



TAYLOR
UNIVERSITY

Cornwall School of
Business and Leadership

ANNUAL REPORT 2025-2026



INSPIRING
TOMORROW'S
SERVANT-LEADERS

TAYLOR'D FOR SUCCESS





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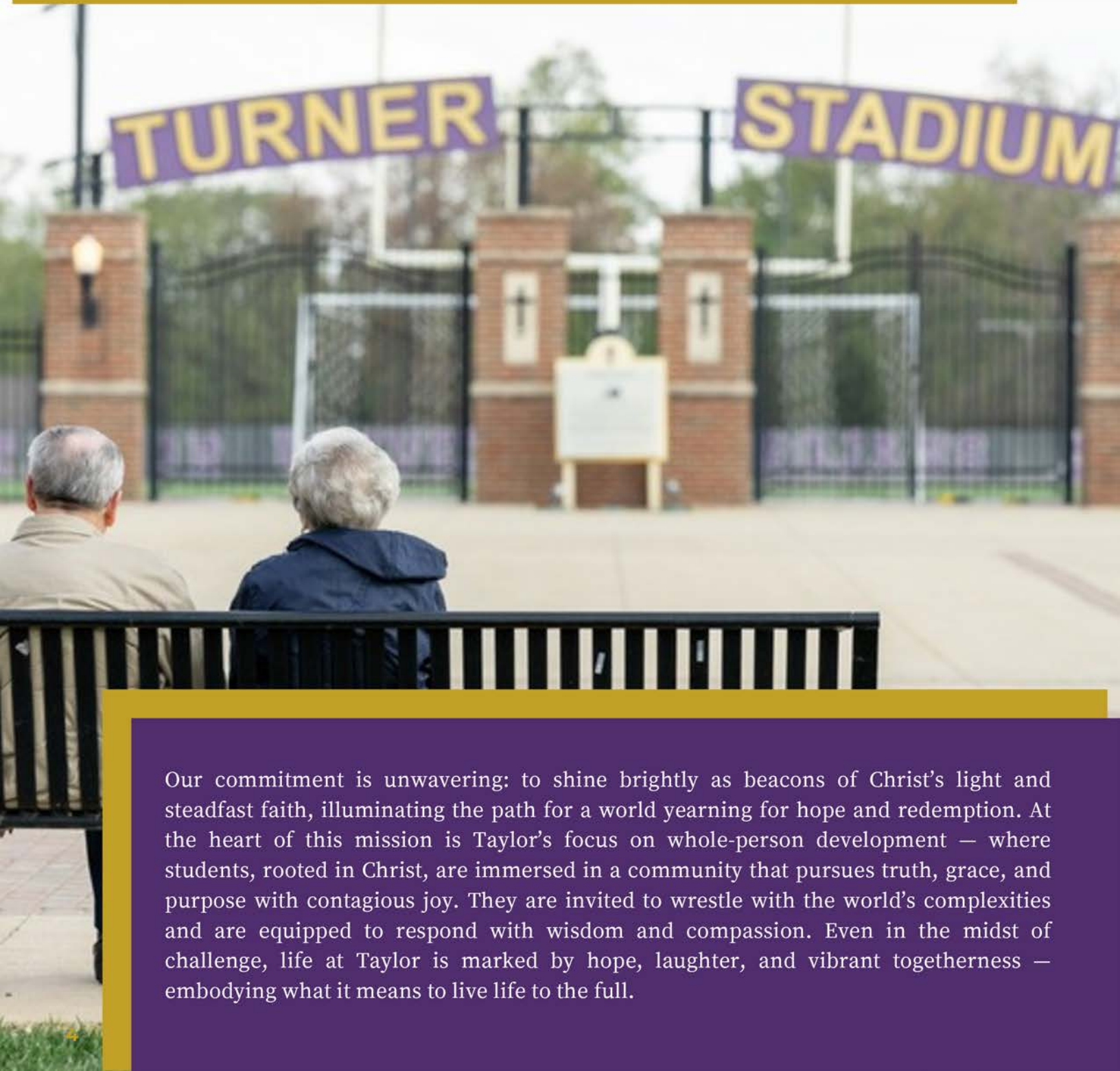
SHAPING THE
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Special thanks to Taylor students Rhoda Belachew, Stephanie Moorhatch, and Jessica Veith under the direction of Professor Erica Elliott, for the hard work you put into creating this annual report, and for all the contributors that made it possible.

