

ANNUAL  
**BUSINESS+**  
**LEADERSHIP**  
REPORT  
2024/25

INSPIRING  
TOMORROW'S  
**SERVANT LEADERS**





**LIFE TO  
THE FULL**



# TAYLOR'D FOR SUCCESS

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Legacies in  
**LEADERSHIP**



**TAYLOR**  
UNIVERSITY

Cornwall School of  
Business and Leadership

Special thanks to Taylor students Dray Caldwell, Ashlyn Hanson, Deanna Grey, Von Herring, and Lily Gerry under the direction of Professor Erica Elliott, for the hard work you put into creating this annual report, and for all the contributors that made it possible.

This report is published by Taylor University's Cornwall School of Business and Leadership.

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# From the Desk of the Dean

## TO THE STAKEHOLDERS

It is with sincere gratitude and anticipation for the future that I present the 2024-2025 Cornwall School of Business and Leadership Annual Report.

The Annual Report highlights a few of the many ways the Cornwall School of Business and Leadership is preparing the next generation of excellent, Christian business professionals for marketplace ministry. As you will see, it has been an extraordinary year of growth, innovation, and impact.

Our programs have expanded in both scope and depth, providing students with a rigorous academic foundation while equipping them with the spiritual discernment and ethical courage needed to lead in today's complex and ever-changing world. Whether in the classroom, immersive experiences, or entrepreneurial ventures, our students are demonstrating what it means to lead with integrity, compassion, and Christlike purpose.

The Cornwall School of Business and Leadership is a place where business and leadership are viewed not only as careers but as callings. Our faculty remain committed to shaping the hearts and minds of our students—challenging them to think critically, act justly, and serve faithfully. We've seen this mission bear fruit in the lives of alumni who are leading with excellence and conviction in corporate, nonprofit, ministry, and government sectors.

None of this would be possible without the remarkable dedication of our faculty and staff, the passion and resilience of our students, and the generous support of our donors and friends. Together, we are advancing a vision of business and leadership that reflects the love of Christ and seeks the flourishing of others.

Thank you for your continued partnership in this important work. May this report be both a celebration of God's faithfulness and a testimony to the transformative power of Christ-centered leadership.

To Him be the glory!

**Jody (Mary Jo) Hirschy, Ph.D.**

Hodson Dean of Cornwall School of Business and Leadership,  
Executive Director of Graduate Programs in Leadership





# Letter from the Provost

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## TO THE TAYLOR COMMUNITY

It is with profound gratitude and enthusiasm that I introduce the FIRST Annual Report for the Cornwall School of Business and Leadership! Many of you have read previous Annual Reports from the department, including last year's departmental report that included a call to prayer to complete the funding for a School of Business. Within a few months of the Report, we were able to secure funding and announce Dr. Jody Hirschy as the School's founding Dean.

In addition to the announcement of the Cornwall School of Business and Leadership, this past year has been marked by incredible achievements. From launching new majors and securing expanded partnerships, to witnessing the transformational impact of our graduate programs in leadership and entrepreneurial initiatives, the Cornwall School of Business and Leadership continues to grow in both excellence and influence. Most importantly, our students —through internships, consulting projects, mission-driven ventures, and classroom engagement —are living out the gospel in boardrooms, nonprofit organizations, and communities around the world.

The Lord led four new teammates to the School. Throughout the past year we have welcomed Dr. Sherry Gorveatte (Assistant Professor of Accounting), Dr. Samuel de Paiva Naves Mamede (Assistant Professor of Management), Ms. Kyra Zylstra (Center for Innovation & Entrepreneurship Operations Manager), and Ms. Jeanette Wisehart (Assistant to the Dean). These colleagues have established themselves as vital contributors to our mission and to the School's success, and we are pleased to have them with us.

As Provost, I am deeply encouraged by the School's commitment to academic innovation, global impact, and faithful leadership. I extend my sincere gratitude to our faculty, staff, students, alumni, friends, and supporters who make this continued success possible. Your investment in our mission ensures that we remain a beacon of truth, excellence, and hope in the marketplace and beyond. The stories in this Report reflect a community that is both academically ambitious and spiritually grounded.

May God continue to bless the work of your hands as we seek to prepare students for Kingdom Impact.

Warmly,

**Jewerl Maxwell, Ph.D.**  
Provost



# BUILDING A LEGACY FOR KINGDOM IMPACT





# LIFE TO THE FULL

Our commitment is unwavering: to shine brightly as beacons of Christ's light and steadfast faith, illuminating the path for a world yearning for hope and redemption. At the heart of this mission is Taylor's focus on whole-person development—where students, rooted in Christ, are immersed in a community that pursues truth, grace, and purpose with contagious joy. They are invited to wrestle with the world's complexities and are equipped to respond with wisdom and compassion. Even in the midst of challenge, life at Taylor is marked by hope, laughter, and vibrant togetherness—embodying what it means to live life to the full.

## MISSION

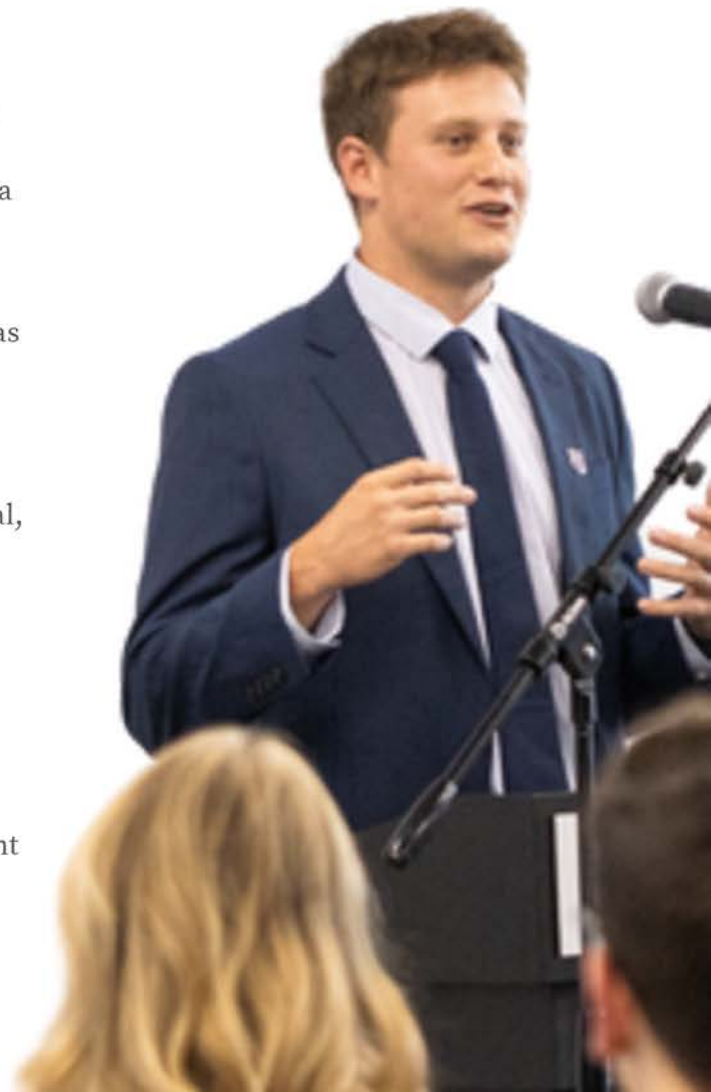
In support of Taylor University's mission, the Cornwall School of Business and Leadership prepares students for Kingdom Impact.

