change Fellowship — a grant-funded program designed to engage and accelerate Philadelphia senior/executive level talent development in the public and nonprofit sectors.

In addition, Nutter will enhance the LeBow experience for all students by delivering two public lectures on leadership at the College this year, as well as meet with students to mentor, coach and advise them on career development and leadership skills.

Alison Young, Executive Director of the ISL, says that Nutter has been a strong partner of Drexel LeBow's Institute for Strategic Leadership for years. "We are thrilled to continue our collaboration with him. In this role, he will provide invaluable coaching and mentoring to our students, present public lectures on leadership and shaping the future and growth of the ISL."

Nutter says: "It is a great honor to have been asked by President John Fry, Dean Frank Linnehan and Young to serve in this new role. The opportunity to work with this team at the Institute for Strategic Leadership, and to interact with rising leaders, some of whom are students and others who are already leaders in various industries and business sectors, will be an incredible experience for all of us."

Linnehan says the students stand to benefit the most from Nutter's new post at Drexel LeBow. "This is a great opportunity for our students, who will be able to engage with a leader who has been a force for change in our city."

FollowPhilly: LeBow Students Millennialize Local Media

Traditional media in Philadelphia has had a rough year.

The closing of City Paper and major layoffs at online, print and television news outlets herald changes in the way millennials access and consume media.

To address this shifting landscape, Philadelphia Media Network (PMN), owners of Philly.com, Philadelphia Inquirer and Daily News, tapped a team of Drexel students and alumni to find new ways to engage local college students and young professionals with their content.

The result of their collaboration is FollowPhilly, an iPhone app designed to aggregate local news, curated specifically for 18 to 34 year olds. The app began the beta testing process in the fall term.

"We are focused on trying to understand how millennials engage with news, what are the trends, how has the industry evolved... and where is it going," said Julia Casciato, senior English major and associate project manager.

Casciato, former editor-in-chief of Drexel's student newspaper, is pursuing a minor in marketing and leads the team with support from Jordan Motzkin and 2012 LeBow graduate and digital entrepreneur Ari Winkleman.

The project began as a consulting course focused on determining the interests and needs of the target age group. From there, a smaller team took on the task of developing the technology to make the app a reality.

Marketing majors Zunteng Lin and Sarah Woode-Afiriye joined Casciato and Winkleman as content curators in the fall. In this role they review the stories coming through the PMN network and decide which will appeal most to their target demographic. They then choose headlines and photos to go with each story on the app.

"Figuring out what people will want to read is more than just the topic of the story," said Woode-Afiriye. "It's more about things like timing and tone."

Ultimately the team's goal for the app is to connect young Philadelphians with the city around them.

"Creating community," said Casciato. "That's much harder than just posting stories."



Designing a Career Change

In a tiny apartment on Manhattan's Upper East Side with fabric and in-progress costumes filling every inch of available space, Emily Riggins MBA '15 decided to explore a new career path. Since graduating with a degree in theater from Bucknell University, Emily found success designing and sewing costumes



for theaters on Broadway, the Santa Fe Opera and smaller theaters throughout New York City. But it was time for a change.

The deadline-oriented nature of theater productions left little flexibility for a life outside work. "I missed some important family events. In theater, the show must go on, and there's no postponing," she says. "I just got to the point where my values changed, and I didn't want to miss my family anymore."

Emily enrolled in LeBow's Full-Time MBA program without a clear idea what area of study she was most interested in. To explore her options, she took advantage of the career panels organized by Graduate Career Services. The final panel focused on marketing, with speakers from several companies, including Comcast. She remembers thinking: "These are my people. They like what I like and talk like I talk. Everything they did sounded really interesting."

The marketing field provided an outlet for her creativity, while balancing her interest in business. She applied for a C-Suite Co-op with Agile Therapeutics, a pharmaceutical company that specializes in women's health. The position appealed to her because Agile Therapeutics was still in the process of bringing their first product to market, so the branding and marketing were still in development. She interviewed and was offered a position working under the company's chief commercial officer.

The co-op was an excellent fit, and by the time it ended Emily knew that she wanted to pursue a career in marketing. Agile Therapeutics also knew they didn't want to lose her creativity and drive and offered her a position as an associate product manager.

She accepted and is currently working with Agile to plan the launch of the company's first product. In the summer, she'll welcome the next Drexel C-Suite Co-op student to Agile.

Business Abroad in Prague and Krakow

Forty five MBA students traveled to Prague, Czech Republic, and Krakow,

Poland, on international residency. While there, they explored the culture and commerce of those cities through tours and company visits to local and international firms. Experiencing

the unique business climates of these regions firsthand gave the students valuable insights into the local issues that affect the global marketplace.





Students Consult to Improve Baggage Handling

For many travelers, worrying over the safe arrival of their baggage at their final destination can be the biggest source of stress when traveling by air. With the help of eight Drexel students, American Airlines hopes to ease that stress for passengers traveling through Philadelphia International Airport.

Students in LeBow's undergraduate business and engineering and supply chain management and logistics programs were selected to consult with American Airlines on improving their baggage handling procedures. The consulting course was developed by the Dornsife Office for Experiential Learning and supported by a team of four LeBow faculty members and one from the College of Engineering.

The students used knowledge gained from guest speakers on the transportation industry, airport observation, research and interviews to guide their suggested improvements.

“
You assume that your luggage is getting to the plane somehow but there's so much work behind the scenes that goes into that process.
 ”

“You never really think about it. You drop off your bag; it's good to go. You assume that it is getting to the plane somehow but there's so much work behind the scenes that goes into that process,” says Jackie King, a senior dual major in economics and operations and supply chain management.

In addition to learning about the transportation industry, the students on the project were able to directly apply the concepts they were learning in the classroom.

“[The project] took all the foundational concepts we learned in class and had them play out in the real world,” says Taylor Mosca '15.

After 10 weeks, the team presented their suggestions for reducing mishandled and lost baggage to top executives from the airline. According to faculty and students involved in the project, the executives were impressed by the innovative ideas they offered.

After completing the project, the students felt they had gained a different experience than what they were accustomed to in the classroom and on co-op. For some it was about learning new skills and working with a team. For others, the ultimate value was found in the unique opportunity to make an impact on real life processes.

Students Dispense Healthy Advice to Olive Oil Manufacturer

Seventeen lucky Drexel students recently traveled to Saluzzo, Italy, to present their findings and ideas at the conclusion of a LeBow consulting course that focused on helping a small, family-run olive oil company forge a path toward expanding into the international market.

In this course, students were tasked with putting together an expansion plan for the client that included everything from shipping, distribution and manufacturing costs to social media campaigns and interactive websites.

Marc Patterson, a sophomore majoring in finance, said the most important thing he

learned is that consulting is more than just understanding business. “It's also about understanding people. You have to basically become the client's best friend. You have to learn how they think, what they like, what they don't like – and learn what their perspective is so that you can guide the client in the direction where he or she's going to be most profitable

Trina Andras, PhD, the Drexel LeBow professor of marketing who led the consulting course, gave the students props for convincing the client to change his mind about one important decision related to exporting: He wanted to avoid using a middleman for fear that it would be too costly. “But, very professionally, utilizing facts and evidence, they were able to convince him this was the best option,” she said.



The group that participated in this class and trip was comprised of students from LeBow College of Business, Goodwin College of Professional Studies and Center for Hospitality and Sport Management.

The consulting course was delivered through Drexel LeBow's Dornsife Office for Experiential Learning.

BELOW: STUDENTS VISIT THE UNIVERSITY OF GASTRONOMIC SCIENCES IN ITALY.