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BUILDING A LEGACY FOR KINGDOM IMPACT



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.

MESSAGE FROM THE DEAN



Dear Friends of the Cornwall School of Business and Leadership,

It is with sincere gratitude and great anticipation for the future that I present the 2025–2026 Annual Report for Taylor University's Cornwall School of Business and Leadership.

This report highlights just a few of the many ways God has been at work through our faculty, students, alumni, and partners during an extraordinary year of growth, innovation, and impact. At the Cornwall School, we remain deeply committed to preparing the next generation of excellent Christian business professionals for marketplace ministry—women and men who understand that business and leadership are not merely careers, but callings.

Throughout this past year, our programs have continued to expand in both scope and depth. Students have been challenged through rigorous academic study, strengthened through meaningful relationships with faculty mentors, and formed through immersive learning experiences that connect classroom knowledge with real-world practice. Whether through entrepreneurial ventures, leadership opportunities, internships, competitions, or collaborative projects, our students are learning to lead with integrity, discernment, compassion, and Christlike purpose.

In a world marked by complexity and rapid change, the need for principled, courageous, and service-minded leaders has never been greater. Our faculty embrace this challenge with excellence and faithfulness. They are not only teaching business concepts and leadership practices; they are shaping hearts and minds. They challenge students to think critically, act justly, steward resources wisely, and serve others faithfully in every sphere of influence.

We are also encouraged by the continued impact of our alumni, who are leading with excellence and conviction in corporate, nonprofit, ministry, entrepreneurial, and government settings. Their work is a powerful testimony to the enduring value of a Taylor education—one rooted in truth, animated by faith, and directed toward service.

As you read this Annual Report, I hope you will see more than a summary of accomplishments. I hope you will see a community pursuing its mission with energy, humility, and hope. On behalf of the Cornwall School of Business and Leadership, thank you for your prayers, encouragement, generosity, and partnership. We are grateful for all God has done, and we look forward with confidence to what He will continue to do.

With gratitude,

A handwritten signature in black ink that reads "Jody Hirschy". The signature is fluid and cursive.

Jody (Mary Jo) Hirschy, Ph.D.

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

THIS IS TU BUSINESS

MISSION

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

GOALS

As a school, 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 to effectively manage resources.
- generate competent business decisions consistent with a Christian worldview.



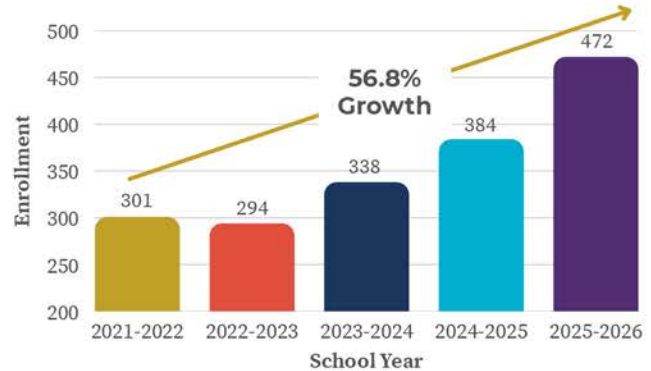
Graduates view their work as an act of worship and the boardroom, the store-front, and the start-up business as their vehicle for doing ministry. Potential careers include work in corporations or small businesses, non-profits, and government organizations.

HIGHLIGHTS FROM 2025-2026

CONTINUED RECORD-BREAKING GROWTH

Over the past five years, the Business Department has seen a **56.8% growth** from 301 students in AY21-22 to 472 in AY25-26.

This momentum reflects God's provision through the dedication of our faculty, staff, and students, as well as the strong support of the University and the wider business community that continues to help drive our success.



REAFFIRMATION OF ACCREDITATION BY THE ACBSP

We are thrilled to announce that the Accreditation Council for Business Schools and Programs (ACBSP) Baccalaureate/Graduate Degree Board of Commissioners has reaffirmed accreditation for several Taylor University business programs through 2035.