Graduates view their work as an act of worship and the boardroom, the storefront, and the start-up business as their platform for doing ministry. Potential careers include work in corporations or small businesses, non-profits, and government organizations.

## GOALS

As a school, our goal is that graduates will be able to:

- ↪ communicate in various business settings using a variety of mediums.
- ↪ collaborate with others, functioning effectively as both team members and leaders.
- ↪ conduct business in ways that promote the advancement of God's kingdom and lead to social, economic, environmental, and spiritual transformation.
- ↪ analyze data and design systems for managing resources effectively.
- ↪ generate competent business decisions consistent with a Christian worldview.







## Cornwall School of Business and Leadership Launches with Historic Gift

The 2024–2025 academic year marked a significant milestone for Taylor University with the launch of the Cornwall School of Business and Leadership, made possible through a generous gift from Ken and Virginia Cornwall (shown above). Longtime friends and supporters of Taylor, the Cornwalls have exemplified entrepreneurial excellence and Christ-centered living—qualities that will define the future of this new school. Ken Cornwall, founder and CEO of ProSet/ProVent Systems, holds over 50 patents and was honored by Taylor in 2014 with a Doctor of Business for his contributions to the industry and commitment to Christian higher education.

The Cornwall School serves as the new home for Taylor’s undergraduate business program, the M.A. and Ph.D. in Leadership, and the Center for Innovation and Entrepreneurship. Dr. Jody Hirschy was named the inaugural Hodson Dean of the school and will continue in her leadership of graduate programs, while Professor Amy Stucky stepped into the role of Chair of the Business Department.

As part of both the Taylor Thrives strategic plan and the Life to the Full campaign, this endowed school represents a new chapter of momentum, equipping students for faithful service and Kingdom impact.



## Ph.D. and M.A. in Leadership

Taylor University launched two new graduate leadership programs in 2024 with strong inaugural cohorts: the **Master of Arts in Leadership** (M.A.) and **Ph.D. in Leadership**.

Aligned with the University's Strategic Plan, both programs are designed to equip Christ-centered leaders through academic rigor and applied learning and integrate a Christian perspective. The programs prepare students to lead with excellence in their organizations and communities.

“The most important element of my experience to date is the structured approach to understand my personal leadership style, my faith journey, and how I can serve God as a leader. Despite my professional success, I frequently did not unite my personal faith with my professional responsibilities. The PhD program provides me with the framework to integrate my faith and my learning and enables me to become a better leader.

Jeff Weber, PhD Student

”





# OF LEADERSHIP

## M.A.

**\$650 PER  
CREDIT HOUR**  
FINANCIAL AID AVAILABLE

**30 CREDITS +  
INTERNSHIP**

**ALL IN ONE YEAR**



Primarily **on-campus** courses held on Tuesday and Thursday nights with three **online** courses



**Blends coursework**—including Leadership Theory, Strategic Leadership, and Intercultural Leadership—with client-based projects and a **distinctive J-term retreat**.



### 2024-2025 Data

Total Enrolled: 13\*

Men: 54%

Women: 46%

Global and Diverse: 31%

Graduates: 9

\*Included full and part-time students

## Ph.D.

**\$800 PER  
CREDIT HOUR**  
\$40,000 TOTAL TUITION  
FINANCIAL AID AVAILABLE

**50 CREDITS +  
DISSERTATION**

**ALL IN FOUR YEARS**



Fully **online** courses with on-campus sessions and networking options



Two tracks: **organizational** or **educational leadership**



Emphasizes ethical decision-making and fosters community through a cohort model and an annual Summer Institute in Boston.



### 2024-2025 Data

Total Enrolled: 14

Men: 64%

Women: 36%

Global and Diverse: 36%

## Learn More About Our Graduate Programs

Ready to take the next step in your leadership journey? Visit our website to explore the M.A. and Ph.D. in Leadership programs and discover how they can help you lead with purpose and integrity.





**JODY HIRSCHY**

Hodson Dean of the Cornwall  
School of Business & Leadership,  
Executive Director of Graduate  
Programs in Leadership



**AMY STUCKY**

Department Chair and  
Assistant Professor of Sport  
Management



**JEFFREY SHERLOCK**

Professor of International  
Business and Management



**MICK BATES**

Director of Innovation and  
Entrepreneurship; Professor  
of Entrepreneurship



**MARGARET CHASARA**

Assistant Professor of  
Economics



**ERICA ELLIOTT**

Assistant Professor of  
Marketing



**JULIE LITTLE**

Professor of  
Management



**SHERRY CORVEATTE**

Assistant Professor of  
Accounting



Each member of our faculty brings invaluable expertise and dedication, contributing to the excellence of our department and the education of our students. We invite you to explore our full faculty list on the Taylor University website and discover the diverse range of talents and backgrounds that shape our academic community.



**SAMUEL DE PAIVA  
NAVES MAMEDE**

Assistant Professor of  
Management



**DAVID POUCHER**

Associate Professor of  
Accounting



**ALICE TSANG**

Professor of  
Finance



**JEANETTE WISEHART**

Assistant to the Associate  
Dean of Business,  
Entrepreneurship and  
Leadership



**GREG WOLFE**

Instructor of Kinesiology  
& Sport Management



**KYRA ZYLSTRA**

Center for Innovation &  
Entrepreneurship Operations  
Manager - Adjunct Professor  
of Entrepreneurship

## ADJUNCT FACULTY

We appreciate the contributions of our adjunct faculty throughout the school year!

- Patrick Buesching - Economics
- Kevin Crawford - Accounting
- Deb Hatland - Management
- Katie Hobbs - Marketing
- Brian Hoover - Management
- Nicole McVicker - Management
- Andy Moore - Accounting, Finance
- Evan Wood - Economics
- Kyra Zylstra - Entrepreneurship

## FACULTY HIGHLIGHT

**Alice Tsang**, professor of Finance, is a long-time grader of the Certified Financial Advisor (CFA) exam, a gold standard in finance credentials. She now serves in a leadership role among graders and participated again in March 2025.

Professor Tsang also played a key role in the Walk into the Future initiative, leading her finance students in representing the Business Department. Their sessions gave Jay County students a dynamic introduction to business, finance, and college life. Their enthusiasm was a testament to the program's success and Professor Tsang's impactful mentorship.

# IMPACT BY THE



## 517

STUDENTS

Largest department on campus with 384 majors and 133 minors (unduplicated)



## 9

YEARS

Accredited by the Accreditation Council for Business Schools and Programs (ACBSP)



## \$200,000

IN SCHOLARSHIPS

Thanks to generous donors, the business department awards \$200,000 annually to students.