MAAZ REHAN'S

Presidential Co-op

PHOTOGRAPHY BY TAMZIN SMITH

LISA LITZINGER-DRAYTON

Many Drexel students have landed great co-ops that provide ample bragging rights. Mohammad “Maaz” Rehan has most, if not all, of them beat. He recently completed a co-op at the White House.

Specifically, Maaz worked within the Office of National Drug Control Policy (ONDCP), one of the Executive Offices of the President, on a team that manages \$31.1 billion of the president’s drug budget.

“I was privileged in this case. Because I came here on a six-month co-op, as opposed to the typical three-month White House internship, I was asked to take on a full-time staffer’s portfolio,” he explains. “I was not doing typical intern work.”

Maaz was responsible for assisting in the analysis of spending proposals on behalf of the ONDCP, to make sure they align with President Barack Obama’s strategy for drug control. He interacted heavily with five federal agencies’ drug budgets, working with several departments’ Office of the Chief Financial Officer.



He worked with the State Department's United States Agency for International Development and Bureau of International Narcotics and Law Enforcement. Within the Department of Defense, he worked with the Drug Interdiction and Counterdrug Activities and Defense Health Program. Within the Department of Homeland Security, he worked with Custom Border Protection, the Federal Law Enforcement Training Center, Immigration and Customs Enforcement, the Federal Emergency Management Agency and the United States Coast Guard.

His supervisors trained him on what to pay attention to. "They know these accounts and trained me on what to flag," he says.

He was also assigned with tracking how money was spent – as well as how

effectively it was spent working on both the fiscal year 2016 and 2017 budgets, which are currently released on whitehouse.gov. "Our data team was collecting intelligence, so we could analyze it. That way we could see if the agencies' performance matched up with what they were reporting."

He says he learned a lot about databases during this co-op experience. "And the Excel skills that I learned at Drexel, specifically in classes such as analytics and statistics, were key. I was able to do these big time equations and queries."

Maaz says that business students are not typically taught what a government budget looks like or how it works, so the co-op was a fairly novel experience for him where he had to learn most of what he was doing along the way.

He had the opportunity to meet and chat briefly with President Obama and First Lady Michelle Obama.

"Meeting them was unbelievable," he says. "They are as genuine and beautiful in person as they are on-screen and very humble people. When they arrived in the room, they brought an immense amount of energy with them – their force of presence is incredible. People were just ecstatic with joy. The Obamas' humor influenced that."

Maaz boasts about the "cool perks" he got to experience that were unique to working for the White House, like access to the White House bowling alley (first created as a birthday gift for President Truman in 1947), which he was able to reserve to hang out with friends. He was even invited to attend the big White House holiday reception as his director's guest. "Not a lot of interns get that opportunity, so hard work does pay off," he says.

Maaz transferred to Drexel as a sophomore and was determined to try to land a co-op at the White House from the get-go. Not only because it was the White House, but also because of his previous work for drug prevention in his earlier years, influenced by his religious faith and personal experiences. He heard about the ONDCP opportunity through a connection he had made during his high school participation on the national Student Leadership Council of Students Against Destructive Decisions (SADD), the largest nonprofit peer-to-peer organization in the nation. This contact mentored him through the process of interviewing for and landing his co-op position.

“
What’s most important is the experience that you are getting, the people you are meeting, your daily tasks and your self-growth.
”

Maaz is a self-described go-getter. "I'm always striving for more. I look to accomplish tasks outside of my job description, volunteering for things that I don't have to do," he says. "A lot of my friends don't think it's necessary to ask to see what else they can do or try to spread out past what their job description says. But in doing so, I've learned so much, met so many great people and had so many great opportunities, just because I put myself out there."

In fact, he volunteered to serve on the ONDCP's event planning committee, which led to his being nominated to serve as the emcee for the agency's holiday party, held at the Executive Office of the President. "At the end of the party, the agency's director, Michael Botticelli, called me out to thank me for my participation."

Maaz, a finance and business analytics major, has co-op advice for other Drexel students: What's important is "not so much how much you are getting paid or the name of the company you work at. What's most important is the experience that you are getting, the people you are meeting, your daily tasks and your self-growth."

As for future aspirations, he's open-minded. "I sought out this opportunity to gain some perspective pertaining to public vs. private sector." Career-wise, he's open to either, but one thing he does know for sure is that he wants to earn a graduate degree, probably in business, at some point after graduation.

Maaz Rehan expects to earn his degree from LeBow College of Business in December 2016. [market.](#)





“Wonder Valley is a real place in the desert. Our brand is based not so much on that place but what that place represents.”

DESERT WONDER

Business inspiration in an unlikely place.

NATALIE SHAAK

Even in the hot desert sun, Alison (Altomari) Carroll is the epitome of cool – relaxed and confident without an air of cockiness or a single drop of sweat.

“It takes a certain type of person to live in the desert,” she says, as she seems to fit seamlessly with the California desert surroundings she now calls home.

It should be of no surprise then that she and her photographer husband Jay Carroll chose Wonder Valley, the Mojave desert area about 30 miles east of their home in Joshua Tree, Calif., as the inspiration for their business, a lifestyle brand comprised of health and home goods.

“Wonder Valley is a real place in the desert. Our brand is based not so much on that place but what that place represents. It’s kind of a blank canvas. It’s open landscapes. It does something mentally being out there. It opens you up in ways. It’s a place where a lot of different ideas meet and become something new.”

For the Carrolls, the blank canvas of the desert inspires new ideas and projects and drives the expansion of their business.

Hailing from Princeton, N.J., Alison’s journey to the desert began at Drexel LeBow where she majored in marketing. She credits her father, Al Altomari ’82, LeBow grad and member of the Dean’s Advisory Board, with making her, and many of her friends, want to go to Drexel.

“When I think about my time at Drexel, it’s not so much about what I learned in the classroom,” she says. “I think about the confidence it gave me early on to not wait to have the skillsets you need for a job but just start doing, and you’ll learn along the way.”

“Drexel put a lot of value on the experience. It also taught me early on how important mentors are.”

In her final year at Drexel, after completing two co-ops with Tierney Communications and one with a pharmaceutical public relations company in New York, she found the opportunity to use her electives to explore new areas.

“I got really interested in food and cooking during my fifth year.”

PHOTOGRAPH BY JAY CARROLL



PHOTO BY SARAH ST. CLAIR RENARD



PHOTO BY JULIA WRONA

“At some point I felt like I needed to do something different. I told myself, food is where a passion is building, so I need to figure it out.”

She began taking courses in the culinary arts program, then part of the Goodwin College of Professional Studies, and started a blog called à la Alison, to document her adventures with food. She also credits her roommate with broadening her experience of the Philadelphia food scene. They began taking catering jobs and created jams for various pop-up shops. After graduation in 2010, she continued focusing on food part-time while she worked full-time in advertising.

“At some point I felt like I needed to do something different. I told myself, food is where a passion is building, so I need to figure it out.”

Two years post-graduation, she secured a four-month stage (unpaid culinary internship) in Barcelona at a restaurant owned by the CEO of a major pharmaceutical company.

“Everything was top-notch. I’ve never worked in a restaurant with that kind of freedom to order what they wanted and source produce how they wanted. It was really exciting but incredibly exhausting, challenging and unfamiliar.”

Despite not speaking any Spanish and being the only woman in the kitchen, it was the experience at wine-centric MonVinic that piqued her interest in where products were sourced. The

restaurant worked with 42 local food purveyors on a weekly basis, ranging from produce to seafood. Alison was immediately drawn to the purchasing side of the operation.

Alison admits the day-to-day rigors of the kitchen were not the best fit for her long term, but an interest in agriculture and buying was born. She looked forward to moving back to the United States, having visited and fallen in love with her now husband, and California, just a week before leaving for Barcelona. An extended pen pal friendship stemming from their respective blogs and her curiosity in photography had initially connected them online.