This recognition reflects the dedication of our faculty and staff and their continuous efforts to ensure our programs meet the rigorous global standards in business education.

We also extend special thanks to Professor Jeff Sherlock for his tireless leadership throughout the accreditation process.

ACCREDITED PROGRAMS



BS/BA in Accounting

BS in Finance

BS/BA in Management

BS/BA in Marketing

PARTNERSHIP ESTABLISHED WITH THE DMI

Taylor University established a new partnership with Digital Marketing Institute (DMI). Through this collaboration, Taylor's on-campus Digital Marketing course (MKT390) has received official accreditation from both the DMI and the American Marketing Association (AMA).



The partnership will also expand our online courses by offering 25 of their programs including DMI Tracks and the DMI Expert certification, for those desiring to continue their education, upskill, or get a jump start on earning college credits. Coming Fall 2026.

FACULTY AND STAFF



JODY HIRSCHY

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

Each member of our faculty and staff bring 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.



MICK BATES

Director of Innovation and Entrepreneurship;
Professor of Entrepreneurship



KATE BLYBERG

Assistant Professor
of Marketing



MARGARET CHASARA

Assistant Professor
of Economics



ERICA ELLIOTT

Assistant Professor
of Marketing



TALI FARNHAM

Academic Advisor



SHERRY GORVEATTE

Assistant Professor
of Accounting



ERIC HERNANDEZ

Assistant Professor
of Accounting



LONNIE LEEPER

Associate Professor
of Finance



JULIE LITTLE

Professor
of Management



SAMUEL DE PAIVA NAVES MAMEDE

Assistant Professor
of Management



SCOTT MOESCHBERGER

Director of Master of Arts in Leadership



MOLLY PASTERMACK

Entrepreneur in Residence



NICK PASTERMACK

Entrepreneur in Residence



JULIE STRUBLE

Program Assistant to CIE &
Graduate Programs in Leadership



AMY STUCKY

Department Chair &
Assistant Professor of Sport Management



ALICE TSANG

Professor
of Finance



DIANA VERHAGEN

Assistant Director of
Master of Arts in Leadership



JEANETTE WISEHART

Assistant to the Dean of the
Cornwall School of Business & Leadership



GREG WOLFE

Instructor of
Kinesiology &
Sport Management



KELLY YORDY

Assistant Professor
of Leadership



KYRA ZYLSTRA

CIE Operations Manager;
Adjunct Professor of
Entrepreneurship

NEW FACULTY

As the Cornwall School of Business and Leadership grows, investment is being made to hire additional faculty and staff to support the students joining the Taylor community. The following individuals joined us during the 25-26 school year.

- Kate Blyberg - Marketing
- Eric Hernandez - Accounting
- Lonnie Leeper - Finance

We are grateful they said 'yes' to serve at TU!

ADJUNCT FACULTY

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

- Patrick Buesching – Economics
- Kevin Crawford – Accounting
- Stuart Goble – Sport Management
- Brian Hoover – Management
- Nicole McVicker – Business
- Bryan Peterson – Management
- David Poucher – Accounting
- Tom Reddington – Management
- Evan Wood – Economics

FACULTY HIGHLIGHT

From October 9–11, 2025, the Christian Business Faculty Association (CBFA) convened at Lee University for its annual conference, bringing together Christian business scholars for research presentations, collaboration, and meaningful academic dialogue.

During the conference, Dr. Samuel Mamede, Assistant Professor of Management, was awarded the best paper by the CBFA. His original research, *“How Can Artificial Intelligence and Machine Learning Contribute to Preventing and Fighting Corruption from a Christian Perspective: Evidence from Brazil,”* examined the impact of artificial intelligence and machine learning through a Christian ethical framework.

The paper explored how emerging technologies influence decision-making, human dignity, the nature of work, and organizational responsibility. In addition to presenting this research, Professor Mamede also participated as a discussant on two of scholarly papers, offering critical analysis and constructive feedback to strengthen academic conversation.