## 100%

IMPACT

100% of business faculty have both academic and industry experience to bring education to life in and out of the classroom



## 90%

PLACEMENT

90% of graduates are employed or in graduate school within ten months of graduating from Taylor University



## 1000+

CONTACT HOURS

Students connected with over 25 professionals from nearly 20 different industries through various in-classroom engagements

## BUSINESS PROGRAM STUDENT DATA 2020-2025

	2020/2021	2021/2022	2022/2023	2023/2024	2024/2025
<b>Total Enrollment</b> <i>(unduplicated)</i>	313	301	294	338	384
<b>Female Students</b>	29%	29%	26%	26%	27%
<b>Minority Students</b>	17%	18%	18%	18%	16%
<b>Retention (SO-JR)</b>	85%	77%	87%	90%	86%
<b>Persistence to Graduation</b> <i>(4 years)</i>	61%	63%	67%	72%	77%
<b>Persistence to Graduation</b> <i>(6 years)</i>	77%	84%	78%	76%	80%
<b>Job Placement*</b>	94%	97%	88%	83%	**
<b>Average SAT</b>	1158	1168	1174	1167	1160

\* Full time employment, graduate school, or post-graduation employment 6 months after graduation.

\*\* Data was not available at the time this report was finalized.



# NUMBERS

## GRADUATES

2020/2021    2021/2022    2022/2023    2023/2024    2024/2025

### UNDERGRADUATE PROGRAMS <sup>†</sup>

Accounting	11	11	7	6	5
Finance	16	16	15	8	14
Management	27	38	27	28	30
Marketing	28	32	22	26	17
Sport Management	7	15	12	12	14
<sup>†</sup> (duplicated with double majors)	89	112	83	62	80
<b>TOTAL GRADUATES</b> (unduplicated)	<b>66</b>	<b>90</b>	<b>68</b>	<b>62</b>	<b>66</b>

### GRADUATE PROGRAMS

<b>Master of Art in Leadership</b>	N/A	N/A	N/A	N/A	9**
<i>2024-2025 was the first cohort of the program</i>					

## STUDENTS ENROLLED BY MAJOR

### UNDERGRADUATE PROGRAMS (duplicated and includes BA and BS degrees)

Accounting	38	31	33	36	46
Finance	60	54	51	65	94
Management	119	112	100	132	130
Marketing	93	87	84	87	97
Sport Management	49	48	51	60	56
Undeclared Business	16	23	21	17	19
	375	355	340	397	442

### GRADUATE PROGRAMS\*

<b>Master of Art in Leadership</b>	N/A	N/A	N/A	N/A	13**
<b>Ph.D. in Leadership</b>	N/A	N/A	N/A	N/A	14

*\*2024-2025 was the first cohort of the programs.*

*\*\*Total number includes both full-time and part-time students; only students enrolled full-time graduated.*

# LEARNING IN ACTION





# CREATING AN INTERACTIVE LEARNING EXPERIENCE

At Taylor University, business and leadership students learn in a dynamic, Christ-centered environment where the classroom becomes a place of purpose-driven discovery. Grounded in a liberal arts foundation, students grow in critical thinking, ethical decision-making, and effective communication—skills essential for today's complex business world. They explore the core principles of business through a biblical lens, developing a mindset shaped by servant leadership. In this setting, students gain practical tools and a broadened perspective, equipping them to make meaningful, Kingdom-focused impact in their careers and communities.



## Executive Speaker Series

The Executive Speaker Series, launched in 2011, connects senior business students with C-suite executives and entrepreneurs from a wide range of industries. In 2024–2025, 19 leaders—from companies like Procter & Gamble, Boeing, Boyer Construction, and Focus on the Family—shared real-world business cases, career insights, and stories of faith in the workplace. Integrated into the MGT452 Strategic Management capstone course, the series engaged 47 upper-level students and 30+ freshmen, totaling 897 contact hours across 16 industries. These firsthand interactions help students envision how to lead with integrity, purpose, and a Kingdom mindset in today's complex business world.

## Management Analysis & Practice Project

This project is a dynamic exploration of how to develop strong project management skills by guiding students through the essential stages of turning an innovative idea into a practical plan. From identifying a central concept to mapping out workflows, students learn to navigate each phase of planning with an eye toward execution, considering key factors like ROI, payback period, and customer potential. Weekly hands-on sessions every Wednesday allow teams to apply concepts in real time, incorporating elements such as risk management, quality assurance, marketing strategy, budgeting, and more. The result is a comprehensive foundation that not only supports immediate project goals but also empowers future implementation.

## Cash & Burn

Cash and Burn is a dynamic team project in New Venture Planning (ENT 422), designed to simulate the early stages of launching a startup. Each team member contributes just \$5.00 in seed capital, and over the course of 12 days, the team must work together to generate the highest possible net income.

Grading is directly tied to the team's financial performance, emphasizing the real-world stakes of entrepreneurship. This exercise challenges students to prove that it's possible to build momentum—even with minimal resources—by leveraging creativity, collaboration, and strategic thinking.

More than just a test of profitability, Cash and Burn offers students a firsthand experience of the entrepreneurial journey. It encourages innovative problem-solving, sharp communication, and purposeful coordination—key elements for any successful venture.





## Integrated Marketing Communication Plan

In the Integrated Marketing Communication (IMC) course, students explore how to develop cohesive, research-driven campaigns that deliver a unified brand voice across all platforms. The course emphasizes strategic alignment between messaging, media channels, and consumer behavior, illustrating how effective communication starts with a deep understanding of the target audience.



## Consumer Behavior Simternship

As part of the Consumer Behavior course, students participate in a Simternship™, a hands-on simulation where they take on the role of a brand marketer for Buhi Supply Co. In this scenario, students select a target market for a messenger bag, conduct qualitative and quantitative research, build consumer profiles, and create messaging strategies based on data-driven insights. They also manage ad budgets and adjust campaign strategies in response to virtual market disruptions. This experience brings core consumer behavior concepts to life, equipping students with practical skills in consumer analysis, message development, and adaptive marketing strategy.

The background of the entire page is a photograph of two men in business suits. The man on the left is shown in profile, looking towards the right. The man on the right is facing forward, smiling, and gesturing with his hands. A large, textured red brushstroke graphic is positioned horizontally across the middle of the image, behind the main title.

# BEYOND THE BOOKS

## EXPERIENCE-BASED LEARNING AND LEADERSHIP

Taylor's Business Department trains students to apply the knowledge and skills they gain in the classroom to make a Kingdom IMPACT beyond it—through extracurricular activities, internships, and future careers. By applying their learning in real-world settings, Taylor University business students are prepared to work as Christian professionals, serving as salt and light to a world in need.



# WHERE STUDENTS

# INTERNEED



Northwestern Mutual®



BlueTrust



Invesco



WeFi



Walt Disney World®



SCOUTING ACADEMY



BANKERS LIFE®



Grant Thornton



CHALLENGER SPORTS™



FELLOWSHIP OF CHRISTIAN ATHLETES



RIPKEN BASEBALL



BIRMINGHAM BULLS



As part of the Cornwall School of Business and Leadership curriculum, students are required to complete a 360-hour practicum (internship) in their area of interest during the summer between their junior and senior years. These internships span a wide range of organizations—from nonprofits to Fortune 500 companies—and are secured through various channels, including Taylor's Calling and Career Office, personal and professional networks, alumni connections, or job boards.