“It gave me something really exciting to come back to.”

After she completed her stage, she packed up and moved to San Francisco. Her first opportunity in California came through partnering with In a Jam, a jam maker in East Bay and Oakland.

“It was exciting to see a woman owning her own business and the things she did to make it a reality. She was a great mentor to me,” she says. “It was really rewarding, but it wasn’t something that could sustain me.”

Her focus came back to working with agriculture. This is where she began her journey into the world of olive oil. She secured a marketing position with the California Olive Oil Council, a 20-year-old non-profit based in Berkeley, Calif., responsible for the certification of California olive oils as extra virgin grade.

“When tasting olive oil, unlike tasting wine, it’s about identifying if there is anything wrong with it. The process is like being a detective.”

In her role, she led a team of 20 professional tasters who met weekly to certify olive oil. It was the first panel of its kind in North America.

“Olive oil as a term means ‘free of defects.’ There are 11 defects that can be

identified with an olive oil from the time it is fruit on a tree to oil in a bottle. So when tasting olive oil, unlike tasting wine, it’s about identifying if there is anything wrong with it. The process is like being a detective.”

Olive oil production has a very long history and extensive tradition in other parts of the world. However in California, the industry traditionally focused mostly on canned black mission olives. In Napa Valley in the early ‘90s, vintners began experimenting with the olive trees on their properties and began making olive oil.

At the time, regulation and standards in the olive oil industry internationally were becoming lax. The industry saw much adulteration and fraud so the California Olive Oil Council was formed to regulate the products developing in California and keep their work pure.

“When you’re trained, you can smell a certain defect and then be able to trouble shoot for the farmer. You can say, your equipment is dirty or you didn’t press it quickly enough because that is what that tastes and smells like.”

During her two years in the role, she worked not just in marketing the council but also with policy and regulation changes and industry advocacy.

She was the youngest member of the council by about 20 years, but it gave her the opportunity to cultivate relationships with tasters, growers and millers who would become her mentors and future business partners.

It was in Los Angeles, where they moved when Jay secured a new job, that he encouraged her to explore the opportunity of making her own olive oil.

Wonder Valley olive oil was first released in November 2014. The initial pressing of 600 bottles sold out in under a month. For the second pressing, they tripled production for the November 2015 release.

“We started selling in February, and we are already down to a fraction of the product. It sells too quickly, which is a good problem.”

Her olive oil is certified 100 percent extra virgin crafted from a proprietary blend of Taggiasca, Arbequina and rare Ascolano olives hand-picked at the perfect level of maturity to create the light, balanced and buttery flavor of Wonder Valley.



The olives are cultivated in a diverse growing region in northern California's Tehama County, while most California olives are grown in the Fresno area. Alison chose the Tehama region because of the unique olives available there.

"Tehama has a really unique pocket of really old trees and interesting varieties of olives that don't grow in other parts of the state."

She works with one of the top millers in the state, a mentor she met during her time working with the California Olive Oil Council. According to Alison, 400 people in California are currently making olive oil, but there are only 40 mills.

"The mill is where a lot of things can go wrong. They control the quality and what makes a good product."

Alison and Wonder Valley are at the center of an exciting time for the developing California olive oil industry.

"It's kind of how the wine industry was in the '70s. People have this preconceived notion that European is better. They think Italian and Spanish olive oils are just what you buy. California, since the beginning of producing olive oil 20-some years ago, has been doing it the long and hard way – the right way."

Alison notes that many people have grown used to cheaper blended olive oils and are surprised by the flavor of top-quality olive oil.

"Like a lot of things, once you taste a really good olive oil, you can't really go back."

Unfortunately, most California olive oil is only available locally at farmers markets and is not accessible to the rest of the country. One of Alison's goals with Wonder Valley is to bring good olive oil to a newer, younger audience.

This was the reasoning behind the unique design of the Wonder Valley bottle. Alison wanted it to be beautiful and eye-catching but also functional in protecting the oil from its biggest enemies – light, heat and time. They didn't want to use the industry standard green glass bottle but were challenged as a small producer to find a company that would custom tint glass for them in the shape they envisioned. Eventually they found a producer to make a black matte glass that they could combine with the other natural materials in their packaging.

"Like a lot of things, once you taste a really good olive oil, you can't really go back."

"We wanted everything to not be plastic. It's real paper, real cork, real wood and real glass. It's all really beautiful," she says. "We wanted it to be very California and new."

The most notable design element is the Wonder Valley siren on the label, which was created by an artist based in Austin, Texas.

Because of its beautiful packaging design, a number of design stores and even a Los Angeles museum gift shop carry Wonder Valley olive oil. It's also available via the company's website, welcometowondervalley.com.

In November Jay and Alison bought a 1950s homestead cabin and 1952 Vagabond trailer and moved full-time to Joshua Tree, with their German shepherd, Lefty.

The pair stays busy balancing their home rehab projects and road trips with creative and consulting projects, including buying for hotels and contributing to travel guides and magazines like *Bon Appétit* (May 2016 issue). They are starting a production company to support the increased interest in editorial photo shoots in desert locations and have a big, new project on the horizon that will "bring all their passions and skill sets together."

Of course, while busy they remain focused on expanding the Wonder Valley brand.

Taking inspiration from the growing artist population in their new desert home, they are expanding the business from just olive oil into home goods with plans to sell furniture, linens and textiles as well as health and pantry products from artists around the world. Some items will be developed collaboratively with friends.

"It's all about creating an experience in the world." **market.**

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FROM Grain to Glass

PHOTOGRAPHY BY SHEA ROGGIO



JONATHAN HARTLEY

A traditional red barn is hardly a noteworthy structure in Pennsylvania's Lehigh Valley as family farms are still strung along this rolling stretch of countryside for miles in every direction. But neighbors and craft spirit connoisseurs know that the headquarters of Eight Oaks Craft Distillers, though disguised to blend with its neighbors, is no agricultural relic. The spirits being produced are the harbingers of a locavore revolution that took hold in farm-to-table restaurants and has now spread to craft spirit distilling.

Inside the "barn," with bright white trim and a traditional Pennsylvania Dutch hex sign above the entrance, Chad Butters MBA '12, the owner of Eight Oaks, and his team of family, friends

and investors have opened a craft liquor distillery and tasting room where they serve cocktails and gather direct, unfiltered feedback on a product line that currently includes vodka, gin, rum and a lesser-known spirit called applejack.

Among his neighbors in Lehigh County, Chad is a relative newcomer. He first arrived in the area approximately eight years ago when he was stationed at Naval Air Station Joint Reserve Base Willow Grove. A 25-year veteran of the Army as a Black Hawk helicopter pilot, Chad and his family had endured many moves, having never been stationed in a single place for more than a few months, until a deployment in Willow Grove, Pa., which lasted eight years. In that time, the rolling hills of the

Lehigh Valley started to feel like home to him and his wife. "We weren't born here, but I like to say that we got here as fast as we could," explains Chad.

As they looked ahead to a career after the military, they let themselves dream and gradually narrowed their options. The least negotiable element of the plan was that whatever came next would need to keep them close to home. Military travel had offered its adventures, but it was time to focus on family and friends.

"I knew I was interested in agriculture and wanted something that didn't involve travel. My wife and I wanted to spend more nights together, and we wanted a family business," says Chad.



ABOVE: OWNER CHAD BUTTERS GIVES A TOUR OF THE DISTILLERY. **BELOW:** CHAD SPEAKS WITH MARY KATE LO CONTE, DIRECTOR OF ACCOUNT SERVICE AT MERZ GROUP.



Chad's fundamental vision for his distillery, and the name he chose - Eight Oaks - is rooted in his passion for what he calls "micro history."