Several students shared how their internship experiences allowed them to integrate their faith with their work and apply classroom knowledge to real-world challenges in meaningful and transformative ways.



**Mountain of Dreams**  
Costa Rica

## **Wade Frances** **Marketing & Management**

I was able to spend 10 weeks in Costa Rica working in a Business as Mission in the rural countryside working with a saw mill, honey product creation, and tourism business that impacted the community where they were! I was able to use my Spanish skills and grow a ton spiritually while in the mountains of Costa Rica! We got connected through a J-term class here and I would say it was one of the best decisions of my Taylor career. I not only was able to learn so much, but I really believe was able to add value to the organization. It is cool to see what God is doing all around the world, through the good and the bad, God is still there touching hearts!



**Clifton Larson Allen LLP**  
Chicago, IL

## **Alli Pflugner** **Accounting/Systems**

I chose to intern at CLA because of their intentional internship program that understood that this is our first opportunity as college students to put what we're learning into action. There is a big difference between learning about accounting versus doing it in the field, and through working on financials, worksheets, balancing sheets, and any other work that entry level accountants were working on, my knowledge of accounting in the real-world grew exponentially.



# INTERNSHIPS

## Jeremy Rivera Business & Sports Management

Last summer, I had the privilege of serving as a soccer coach and camp leader, an incredibly rewarding experience where I not only helped kids improve their skills but also served as a source of encouragement and mentorship. It was a way for me to live out my faith by investing in others, whether through words of encouragement, leading prayers, or simply being present to make each child feel valued and seen.



**Challenger Sports**  
Lenexa, KS

## Lucas Moseley Finance

During my internship at Northwestern Mutual this past summer and school year, I learned a lot about how to help people with their finances. I got to host client meetings, help build financial plans and learn how to offer the right insurance or investment options based on their goals. I also got better at talking with people, asking the right questions, and building trust. The experience helped me understand what it takes to grow a business and showed me that I really enjoy helping people make smart financial decisions.



**Northwestern Mutual**  
Lombard, IL

## Deanna Grey Marketing

This past summer I had the incredible opportunity to intern with 7-Eleven as a Field Consultant Intern. Throughout the program I traveled across the country, visiting various stores and gaining hands-on experience in daily operations, team dynamics, and customer engagement. I saw firsthand how strong leadership & thoughtful problem-solving can make a real impact on both business performance & team morale. This experience confirmed my passion for this kind of work and gave me the confidence and skills needed for my future career.



**7-Eleven**  
Wilmington, NC

## Investing Excellence Club (IXL)

The IXL Club integrates every facet of Taylor's business curriculum by putting theory into action through real-time investment management. Students actively engage in security selection, asset allocation, and portfolio oversight, all within a biblical framework that emphasizes ethical stewardship. The club oversees the Taylor University Investment Fund (SMIF), a nationally recognized fund launched in 2008. In a year marked by geopolitical uncertainty and market volatility, IXL members made the strategic decision to hold all Fund positions and preserve cash, recognizing the long-term goals and defensive nature of the portfolio. This disciplined approach paid off—the Fund posted an 8.4% year-over-year gain and outperformed the S&P 500 year to date.

Beyond portfolio management, IXL fosters financial literacy and community engagement. The club co-hosted a campus workshop with SHRM to teach budgeting, debt management, and savings strategies, equipping students with practical financial planning tools and resources. IXL members also participated in the "Walk into My Future" event, welcoming 7th graders from Jay County Schools to campus. Visiting students enjoyed a college preview experience and competed in a lively "Market Jeopardy" game led by IXL members—sparking curiosity about economics and higher education alike.

TU Investment Fund  
Current Value: **\$5,382,351**

## Open Hands

Founded by Taylor University alumni Brian and Rachel Wong ('11), Open Hands is a program designed to equip students with the foundational knowledge they need to manage their finances effectively. Having experienced the challenges of young adulthood firsthand, the Wongs understand how daunting financial management can be without the right guidance.

With a mission to make financial literacy accessible, Open Hands simplifies complex concepts, helping students build confidence in managing their money. The program covers essential topics like creating a first post-college budget, developing sustainable savings habits, crafting a step-by-step plan for debt repayment, setting up a retirement account, and establishing a framework for informed financial decisions.

But Open Hands goes beyond education—it's about motivation and real-world application. Through workshops, interactive resources, and personalized guidance, students are not only empowered to understand financial principles but are also rewarded for their commitment to learning. By making finance approachable and practical, the Wongs are setting students on a path toward financial freedom and long-term success.





## Society for Human Resource Management (SHRM)

The Society for Human Resource Management (SHRM) at Taylor University provides students with valuable career exploration and networking opportunities. In the 2024–2025 academic year, 64 students joined the organization. Events included membership meetings introducing the club's mission and HRM concentration, a peer-to-peer internship panel, and a recent alumni panel offering insights into the transition from college to the workforce.

SHRM also partnered with IXL for a job and investment workshop, covering job search strategies, résumé tips, and financial topics. A professional networking event helped students develop essential networking skills for their careers.

## Sport Management Club

The Sport Management Club hosted a series of professionals for networking opportunities, featuring leaders from organizations like the Indiana Pacers, Indianapolis Motor Speedway, and the Savannah Bananas. The club also coordinated two field trips: one to meet with professionals from Indy Sports Corp and the Indianapolis Indians and another to the Indianapolis Colts organization at the Indiana Farm Bureau Football Center. Additionally, the club sponsored the fifth annual Business March Madness Bracket Challenge, with 140 participants in the men's bracket and 40 in the women's. They also partnered with the CIE to promote the inaugural Trojan Cup Challenge.

## Walk into the Future

The IXL Club hosted 80 7th graders from Jay County Schools visiting Taylor's campus for a Walk into My Future event. Visiting students got a glimpse of college life by interacting with Taylor students, an experience that could encourage them to consider attending college after graduation. Led by IXL members, they formed teams to compete in a Market Jeopardy game and had fun answering questions on economics and financial markets.

## Kingdom Advisors Conference

In February, Professor Erica Elliott and Dr. Samuel Mamede took ten Taylor University business students to the Kingdom Advisors Conference in Orlando, Florida, alongside 2,300 financial professionals and 250 students. The event focused on integrating biblical financial wisdom with professional expertise. Students participated in expert-led sessions, workshops, and networking events, gaining valuable insights into stewardship and faith-based finance careers. The trip also provided opportunities to connect with alumni and industry professionals.





# INNOVATION IN PRACTICE





## Equipping Kingdom Focused-Innovators

Housed in the Horne Academic Center, the Center for Innovation and Entrepreneurship (CIE) equips students to become creative, courageous servant-leaders who seek redemptive solutions to the world's complex problems. Through training, mentoring, and hands-on opportunities, the CIE helps students discover how to lead with imagination, take risks rooted in faith, and develop ventures that address economic, social, environmental, and spiritual needs. Grounded in a biblical worldview and inspired by God's call to co-create, the CIE prepares Kingdom-class innovators to flourish throughout their lives—advancing ideas that bring hope, healing, and lasting impact to communities near and far.