With only the first hints of a business plan, Chad enrolled in the Drexel LeBow Online MBA to learn business skills that life in the military hadn't provided. "Things like generating revenue, paying taxes and accounting for employee benefits did not come from the Army," he says. "But discipline of thought transfers. You have to be able to have a disciplined, methodical approach."

As he pursued his MBA, Chad continued to narrow the focus of his post-military career move. He became enamored with the farm-to-table movement that had caught on across the country. Drawn to the link between agriculture and local consumers, he considered options including brewing beer or starting a winery, but dismissed both as somewhat saturated markets with too narrow a space for creativity.

A new possibility that offered an ideal blend of the business and lifestyle Chad envisioned emerged with the signing of Pennsylvania Act 113. This bill, which became law in December 2011, made "limited distillery licenses" available in Pennsylvania. The new license made it possible for a craft operator to distill, bottle and sell their liquor all in one building. It also allows for a tasting room, a fundamental part of the direct customer-distiller relationship vital to the unique locality of the "grain-to-glass" craft distilling movement.

To Chad, distilling looked like a fit for the post-military lifestyle he was seeking. "It's a thing that you can do together as a family, and it keeps you close to home," he explains. While still on active duty, Chad began putting his newly acquired education into practice with a draft of a



business plan and PowerPoint pitch for investors.

With the plan for Eight Oaks still in its infancy, Chad enrolled in his final MBA course - a residency at Drexel LeBow's Malvern campus. On a lunch break, Chad began a conversation with classmate Mary Kate Lo Conte MBA '15 a director of account service at Merz Group branding agency. Over lunch and in a subsequent email exchange, Chad laid out his vision for a craft distillery based in the Lehigh

Valley. He acknowledged that the idea was still taking shape, and fundraising hadn't even begun, but Mary Kate said that his passion and the freshness of his vision won her over.

"After witnessing Chad's enthusiasm and commitment to Eight Oaks, I talked to the rest of the agency leadership and we decided that regardless of their size it would give us the chance to work in an exciting new category with some great people," she says.

Mary Kate and her colleagues at the Merz Group saw Chad's start-up as a project in branding basically from scratch. Eight Oaks had no logo, website or marketing materials, but it had a visionary founder with strong ideas about the authenticity he'd like his brand to embody.

As the branding and plans for Eight Oaks solidified, Chad enrolled in

distilling courses through Michigan State and Cornell universities to learn the somewhat intricate chemistry of producing liquor. Around the same time, he bought a 25-acre farm in New Tripoli, Pa. That October, he planted the winter wheat that he'd later use to distill the first batch of Eight Oaks vodka. Several miles down the road, he leased land to build the distillery and 28 more acres for crops from a local farmer and family friend.

Chad's fundamental vision for his distillery, and the name he chose - Eight Oaks - is rooted in his passion for what he calls "micro history." Born perhaps out of his years of constant movement around the country and abroad at the behest of the Army, Chad has a curiosity about history on personal and local levels. To name his distillery, he tapped a story he had heard from his father. The "Eight" in the

brand's name and logo was inspired by his grandfather's habit of signing his letters with the number, shorthand for the eight letters in "I love you." Chad adopted the practice in emails with his own children and eventually integrated it into his brand.

As Eight Oaks went from concept to reality, roots in local history continued to inform Chad's decisions on every aspect of the brand. For the structure that would house Eight Oaks' headquarters, Chad purposely chose a design that would fit with the local landscape. The hex sign affixed to the southern wall of the two-story structure was custom-designed to resemble the Pennsylvania Dutch folk art that adorns homes and barns throughout



Everybody wants to know where stuff comes from and the story of things.



ABOVE: CUSTOM-MADE COPPER DISTILLATION TOWERS IN EIGHT OAKS' DISTILLING SPACE. LEFT: CHAD BUTTERS SPEAKS WITH EIGHT OAKS STAFF AND MARY KATE LO CONTE OF MERZ GROUP. BELOW: CUSTOMERS SAMPLE DRINKS IN THE TASTING ROOM.



eastern Pennsylvania. To Chad, it's a very visible symbol of his appreciation for the traditions of the farmers who came before him.

The attention to history doesn't stop when one steps inside Eight Oaks' headquarters, where the tasting room has been designed with textured, dark wood tables, exposed beams and country-style décor that gives the space a farmhouse warmth. Gleaming two-story copper distillation towers dominate the workspace visible from the tasting room through large windows and serve as a central attraction for customers sitting at the bar. When in use, they fill the entire structure with a distinctly sweet, banana-like smell as the grains are boiled.

The towers and nearby storage tanks are connected by a web of pipes, gauges, knobs and levers that to the untrained eye are reminiscent of something in Willy Wonka's chocolate factory. They were ordered from a custom-fabricator in Germany and took over a year to be delivered, assembled and installed.

After such a long wait, Chad was understandably anxious fire up his new equipment and produce the first batch of Eight Oaks spirits, but state regulations kept the operation dormant for a few more months. The Pennsylvania Liquor Control Board performed their final inspection on Dec. 2, 2015. "They gave their approval at 11 a.m., and by 11:01, the still was fired up," says Chad with a proud grin.

With an eye to history, the first spirit distilled on Eight Oaks' equipment was a spirit known locally as applejack. "In this area, before there was rye, before there was bourbon, there was applejack," explains Chad.

A byproduct of fermented apple cider stored outdoors in the winter, applejack became a favored spirit in colonial America as it went from happy accident to a purposefully distilled drink. With a long tradition of home-distilling, there's no official record of applejack production, but Chad is confident that Eight Oaks' version is "the first legal applejack made around here in many years."

For his version, Chad sourced additive-free, unpasteurized apple cider from a local family-owned orchard and, he notes, followed all applicable laws and regulations.

The spirits that followed – vodka, rum and gin – made use of local crops whenever possible with only the rum's sugarcane being imported from outside the immediate vicinity. Going forward, Eight Oaks' sourcing will only get closer to home. Chad's farm has been planted with rye for whiskey and several acres surrounding the distillery will grow corn for bourbon that'll be aged in barrels for two years on site. Finally, a "gin garden" will supply the botanicals that will give Eight Oaks' gin a flavor directly connected to its origins.

Chad acknowledges that the grain-to-glass movement has benefited from the recent trendiness of eating and drinking locally, but he's confident it's much more than a passing fad. "Everybody wants to know where stuff comes from and the story of things," says Chad.

Beyond the good feelings that drinking and shopping locally grown produce, Chad is quickly becoming versed in how sourcing locally forms an economic web that knits an area together. He counts his neighbors among his suppliers, employees and customers – an economic bond he takes seriously.

As the weather warms, the crowd from Eight Oaks' tasting room will be welcome to spill out onto the adjacent patio. Though they may not realize it, in the distance they'll be able to see the homes of some of the farmers who grew the grains that produced the spirits they're sipping. And harder to miss will be the surrounding acres of corn and wheat that will ultimately be harvested, distilled and bottled just a few yards away.

As they sip cocktails and snack on food from one of the gourmet food trucks Chad invites to the distillery on weekends, those customers will have their own chance to influence the product as valued critics. "Our rule for customers is that there are none. We want to hear blunt honesty," says Chad.

Even as Eight Oaks' sales grow beyond the walls of the distillery – Pennsylvania law allows limited distribution of craft spirits – Chad believes face-to-face interactions in the "social lab" of the tasting room will always be the most instructive. After all, a product grown, distilled, bottled and served locally must ultimately be judged just as close to home. **market.**



LENNY COMMA '92, CEO OF JACK IN THE BOX, WELCOMES BRIDGE STUDENTS TO THE COMPANY HEADQUARTERS IN SAN DIEGO.