## Trojan Arena

Taylor's Trojan Arena offers student entrepreneurs the opportunity to pitch their business ventures for funding and recognition. Leading up to the event, contestants undergo a competitive selection process and receive mentorship from industry professionals to sharpen their pitches. On event night, they present their refined ideas before a panel of esteemed judges.

This year's \$5,000 grand prize went to Alli Holder and Emberly Loveland for InnoShop, a mobile cart solution that empowers student entrepreneurs to sell on campus. Will Lot earned second place with Trojan Threads, an on-campus thrift shop promoting sustainable fashion. Meg Shaffer secured third with Cation, offering cost-free vacations for foster families. The \$1,000 Audience Choice Award went to Elijah Choi for 80 Plates, a global culinary experience.

Trojan Arena continues to launch purpose-driven ventures and equip students to lead with creativity, clarity, and Kingdom impact.

## Trojan Blitz

Held once each semester, Trojan Blitz is Taylor's fast-paced, 24-hour hackathon-style competition where student teams tackle real campus challenges with creative, actionable solutions. After receiving a complex, real-world problem, teams work through the night—competing in mini-challenges and refining their ideas—before pitching to a panel of judges for cash prizes.

First semester's champions, Deanna Grey, Mika Hildebrand, Alli Holder, and Emberly Loveland, won the \$750 grand prize for InnoShop, a mobile platform supporting student-run businesses. Second-place team Euler Eats, led by Blake Gilbert and Dani Gavilanez, impressed judges and were invited to explore implementation with AVI Fresh.

Trojan Blitz continues to sharpen students' problem-solving, teamwork, and innovation skills in an unforgettable, high-impact experience.





## Trojan Cup

The Trojan Cup, created by Lextin Willis, was a month-long campus-wide competition at Taylor University that blended sports, strategy, and business. Designed to simulate real-world sports management, it gave students hands-on experience through roles like general managers, athletes, marketers, and videographers. Teams competed in basketball, volleyball, soccer, and weekly challenges while managing branding, marketing, and contract negotiations—all for a growing cash prize starting at \$500.

In its inaugural April launch, five student-led teams brought energy and creativity, running full marketing campaigns with Instagram pages, commercials, and hype videos. From the undefeated Silent Knights to the bold TU Cowboys, each team left its mark on the competition. With over 150 students involved, the Trojan Cup grew from a notebook concept to a full-scale Taylor tradition in the making. (top image)

## Fizz@Four

Fizz at 4 is a signature networking event designed to cultivate virtuous business professionals in a relaxed, cocktail hour-style setting. Each gathering begins with time for students to forge meaningful connections with peers, faculty, and industry leaders—followed by thought-provoking panels featuring esteemed guest speakers. Rooted in the belief that integrity and excellence are essential to lasting success, Fizz at 4 equips students to navigate the professional world with both confidence and character. It's more than a networking hour—it's a launchpad for virtuous leadership in today's business landscape. (middle image)

## Pink Punch

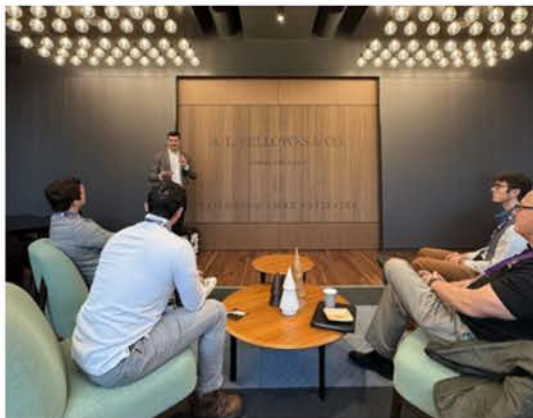
Hosted twice each semester, Pink Punch is a signature CIE event where female students connect over lunch with accomplished women in business. These gatherings create space for mentorship, inspiration, and honest dialogue about navigating the professional world with confidence and purpose. This year's guests included Chris Boeckerman, VP at Procter & Gamble; Mary Walraven, founder of Titan Lenders and EVP at MetaSource; Megan Bates, VP at GE Healthcare; and Sara James, Taylor alumna and entrepreneur behind Patent Pending. Each leader offered valuable insights on resilience, leadership, and leaning into God-given strengths in the workplace. (bottom image)





## InnoTreks

InnoTreks are immersive travel experiences that take students beyond campus to explore how faith and innovation intersect in real-world business settings. This year, students visited entrepreneurial hubs in Shipshewana, Chicago, and Nashville, connecting with leaders across industries—from Amish business owners at the Blue Gate to real estate developers, nonprofit founders, and university entrepreneurs. Highlights included Chicago-style pizza at Giordano's, overnight stays with host families in Wheaton, and inspiring conversations with innovators at places like The Russell Hotel and Belmont's Innovation Lab. InnoTreks ignite vision, expand networks, and challenge students to think boldly about business, impact, and generosity.



## InnoChats

InnoChats bring industry leaders to campus for candid lunchtime conversations with students about faith, business, and calling. This year's speakers included serial entrepreneurs like Ryan Sietsema and Nick and Molly Pasternack, turnaround expert John Wieland, and Indiana Secretary of Commerce David Rosenberg. From launching small businesses to revitalizing multimillion-dollar companies, each guest offered practical insights and personal stories of purpose-driven leadership. Highlights also included sessions with Mark Jackson of CMF International, Jon Gerst of SIM USA, and Brian Barnes, President of Isto Biologics. These intimate gatherings continue to inspire students to pursue bold, Kingdom-minded careers.



## IGNITE Intern's Senior Spotlight

At the heart of Taylor University's Business Department, the Ignite Internship equips bold, faith-driven leaders to impact the world through business.

This year, four standout interns — Blake Gilbert, Bri Graham, Deanna Grey, and Joe Pawley—brought passion, creativity, and purpose to the program. Blake Gilbert is known for his big personality and passion for business as missions. With a strong global mindset and infectious energy, Blake helped lead projects that challenged students to see business as a tool for Kingdom impact.

Deanna Grey loves entrepreneurship and the global reach of business. After participating in two J-Term trips focused on business as mission, she brought creativity and cross-cultural insight to the team. "One of my favorite takeaways," she shares, "is from Dr. Bates: 'Business is the best way to love on people.' That really stuck with me."

Bri Graham is a leader and creative powerhouse. She brought bold vision and execution to each project, creating spaces where students could grow in both skill and community. Her leadership inspired others to think big and lead well.

Joe Pawley, an engineering major with a heart for entrepreneurship and missions, became a key behind-the-scenes leader. Always ready to serve and support, Joe's reliability and passion helped bring ideas to life with humility and excellence.

These four interns reflect the mission of Ignite: to develop leaders who pursue business with faith, service, and impact at the core. As they move forward, they carry with them the heart of Taylor's calling to lead with integrity and purpose.