Networking Coast to Coast: BRIDGE Heads to the Golden State

NATALIE SHAAK

While many college students spent their spring break visiting family, working or relaxing on the beach, LeBow BRIDGE students were receiving invaluable career and life advice from Drexel alumni and top business leaders across California.

“The business professionals I was able to interact with throughout the week provided me with insight into various industries and their experiences, which gave me a new perspective on where I’d like to see myself in 10 years,” said sophomore Shania Smith.

The annual spring cultural immersion trip has become a highlight of the BRIDGE program, a learning community and support network created in 2012 to support high-achieving underrepresented students as they develop into leaders. The trip allows students to learn and network while visiting popular cultural institutions and even participating in community service.

This year’s trip began in Los Angeles where students met top executives from Toyota for a breakfast panel discussion. The panel included CFO Tracey Doi, who coordinated the visit, Senior Financial Analyst Steve Park and Senior Manager for Multicultural, Brand and Crossline Strategy Mia Phillips.

After each panelist shared their career journeys and advice on finding the right job, participants had the opportunity to explore the extensive collection of cars in the company’s historic automobile museum.

Not wanting to miss the Hollywood experience, they visited the Walk of Fame and Paramount Studios, where they met

that reflected much of what had been said throughout the day.

Freshman Melisa Czeplowodzki took Parham’s advice about hard work to heart.

“She told me that even if you don’t like the work you are doing, you should do it anyway and be the best at it because that is the only way that you will surpass obstacles and reach your end goal.”

“Remain authentic. Authenticity is staying true to yourself no matter what. Not only will this guide you through ethical situations, but it will set you apart because your individuality provides a unique perspective.”

Earl Lestz ’61, who spent over 20 years as president of operations at Paramount. A tour of the studio grounds showed the impact of his hard work and dedication, which reflected the advice he gave students.

“Do what you do better than anyone else,” he says. “Listen to the people who work for you, and always live up to your commitments.”

The busy day in Los Angeles concluded with dinner with another Drexel alum, Richelle Parham ’91, former CMO of eBay. Students talked one-on-one with her about their career goals, and she offered advice

When the trip moved on to San Diego, students engaged in community service at the San Diego Food Bank, then joined Lenny Comma ’92, CEO of Jack in the Box, at the company’s headquarters. They toured the space, met staff from all areas of the company and even got to try a new menu item in the research and development kitchen. At the end of the day, Comma invited the students to his home for dinner. For many, this was the highlight of the trip. They were able to talk with representatives from the company’s IT, marketing, operations and

supply management departments along with Comma, covering a wide range of professional and personal topics.

On the final day of the trip, the students visited the Johnson & Johnson Innovation Labs and shared dinner with alumnus Mark Gleiberman ’79, MG Properties Group CEO.

While students enjoyed the opportunity to relax and visit various tourist attractions in Los Angeles and San Diego, the time spent with alumni and business leaders was the star of the trip.

Junior Emmanuel Valery reflected on the drive and motivation of each of the people he met throughout the trip, and one piece of advice stood out. “You have to follow your instincts and maintain a high level of integrity throughout your life and career to be successful.”

For junior Cayla Riggs, on her second BRIDGE spring break trip, authenticity was a theme that was repeated with each executive they met.

“Remain authentic. Authenticity is staying true to yourself no matter what. Not only will this guide you through ethical situations, but it will set you apart because your individuality provides a unique perspective.”



Jamila Payne Finds Bliss in Putting Ideas Into Action

LISA LITZINGER-DRAYTON

Jamila Payne '00, MBA '06 started her first business at 10, and by the time she was a student at Lankenau High School, she was earning \$500 a week making and selling jewelry to fellow students.

As an MBA student at LeBow, Jamila also ran her business full time, Milla By Mail, which was an inaugural e-commerce startup in the Baiada Institute's incubator. (She points out that many people think "Milla" was a reference to her name, but it's actually a Hindi word that translates to "I got it.")

Nowadays, Jamila runs another business, Ideas Action Design, which as the name suggests offers stationary products and a community that helps people bring good ideas to life. Inspired to help more people take action to reach their goals, she constructed a 90-day planner that's based on a productivity methodology that she designed, and named it the Daily Success Routine.

For the past two years, she has been teaching the system aimed at making productivity simple at conferences and workshops for business leaders, entrepreneurs and college students. Thus far, Jamila's workshops have trained 3,000 people on how to use the routine to their advantage.

"A lot of people have a dream they want to come to life - writing a book, starting a business or doing something

philanthropic, but most never actually find the time to make it happen," Jamila says. "This product helps people with the planning necessary to make those dreams a reality."

"The Daily Success Routine" was chosen by West Elm to be part of its West Elm Local initiative, which features and tests products from area designers and makers with the potential for participants to expand their products to additional stores. As part of this initiative, it will be featured at a "Pop Up" at the West Elm located on the 1300 block of Chestnut Street on Aug. 3, 2016, from 6-8 p.m.

One of Jamila's current personal projects is shaping up for a bodybuilding competition. She says her success routine methodology is helping her make that goal a reality. "I'm training five to six days a week to get myself in the physical shape to walk across a stage feeling fit, strong and healthy. I have a lot of mini tasks under this big project. Daily practices, like juicing my kale at night, so every morning it's already there. If something comes up, it won't derail me. I map out the days I'm going to go to the gym every Sunday and put the dates in my planner."

"So you see, having a daily practice of chipping away at those projects leads to the completion of the bigger projects, which leads to the completion of the bigger goal."

She compares the Daily Success Routine mindset to the ancient practice of yoga. "It's really about reaching for the pose - not necessarily getting the pose, but always reaching for that next step."



Support LeBow's Learning Communities

LeBow Learning Communities are cohorts of LeBow freshmen who live together and/or attend classes together, but they offer so much more. These communities are designed to ease transition to university life, enhance student academic performance, provide opportunities for student engagement and networking and improve the overall student experience. They also provide students with a built-in community of learners and a current and future professional network.

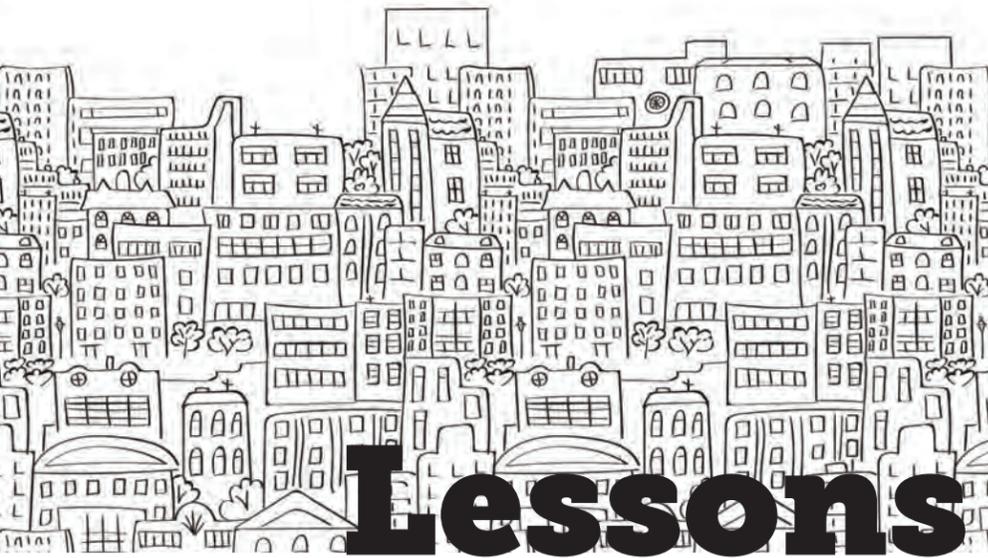
There are different kinds of communities to meet the needs of LeBow students:

- Business Learning Community (BLC)
- Global Learning Community
- Economics Learning Community (ELC)
- Business and Engineering Learning Community
- LeBow Commuters
- BRIDGE Scholars
(Building Relationships in Diverse Group Settings)



"Supporting the Business Learning Community (BLC) enables me to support students when they often need it most - during their critical first year at Drexel LeBow. I believe that helping them to become ingrained within the College community by making strong connections with other students and alumni will lead to a better rate of student success." **BRUCE G. FISCHER '77, MBA '83, FORMER SUNOCO EXECUTIVE**

For more information contact Eric R. Almonte, JD, Assistant Vice President, Major Gifts at 215.571.4517 or era35@drexel.edu



Lessons

I Learned as a Community Activist and University Intrapreneur

JABARI JONES

Editor's Note: Jabari Jones is a LeBow College of Business senior majoring in legal studies with certificates in brand and reputation management and social responsibility in Business. In 2014, Jabari worked with senior Drexel officials to strengthen relations between the university and local businesses. Today, Jabari runs a collaborative of West Philadelphia's business associations, the West Philadelphia Corridor Collaborative which addresses macro issues facing small business.

Each year, hundreds of college students come up with potentially great ideas on how to initiate change at their universities. These ideas often involve enhancements to student life, improvement in the overall academic experience and support of the surrounding community. Despite some of the best intentions of the most gifted students, many of these attempts to initiate change ultimately fail and don't even generate publicity.

Students who attempt to initiate change – what I call, “student intrapreneurship” – tend to hit common obstacles. I have experienced some of these challenges firsthand. These experiences have helped me design a mental framework on how to approach innovation at a university.

My passion has been around economic development via entrepreneurship, and I firmly believe the best way to strengthen a community is by encouraging its citizens to become entrepreneurs. Through entrepreneurship, individuals can take ownership in their communities, create employment opportunities for other residents and serve as role models for the next generation of entrepreneurs. My intrapreneurship efforts have all been tied to this passion. For example, I proposed a new platform for students to apply multi-disciplinary backgrounds to tackle some of the toughest economic development challenges in West Philadelphia. For me, being a student intrapreneur has had its trials, successes and failures.

One of my earliest attempts at student intrapreneurship provided one of my greatest lessons. My first co-op, a commercial corridor walk-in survey, gave me a look at the target market in Philadelphia. During spring and summer of 2014, I walked up and down commercial corridors and interviewed business owners and their employees around West Philadelphia. I used notepads to take notes on those interviews, surveying the state of small business, the needs for technical assistance and financial products and general business observations for over 500 small businesses.

In retrospect, it would've been so much easier to take notes on an electronic tablet. I ended up with two heavy stacks of legal pads, and it made the process of doing a final report a really long two-week endeavor. My final report and conclusions were sent to the Federal Reserve Bank for internal uses on how they can better serve underrepresented communities. The Federal Reserve is also considering publishing the report.

With this great experience on the back end, I was able to design a proposal to Drexel's senior leaders on how the university could be more welcoming to small-businesses and assist in their long-term growth. The proposal hinged on the creation of a student-led office at the University that could assist local small business owners by applying our students' different perspectives and academic backgrounds to propose solutions to issues facing the small-business community at large. The shining climax of my proposal was a small-business center that would house this new office and be built on the closest commercial corridor to Drexel, Lancaster Avenue.

At this point, I had drawn heavily from classroom knowledge of being a student at LeBow. I had properly surveyed my target market, and I had worked with business groups and individual small-business owners. I received feedback and letters of support from key University administrators and had even received positive feedback from Drexel President John Fry. Each of these conversations and praises made me feel even more confident and passionate. The proposal had so much input from the community that I felt the benefits it presented were undeniable. The University City Review even published an



article praising me for how devoted I was for looking for ways to help small-business owners.

And then the day came to present a finalized proposal with the feedback of existing offices at Drexel. I felt that I was ready for any question on how this would benefit the community, but one of the first questions thrown at me knocked me completely off guard. The question was what the schedule would look like for implementing these pieces of the proposal – especially the creation of a new small-business center.

The staff walked me through the proposal, and I came to see how some aspects weren't as feasible as I had originally seen them. I had anticipated an immediate acceptance followed by implementation. The administration explained the process and how long it would take to gather resources to build something like a small business center. I realized that I had overestimated the resources the University might be able to

focus on a project like that at that time.

This led me to perhaps the most important lesson for any student intrapreneur: one must constantly leverage the needs of the community, or target constituent, with the resources of the University. A student intrapreneur needs to be realistic and find balance between the two in order to have a successful initiative.

I continued to refine these ideas and developed more recommendations to the administration on connecting with the small business community. And from my proposal, Drexel expanded its reach into small business economic development, creating programming at its Dornsife Center for Neighborhood Partnerships to enrich businesses. I have often consulted with the staff there on that agenda. I have also seen a rise of younger students proposing ideas to the University on impacting the local community.

I am optimistic that Drexel will see the value in considering how the University can better position itself to support local

small businesses and help them thrive. I also believe that my work at Drexel has helped the University to frame a mindset around the opportunity it has to create economic growth in commercial corridors.

Student intrapreneurship is important and valuable. It gives the administration at a university the ability to see things from a different perspective. Students also tend to be risk-takers and innovative in their thinking, and can provide the administration with fresh new ideas. Through student intrapreneurship, students also have the opportunity to have input on how their university functions.

Jones plans to compile his experiences and the lessons learned in a new publication that he hopes will help student intrapreneurs successfully lead movements for innovation and change in their universities.

PHOTO BY SHANTANU SAHA

Time Is a Luxury in the World of High Fashion

LISA LITZINGER-DRAYTON

Susan Kelly has always loved fashion. In fact, she remembers what she wore to the first day of her first co-op at Strawbridge & Clothier at 8th and Market in 1980: a Lilly Pulitzer patch-work wrap skirt with a lime green cardigan and espadrilles.

“From a young age, I knew I wanted to go into fashion and become a buyer,” the Fort Washington, Pa., native, whose maiden name is Mariotz, says. “It stemmed from a desire to turn shopping and my love of clothes into a job.”

More retail co-ops with Strawbridge’s followed, and by the time she graduated from Drexel’s business school, she had five job offers.

Of course, one offer was from Strawbridge’s. “That was the hardest one to say no to,” Kelly says. “But I really, really wanted to give it my best shot in the industry, and if I was going to do that I had to be in New York, Milan or Paris. So I went to New York.”

There, she took a job at Lord & Taylor as an assistant buyer, in the Ralph Lauren department. “I thought I died and went to heaven,” she says. A couple years later she was

an account representative at White Stag, and then it was on to Anne Klein, where she worked for the next 11 years. As an account executive at Anne Klein, she was responsible for selling the line to Saks Fifth Avenue, Neiman Marcus and other luxury retailers.

A buyer at Neiman Marcus learned of an opening with Armani, the Italian luxury brand based in Milan, and urged Armani to hire Kelly immediately. She started there as an account representative in 2001 and within a few years, worked her way up to senior vice president, managing an annual sales volume in excess of \$150 million.

“I swam with sharks every day,” she says of the intensity of the position. She had married an attorney who worked for the United Nations and whose work was equally demanding and says they recognized that “the idea that professionals can ‘have it all’ — big jobs, children, endless vacations, loads of time for personal endeavors — is just unrealistic.”

At Armani Collezioni, Kelly earned the ability to grow and says, “it was tremendous. I built a team and structure that I was very proud of in the States. My work took me to Milan with great frequency, all the while running the Armani Collezioni operation in New York.”