“**Business is the best way to love on people.**”  
-Dr. Mick Bates





# BUSINESS AS MISSION

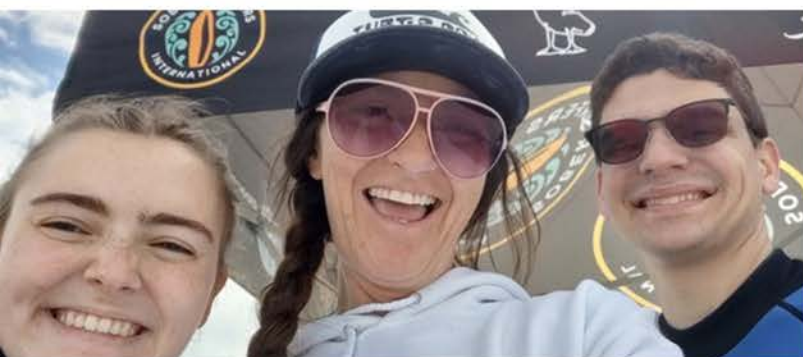
## Merritt Island - Florida

The Business as Mission J-Term trip was an incredible opportunity for students to step out in faith and engage with business owners, spiritual leaders, and financial professionals in Merritt Island, Florida. Eleven students had the chance to stay with families and friends of Taylor, including alumni Nick and Molly Pastermack.

Each day, students traveled to their job placements, working on various projects for local businesses. These included Juice N Java

Coffee Shop, Financial Cornerstone Group, Sober Surfers Ministry, and Shadetree Dermatology. Beyond the valuable hands-on experience, students also created lifelong memories—waking up early for beach sunrises, worshipping at Universal's Rock the Universe Christian festival, and even surfing in the ocean alongside Sober Surfers instructors.

This trip was more than just a learning experience—it was an adventure of faith, business, and personal growth!







# VANDERMUELLEN INNOVATION HUB

Thanks to the generosity of Gordon '65 (1943–2019) and Elaine (Brunz '62) Vandermeulen, the Vandermeulen Innovation Hub stands as a vibrant space where students are equipped to grow as Christ-centered servant-leaders. In this dynamic environment, students are challenged to lead with creativity, take bold risks grounded in their dependence on God, and develop solutions that demonstrate love for people by addressing the economic, social, environmental, and spiritual challenges facing our world today.





**IMPACT Innovation & Entrepreneurship Camp** at Taylor University is more than a pre-college program—it's an immersive, hands-on training ground where high school sophomores and juniors discover and develop their God-given leadership potential. Rooted in biblical values and designed in partnership with Taylor's Center for Innovation & Entrepreneurship, IMPACT equips students to transform society through creativity, collaboration, and purpose.

For six days, the entrepreneurship camp equips high school students with creative problem-solving skills and team-based innovation experience. Upon acceptance, students take the CliftonStrengths assessment to identify their top five strengths, which are then used to form balanced teams based on four key domains: Executing, Influencing, Relationship Building, and Strategic Thinking. "Before they even step on campus," Jonathan Fellhoelter, one of our peer mentors explained, "we use this data to set them up for success in the best way possible." Each camper arrives already connected with their

their team and ready to tackle a "fuzzy" real-world challenge—either local or global in scope—through a guided creative problem-solving process. Their strengths are printed on their lanyards to help peers and staff collaborate more effectively. "You can see where they were on day zero with no business plan," he added, "and then on the final day you're thinking, wow, they've really come a long way." For many, the highlight is watching the final pitches and witnessing each team's unique journey from concept to solution.

The experience unfolds in two phases: Preparation Season, where students complete a strengths assessment and submit real-world problems or business ideas, and Immersion Week, where diverse teams work with faculty and mentors to turn those ideas into viable ventures. Throughout the week, students engage in workshops, team challenges, and mentorship, all leading up to a high-stakes pitch competition where teams present to a panel of judges for the chance to win seed funding.







Natalie Snyder served in a remote marketing role for IMPACT Camp, balancing her responsibilities while studying abroad in Spain. “It was an honor to be able to work for the IMPACT camp,” she shared. “I was very fortunate—it was kind of unexpected.” After being involved with the Center for Innovation and Entrepreneurship, Natalie applied and was thrilled to join the team. Her responsibilities included managing pre-camp marketing, learning about the incoming students and their schools, and shaping the social media presence to reflect the heart of the program. While navigating time zone challenges, other interns stepped in during her time abroad, resulting in a different visual style for that year’s content—more video-based than the polished, Canva-driven look that she specializes in. Through this experience, Natalie sharpened her design and marketing skills and adapted her background in fast-paced food service to the business and digital space. She noted, “Getting to work alongside so many talented and business-minded individuals created a lot of professional growth for me that was very rewarding.”





# FORGING THE FUTURE

## ADVANCING THE KINGDOM

Rooted in faith and service, we prepared students to lead with integrity, think deeply, and act courageously. As they've grown in knowledge and skill, they are now equipped to make a global impact—bringing hope, healing, and truth into every sphere of influence. Moving forward, we remain committed to shaping future Christ-centered leaders, who are not only excellent in their fields, but also passionate about advancing the Kingdom of God.



## ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT PROGRAM COMING IN THE 2025-2026 SCHOOL YEAR

In response to the evolving demands of the marketplace, our business faculty consistently review and refine academic offerings to ensure students are well-prepared for real-world impact.

This past spring, the Curriculum Management Committee approved the launch of a new major, set to begin in the 2025–2026 academic year. Designed to equip students for a wide range of careers across the business sector, the program reflects our continued commitment to excellence and innovation.

A summary of the new program is provided below.



### **Three Majors Available**

- Bachelor of Art (BA) in Entrepreneurship and Economic Development
- Bachelor of Science (BS) in Entrepreneurship and Economic Development
- Bachelor of Science (BSS) in Entrepreneurship and Economic Development/Systems



### **Total Credits per Major**

- BA: 74-75
- BS: 74-75
- BSS: 82-84



**Business Core Course Requirements** are the same as other business department majors



### **New Major Course Requirements** (for all three majors)

- Community Economic Development (ECO220)
- Project Management for Development Initiatives (ECO230)
- Economic Development Policies and Practices (ECO335)
- Economic Development (ECO442)
- Exploring Innovation and Entrepreneurship (ENT225)
- Transformational Entrepreneurship and Innovation (ENT320)
- Founders Fellowship (ENT386)
- New Venture Planning (ENT422)
- Leadership and Stewardship (ENT430)
- Practicum (ENT393)
- Digital Marketing (MKT390)
- Introductory to Statistics (MAT210)
- Choice of Intermediate Microeconomics (ECO331) or Macroeconomics (ECO332)

The Orr Fellowship is a competitive post-graduate program that places high-achieving seniors into full-time, two-year positions with top companies in Indiana. Fellows receive career mentorship, leadership training, and professional development, with a strong focus on community engagement and innovation.

Orr Fellowship's mission is to recruit and develop the next generation of business leaders and entrepreneurs.



**Kayla Malmquist**



**Kaleb Kolpien**



**Jenna Vander Ark**

Six students from Taylor University have secured prestigious Orr Fellowships in the 2025 cohort, two of whom are business students:

- **Kaleb Kolpien** (Finance) – Applied Fabric Technologies
- **Jenna Vander Ark** (Management, Graphic Art) – Tom Wood Group
- **Kayla Malmquist** (minor in Marketing) – The Heritage Group

The Orr Fellowship offers Taylor Business students a unique path into Indiana's entrepreneurial and corporate landscape, equipping them to lead with skill, character, and impact.