At one point, too many hours on airplanes led her to develop not one, but three blood clots in her leg simultaneously. There was no glamor in that particular and dangerous situation — the gravity of which seems to weigh on her to this day.

In 2012, yet another new president took over at Giorgio Armani Corp. and he chose to bring in his own team at all levels.

Kelly was let go, along with many others. After a short hiatus, she was approached by the French luxury brand Paule Ka, which was looking to establish a presence in the States. Kelly was brought on as vice president and an officer of the company, in charge of the new U.S. subsidiary of that brand. She soon found that her life was just as crazy, if not crazier, at Paule Ka than it was at Armani. Monthly trips to Paris became the norm.

“I worked literally 24/7. After a long day of work in New York, I took my laptop to bed with me and fielded phone calls from Europe in the middle of the night,” she says. She successfully got the U.S. subsidiary up and running, but when the parent company declined to hire more staff at the appropriate time, she saw that she had to leave. “Burned out is an understatement,” she deadpans.

These days, her life is much more calm with travel between Manhattan and Shelter Island (off the East End of Long Island) taking the place of an endless stream of transatlantic flights. Choosing consulting as her next path, she is working with her best friend, the well-established interior designer Marshall Watson, to help him promote his brand — Marshall Watson Interiors. He is writing, and the pair are working together to produce a book that will serve as a retrospective of Watson’s work around the world. It will be published by Rizzoli and launch in March 2017.



MARSHALL WATSON



Practical Fashion Advice From Susan Kelly

“Bergdorf’s is the only department store with any personality left, but I think the coolest thing is Joe Fresh. They make great products for dirt cheap, and as long as you have the right belt, the right shoes, the right handbag, you can get away with a lot.”

DREXEL LEBOW'S 2016 BUSINESS LEADER OF THE YEAR: Eileen McDonnell, CEO of Penn Mutual

LISA LITZINGER-DRAYTON

Six months after Eileen McDonnell joined Penn Mutual as chief marketing officer in 2008, she declared to its associates: “We are not going to participate in the recession.” Instead, she led the formation of Penn Mutual’s “decade of opportunity” – a strategy that would set the company apart from its competitors by the year 2020.

The company focused on going “back to the basics with folks,” she says. “We educated individuals and small-business owners about the value that permanent life insurance brings to any financial plan. You do need to have investments and other things as part of your overall financial plan. And if you have permanent life insurance at the center of your financial plan, it makes everything from disability insurance to retirement planning work better.”

She says, “It’s like the stars, sun and moon aligned really well” for that strategy. Post-economic crisis, people didn’t want to take as many risks. Instead, they wanted guarantees – one of the features of permanent life insurance.

McDonnell says her company is still following that back-to-basics 10-year strategy and has met or exceeded every metric they set out to meet. “We have altered some of our tactics, but strategically, we have not deviated.” In fact, 2015 was the company’s sixth straight year of record earnings.

“I’m a firm believer that if any person empowers themselves — women in particular — you take control of your own destiny.”

In the business world, one thing McDonnell is known for is her belief that a glass ceiling for women does not really exist. “All I saw was my possibilities; I had a dream for myself and a sense of urgency,” she says. Which is why it was probably not a huge surprise to her when, in 2013, the company’s board appointed her CEO.

In 2015, Forbes wrote an article about McDonnell’s career successes and her thoughts on gender and leadership. “I’m a firm believer that if any person empowers themselves — women in particular — you take control of your own destiny,” she told Forbes.

Since being named CEO, McDonnell also made modernization a priority. Penn Mutual, which was founded in 1847, is the second-oldest life insurance company in the nation. She leads with a progressive mindset on work/life balance and expanded flex work arrangements for the company’s employees.



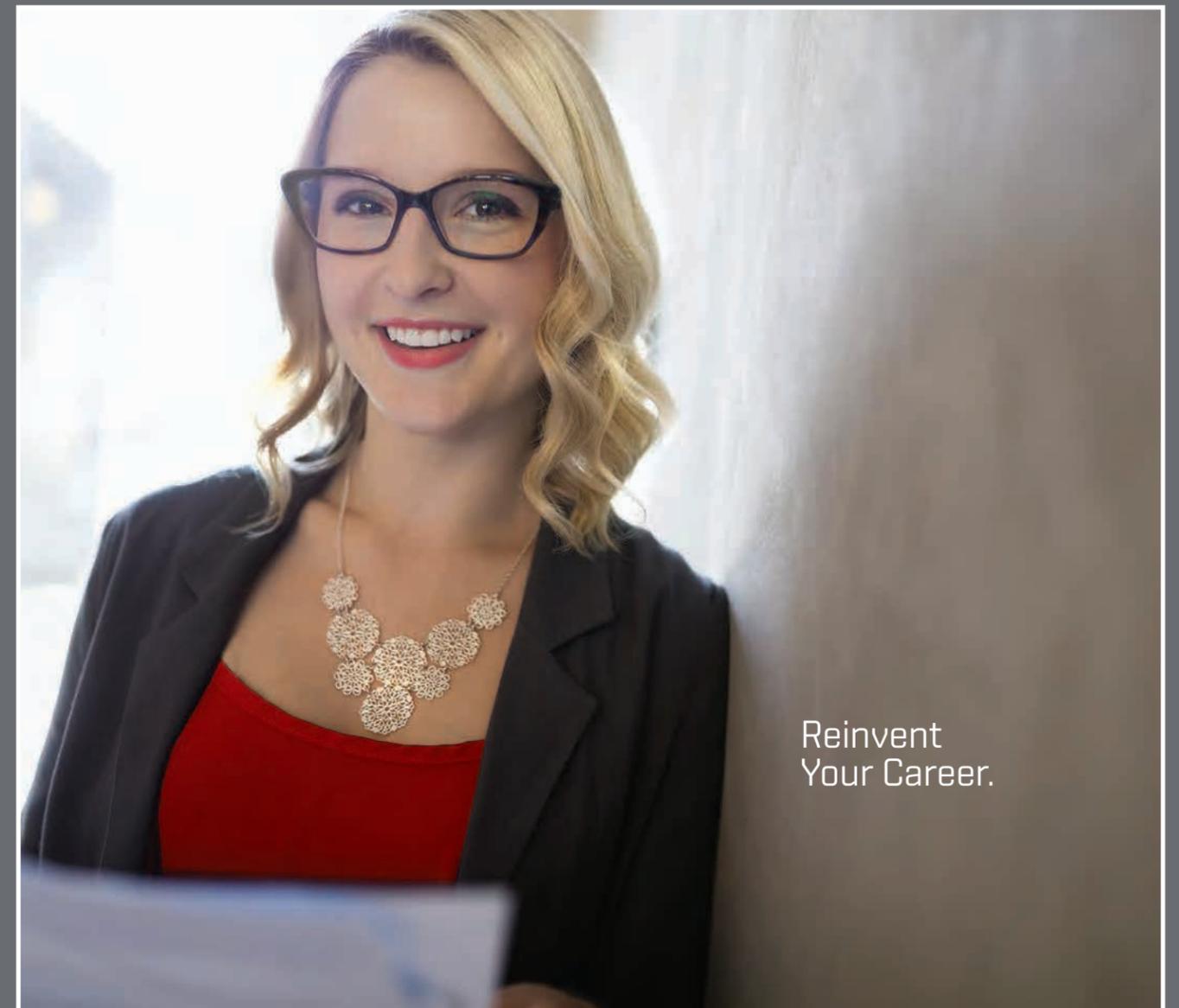
“Millennials expect these things,” she says, adding that Penn Mutual is now better aligned to attract the best young talent.

She says millennials should not wait to invest in their futures. “Starting early is important, including the purchase of life insurance. You’re probably at the best health you’ll ever be. And the better your health, the younger you are, the lower your premium for your lifetime.”

“People think of life insurance as only a death benefit, but it can be an important savings vehicle. Starting with early savings habits, such as investing in permanent life insurance, at a young age is an important step to secure your future,” she says.

When she’s not working, McDonnell loves to travel, and spends weekends in the barn with her daughter Claire, 11. “Claire is an equestrian. She loves to ride. I’m a city girl,” says the Long Island, N.Y., native. “She has taken me to new places with that. So my weekends are spent in the barn. I have learned to do everything, including grooming a horse.”

Claire has an offbeat nickname for her eternal-optimist mom: “chick flick. Because everything has a happy ending.”



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Visualizing the Finish:

Blind LeBow Student Tackles NYC Marathon

NATALIE SHAAK

For most runners, just making it across the marathon finish line can be seen as a huge accomplishment. But for LeBow sophomore Kinzey Lynch, who was born with a visual condition that severely limits his vision to light, shadows and colors, it was not enough to just complete the 2015 TCS New York City Marathon. He completed it with flying colors.

Kinzey finished the race in just 4 hours and 22 minutes and placed 30th in his age group, finishing in the top half of the over 50,000 runners to cross the finish line. Despite his great placement, he was unhappy with his final time.

“I was hoping to end a bit faster,” he says. “I wasn’t expecting as many hills, but I can live with it. I finished it, but it was difficult. It really wore me out, but it was a lot of fun.”

He joined three other runners from Philly Achilles and chapters from around the world to take on the course that went through all five New York City boroughs. He said the thousands of fans cheering him on helped him keep going.

“At the end of the day, I finished one of the biggest marathons in the world, so I got to be a part of it. If I do it again, I would do some things differently. Hopefully, I’ll get a better time next time.”

He began his preparation for the race the prior winter when he found out he would be running it. His training kicked into high gear over the summer, with a regimented schedule, cross training and a strict diet. Kinzey stuck with the tough training schedule even after he started his first co-op in the fall, working in market research studying customer satisfaction at PECO.

While he admits the New York City Marathon was one of the hardest races he’s done, it was not his first marathon. Kinzey competed in the 2014 Chicago Marathon and ran the full Philadelphia Marathon in 2013. He has also completed the Philadelphia Broad Street Run three times. A little over a month after the New York marathon, he completed the Philadelphia half marathon with his father.

Kinzey began running in middle school as part of the track team and joined cross-country during his freshman year at Perkiomen Valley High School. Being a part of the race wasn’t always easy for him, but he persisted.

“I kept showing up to practice so eventually they had to do something,” he says. “The coaches would have to run with me or have other students do it.” Eventually he found a guide, the husband of one of his high school teachers. While his coaches and teammates accepted him, competing at the high school level was another hurdle for Kinzey.

“One of the things I had to go through was being told by my athletic conference that my visual impairment would make me a liability, but then they said having a guide was unfair advantage. It took a good chunk of freshman season to actually get recognized as part of the team.”

During his junior year he found the Achilles International organization. Their mission is to lower barriers for people with disabilities to participate in mainstream sports. With the help of organization

volunteers, he was able to increase from six to 13 miles in just two months. He credits the organization with helping him be able to run marathons only a few short years later.

For Kinzey, the hardest part of running has nothing to do with his visual impairment. He struggles with the same challenges as all runners – developing the endurance to make it to the end of the race.

“The miles are the hardest part,” he says, laughing. “It is hard staying disciplined and not falling into bad habits with eating or stretching. It’s important to stay within a routine. That is the most important thing in everything I do.”

Kinzey received significant news coverage over the past few years because of his running, with stories by Philadelphia Magazine, Philly.com, 6ABC, CBS Philly and U.S. News and World Report.



Alum Answers Plea for Kidney Donor

JON HARTLEY

Chris Carroll had taken risks before. After earning his Drexel LeBow Executive MBA in 2008, he changed careers and co-founded HMS, a healthcare management company, during the worst years of the Great Recession. He admits, however, that donating a kidney to a man he hadn’t met was unlike anything he had done before.

While browsing news online, Chris came across a photo of young women holding a sign that read, “Our Daddy Needs a Kidney!” The photo, reposted thousands of times on social media, was a plea by Raleigh Callaway’s daughters for an organ donor. Their father had been diagnosed with Stage 5 kidney failure and there was tremendous pressure to find a donor quickly.

Chris was moved by the family’s plea. “I had donated blood in the past, but a kidney is a much bigger deal than blood,”

he says. “But I just felt like I was being told that I needed to make a phone call.” He called a pre-screening number at Emory Hospital, where Callaway was being treated and left his contact information. After a return call and a series of pre-screening questions, he was sent a test kit and determined to be a likely match.

Chris traveled from his home in Texas to Emory Hospital in Atlanta to undergo further testing. When it was determined that he was a definite match, he reached out to Callaway and his family. They became fast friends and found that though their lives were separated by hundreds of miles, they shared values and a faith that quickly bonded them.

“I just felt like I was being told that I needed to make a phone call.”

The kidney transplant was a success. Chris was able to return to work within weeks, but most importantly to him, the transplanted organ put Callaway on his way to a full recovery. “I felt blessed with good health, and it was a blessing to give someone a kidney so that he could raise his young daughters,” says Chris.

The story of Chris’ selfless act made news locally and nationally. Both families resolved to use the exposure to bring awareness to the need for living kidney donation. They’ve been able to spread their message through appearances together on The Dr. Oz Show and were featured on ABC News and USA Today, among other outlets.

To learn more about the importance of living kidney donations, visit The National Kidney Foundation at kidney.org.

ABOVE: CHRIS CARROLL (FAR RIGHT) AT APPEARANCE ON THE “DR. OZ SHOW.”

The Beginning of Business at Drexel

The fall 2016 term marks the beginning of celebration of a key Drexel University anniversary – 125 years of innovation in education. While the vision of AJ Drexel has remained strong, much has changed since it was founded as the Drexel Institute of Art, Science and Industry in 1891, including the instruction of its business curriculum.

Business courses were offered as far back as our founding, but looked much different than they do today. According to the 1895-1896 undergraduate academic bulletin, the Business Department offered three “courses of instruction” or tracks taught by 13 instructors, including the Institute’s first president, James MacAlister.

The “Commercial Course” was intended to be a general overview of business in a practical sense completed in two years split into fall and winter terms. Classes included industrial and commercial arithmetic, penmanship, bookkeeping,



JAMES MACALISTER

amanuenses in business offices. This track included courses in English and civics in addition to stenography, typewriting, reading and business correspondence and forms. The program was considered ideal for “a finishing course of a practical

Business courses were offered as far back as our founding, but looked much different than they do today.

typewriting, rapid calculations, commercial geography, business correspondence, public speaking, economics and specific business classes focusing on law, customs, printing and advertising. This track was created to “place the greater emphasis upon the instruction which encourages originality of effort, clear and quick perception, good judgment, breadth of culture and a larger knowledge of the world’s complex systems of industry and trade

The “Stenography and Typewriting Course” was to be completed in one year and focused on preparing men and women to take roles as secretaries, assistants and

character for young women who can spend another year at school, but who do not find any immediate need of seeking office employment.”

The “Normal Course” was a commercial teacher education program completed in one year, specifically developed because of the recent growth of urban public high schools. Students in this program were encouraged to take advantage of resources through the library and newly created Commercial Museum and studied courses on the history of education and school economy in addition to the commercial track coursework.



STUDENTS ACROSS ALL BUSINESS COURSES IN 1895-1896 TOOK REQUIRED TYPEWRITING COURSES LIKE THE ONE PICTURED ABOVE.

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