Elisabeth Neishalla, one of last year's ORR fellows and Taylor Alum, explained how the fellowship opens doors to accelerate students in their early careers, as well as creating a space to forge meaningful friendships with other professionals. It created many opportunities for her to continue learning and growing her network through the Business Leader Speaker Series and other incredible opportunities that are offered through the ORR Fellowship. The highlight of her experience was getting to spend a weekend in Red River Gorge for a Spring Retreat in April, which further grew her relationships and experience as an ORR fellow.



Taylor University celebrated its 178th commencement ceremony on May 24. We applaud the accomplishments of all the graduates and want to recognize the following business students that graduated with special honors.

## Summa Cum Laude

**GPA of 3.9-4.0**

Peyton Bartram, Marketing/Management  
Hope Custer, Sport Management  
Brayden Gilbert, Finance

## Magna Cum Laude

**GPA of 3.7-3.89**

Levi Carrell, Marketing  
Caleb Gammons, Management  
Reid Gerig, Marketing/Management  
Jacob King, Accounting/Systems  
Hallie Kirk, Sport Management  
Kaleb Kolpien, Management  
Reid Long, Finance  
Conner Miller, Accounting/Finance  
Allison Myers, Management/Sport Management  
Enci Peng, Marketing/Management  
Sydney Thompson, Management  
Arika Warren, Sport Management

## Cum Laude

**GPA of 3.5-3.69**

Jessi Barnes, Marketing/Management  
Michael Behlmer, Finance  
Braden Bixler, Marketing/Management  
Faith Carrell, Marketing/Management  
Blake Gilbert, Marketing/Management  
Audrey Grimm, Finance  
Elijah Harbaugh, Marketing  
Micah Long, Finance  
Jillian Osswald, Sport Management  
Megan Shaffer, Marketing/Systems  
Caleb Van Donselaar, Marketing



# SENIOR

For outstanding seniors dedicated to their academics, extracurricular involvement, and advancement in



**CONNER MILLER**  
Accounting

Connor graduated with a double major in Accounting and Finance and accepted a position as an Audit Associate at Forvis Mazars in their Fort Wayne office beginning in October. Accounting runs in the family—his father is a lifelong accountant, and both of Connor's siblings earned accounting degrees from Notre Dame. From early on, accounting made sense to him, and that understanding deepened during his time at Taylor. Working with nonprofit clients during internships showed him how accounting can serve not just companies but also the Kingdom. He has come to see how his work can honor God and support faith-driven organizations around the world. At Taylor, Connor was involved with the baseball team, Beta Alpha Epsilon, and spent a summer as a camp counselor at SpringHill.



**WADE FRANCES**  
Entrepreneurship

Wade's time in the Entrepreneurship department was eventful from the start! He was involved in countless events led by the Center for Innovation and Entrepreneurship (CIE) and the business department. Competing three times at Olivet Nazarene's Createur pitch competition, participating in Shark Tank, hosting Trojan Arena, and working as a BEL/Ignite intern for two years helped him build professional skills and grow with his colleagues. Graduating with a Marketing and Management major and a minor in Spanish and Entrepreneurship, Wade's classes and experiences prepared him for serving in Costa Rica, as Student Body President, on the BEL/Ignite internship team, IMPACT Staff, and other formative opportunities. He has been transformed by the concept of Business as Mission and how God uses business to impact a world in need. After school, he plans to take his talents (a LeBron James reference) to ADP in Indianapolis to build business experience and be a light wherever he walks.



**BRAYDEN GILBERT**  
Finance

Brayden comes from a small family business background in retail furniture sales — Clauser Furniture of Berne, Indiana — so choosing finance as a major felt like a natural fit. During his time in the Cornwall School of Business and Leadership, he developed a deeper understanding of how business can transform communities. His creativity grew through involvement with the Center for Innovation and Entrepreneurship, and he discovered a love for data analysis through projects in Professor Tsang's finance classes. Brayden applied these skills during his practicum in the mountains of Costa Rica as a finance intern with fellow Taylor graduate Wade Frances. While at Taylor, he also served as a Discipleship Assistant and Coordinator for Wengatz Hall, interned with the CIE, and worked as an economics teaching assistant. He credits Taylor with equipping him with the skills and network to launch into the business world.



their respective fields.

## AWARDS



**JAKE HALDERMAN**  
Management

As a Business Management major, Jake was drawn to the field through many experiences with his family's business and a desire for a well-rounded understanding of the business world. His time in the department was deeply formative, equipping him with not only knowledge in areas like marketing, finance, and management, but also with hands-on experiences that shaped him into the leader he is today. More than anything, Jake says he's grown in learning how to lead and serve others in a Christ-like way, preparing him to reflect Christ's love in the secular workplace. Outside the classroom, Jake has been honored to play football all four years at Taylor, lead in FCA, and participate in Beta Alpha Epsilon, all of which have contributed to a rich and meaningful journey at Taylor.



**MEG SHAFFER**  
Marketing

Meg participated in the Marketing and Information Systems program, drawn to the field by a desire to blend creativity with strategy and analytics — an interest inspired early on by her mom's career in business. Through this major, she has been challenged to think differently, growing in her ability to use creativity with purpose, and focus on serving others through thoughtful, customer-centered work. Over her time at Taylor, Meg grew significantly in confidence, learning to step outside her comfort zone, and advocate for herself thanks to the support of her professors. Her involvement on campus was just as dynamic, including roles as a wing small group leader, PA for Olson First East, member of the Student Activities Council, and contributor to the Annual Business Report. She also enjoyed pitching at Trojan Arena and playing intramural flag football and softball.



**Arika Warren**  
Sport Management

Arika graduated with a major in Sport Management and a double minor in Mathematics and Management. She managed 4 sports over her 4 years in high school, and was a student assistant for the Taylor University Volleyball team. During her time in the Cornwall School of Business and Leadership, she served on the leadership team for the Sport Management Club and as the club president her senior year. Even though she did not enter Taylor as a Sport Management major, she felt the Lord call her in a different direction to switch and that the sport industry is where she could have Kingdom Impact. She has interned with Fellowship of Christian Athletes, the Savannah Bananas, and completed an internship with the Fort Wayne TinCaps after her 2024 winter graduation. She feels that her next step will be within an Athletic Department, and is waiting to see where God sends her next.



Whole-person development is at the core of the Taylor experience. Rooted in Christ, students are immersed in a community that pursues truth, grace, and purpose with contagious joy. They're invited to wrestle with the world's complexities and equipped to respond with wisdom and compassion. Even amid challenge, a spirit of hope, laughter, and vibrant togetherness defines life to the full at Taylor.







# WISDOM

Advice from the Class of 2025 for current and prospective students.

My advice for current business students is to slow down and enjoy the little things. Don't take classes too seriously, just have fun!

***Jake King '25***

Attend as many business events, outings, trips, and dinners as you can. The better you get to know professors and peers on a personal level, the more you'll grow your network and learn what it looks like to engage in the business world.

***Reid Long '25***

Be where your feet are. It may sound cliché, but it's increasingly true the older I get. The future is exciting, but the present is why we can end up appreciating the past so much.

***Anton Webb '25***

The single biggest thing I would say is to get out of your comfort zone. Audition for the role, ask someone for help, ask someone to coffee, take the trip, start the business and from there just see what happens.

***Wade Frances '25***

Build relationships with your professors—they're eager to support your success at Taylor. Take advantage of travel opportunities to expand your perspective, and seek out business-related experiences early to strengthen your resume before your senior practicum.

***Meg Schaffer '25***



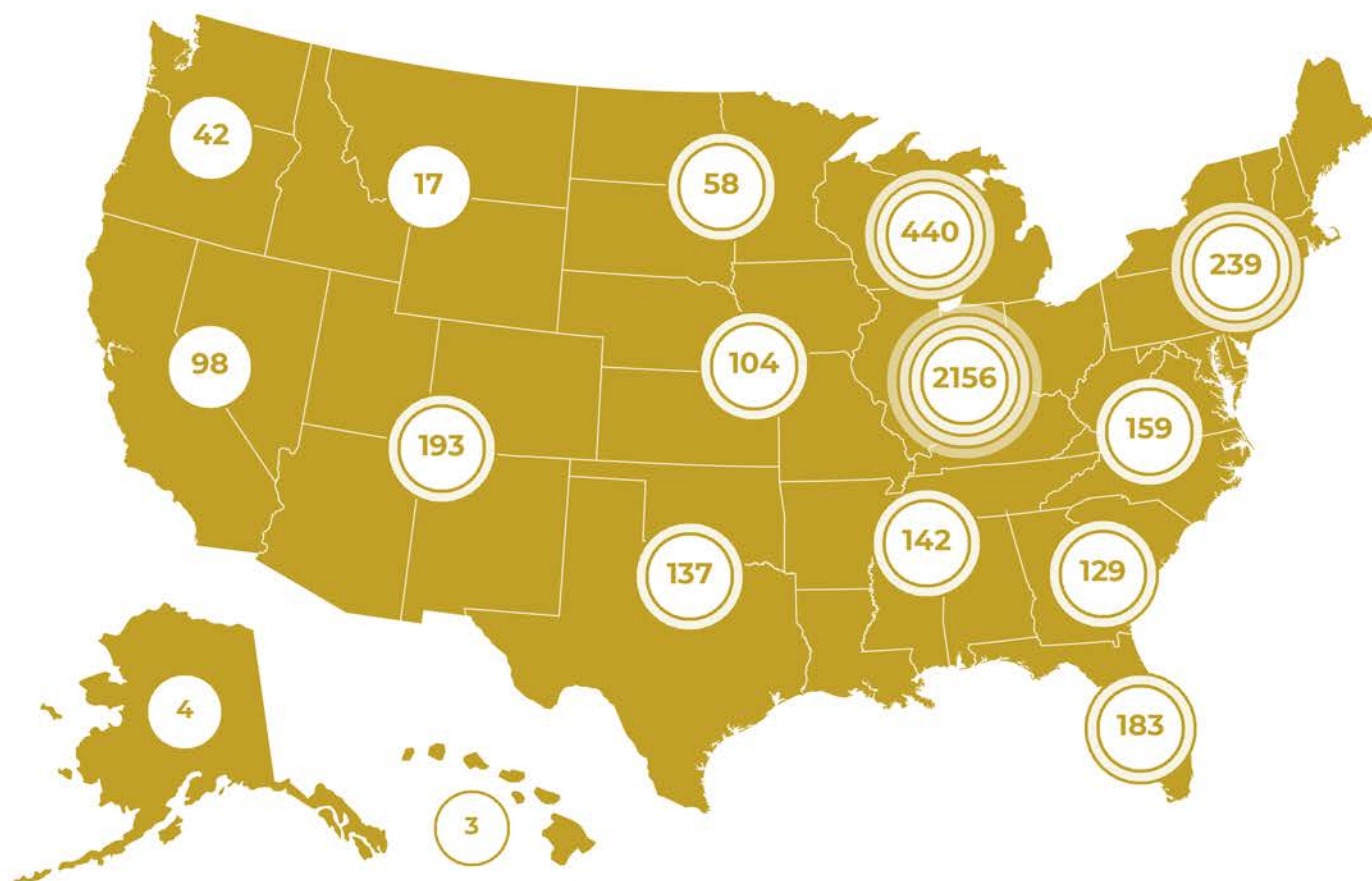
# LEGACIES IN LEADERSHIP





# THE WORLDWIDE NETWORK OF TAYLOR BUSINESS

Our alumni are a vital part of the Taylor story, enriching our campus community with their wisdom, experience, and faith. Their lives reflect the lasting impact of a Christ-centered education—where professional excellence is matched by spiritual depth and personal growth. As living examples of our department's mission in action, alumni continue to inspire current students and faculty alike. In the pages ahead, we celebrate their remarkable achievements and their unwavering dedication to advancing the Kingdom of God.



After graduation, students scatter across the globe, applying their knowledge far and wide. Taylor lays the groundwork for graduates to thrive in any location. With alumni in all 50 states, Taylor fosters excellent networking opportunities for securing jobs and internships.

## GENEROUS GIVING

9% of all business alum donated to the university during the 24-25 school year and 62% have donated since graduating from Taylor University.

Total **giving** this fiscal year to the **Cornwall School of Business and Leadership** was **\$10,128,8070**





Taylor University business alumni live out their calling with purpose, leading lives marked by faith, excellence, and service. As Christ-centered professionals, they carry the values of integrity and compassion into boardrooms, startups, nonprofits, and communities around the world. Their influence is a testament to the enduring impact of a Taylor education—one that prepares graduates not just for success, but for significance. Living on mission, our alumni continue to shape industries, mentor the next generation, and advance the Kingdom of God wherever they are called. Below are two stories of alum who are living on mission.

### **Nick Pastermack ('99) and Molly (Pangborn) Pastermack ('00)**



The Pastermacks started as cheerleading partners at Taylor and have been working together ever since, raising 2 children, and opening over 2 dozen businesses. They got their start with Kilwins franchises, selling chocolates and fudge, which they grew into multi store operators. They have also owned a coffee shop, property management company, residential and commercial real estate, wellness studios and done small business consulting. These opportunities have allowed them to work with a countless number of young adults, which early on birthed the desire to see young adults, which early on birthed the desire to see young adults dream into their future and equip them with tools to reach that dream. The Pastermacks deeply believe that life should be done in community and are thrilled to be able to partner with those who share in the desire to lay a solid foundation of financial freedom, optimal health, growing emotional intelligence and business development skills. They will be joining Taylor in the fall as our new Entrepreneurs in Residence and are thrilled to see how these passions present themselves in our community.

### **Derek Kinzer ('13)**



Derek Kinzer serves as the Vice President of Operations at Direct2Care, where he is passionate about simplifying access to healthcare and enhancing operational efficiency to better serve patients. A 2013 graduate of Taylor University, Derek was a member of the baseball team from 2009–2013, helping lead the team to four conference championships. Beyond his professional role, Derek actively invests in his community through volunteer work. He currently serves on the board of Love28, an organization devoted to supporting the most vulnerable through community partnerships, collaborative efforts, and a shared vision of compassion. Reflecting on his time at Taylor, Derek values the lasting relationships and faith-centered foundation that continue to guide his work and service today.



**TAYLOR**  
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Cornwall School of  
Business and Leadership