IMPACT BY NUMBERS



643

STUDENTS

Business is the largest department on campus with 472 majors and 171 minors (unduplicated)



10

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 graduation



1000+

CONTACT HOURS

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

BUSINESS PROGRAM STUDENT DATA 2021-2026

	2021/2022	2022/2023	2023/2024	2024/2025	2025/2026
Total Enrollment <i>(unduplicated)</i>	301	294	338	384	472
Female Students	29%	26%	26%	27%	29%
Minority Students	18%	18%	17%	16%	18%
Retention (SO-JR)	77%	86%	89%	86%	91%
Persistence to Graduation <i>(4 years)</i>	67%	72%	75%	72%	67%
Persistence to Graduation <i>(6 years)</i>	78%	76%	77%	76%	82%
Job Placement*	97%	88%	83%	**	**
Average SAT	1168	1174	1167	1160	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.

STUDENTS ENROLLED BY MAJOR

	2021/2022	2022/2023	2023/2024	2024/2025	2025/2026
UNDERGRADUATE PROGRAMS <i>(duplicated and includes BA and BS degrees)</i>					
Accounting	31	33	36	46	60
Entrepreneurship & Economic Development [†]	N/A	N/A	N/A	N/A	4
Finance	54	51	65	94	145
Management	112	100	132	130	135
Marketing	87	84	87	97	118
Sport Management	48	51	60	56	60
Undeclared Business	23	21	17	19	16
[†] 2025-2026 was the first year the program was offered	355	340	397	442	538

GRADUATE PROGRAMS*					
Master of Art in Leadership*	N/A	N/A	N/A	13**	13
Ph.D. in Leadership*	N/A	N/A	N/A	14	29

*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.

GRADUATES

	2021/2022	2022/2023	2023/2024	2024/2025	2025/2026
UNDERGRADUATE PROGRAMS <i>(duplicated with double majors)</i>					
Accounting	11	7	6	5	11
Finance	17	15	8	11	26
Management	38	27	28	30	27
Marketing	32	22	26	18	17
Sport Management	15	12	12	14	8
TOTAL GRADUATES Duplicated [†]	113	83	62	78	89
TOTAL GRADUATES Distinct	90	68	62	64	73

[†]Duplicated graduates = double majors are counted twice

GRADUATE PROGRAMS					
Master of Art in Leadership	N/A	N/A	N/A	9*	9

*2024-2025 was the first cohort of the program

THE CORNWALL EXPERIENCE

CLASSROOM TO MARKETPLACE



CREATING SERVANT-LEADERS

At the Cornwall School of Business & Leadership, we shape servant-leaders at every level — from undergraduate to doctoral study — who are rooted in faith, equipped with excellence, and sent into the world to make a Kingdom impact. Through rigorous academics, real-world application, and a Christ-centered community, our graduates enter every field as Christian professionals — salt and light in a world in need — advancing the Kingdom of God through business and beyond.

GRADUATE LEADERSHIP

The Taylor University Master of Arts and Ph.D. in Leadership equip and empower Christ-centered leaders for Kingdom Impact in business, government, education and more.

MA IN LEADERSHIP

The MA in Leadership is a one-year, primarily residential program that promotes learning in community through both on-campus and online classes, as well as co-curricular experiences.

This year, our MA in Leadership students cultivated essential competencies in leadership theory, change management, organizational dynamics, ethics, along with practical experience in team building and conflict management. They also experienced professional preparation through a year-long portfolio, training, and real-world work experience serving in Graduate Assistantships.

PH.D. IN LEADERSHIP

This year, the Ph.D. in Leadership welcomed its second cohort of doctoral students, reflecting our ongoing commitment to develop faith-driven servant-leaders at the highest level of learning. Our current Ph.D. students represent the global body of Christ and bring with them a wide range of professional backgrounds — including CEOs, educators, attorneys, software engineers, and more. These diverse perspectives provided a rich learning community and enhanced meaningful dialog among students and faculty alike.

Congratulations to the nine students who successfully completed the degree requirements and graduated from the MA in Leadership program this year! (see page 29 for the graduation photo)

“

I'm currently in law school at Notre Dame and was offered the leadership & scholarly excellence scholarship. They had over a thousand people apply for that scholarship. One of the key points on the application I wrote was about my MA in Leadership and how that experience had shaped the kind of leader I want to practice both in law school and beyond.

Peter Schwarz, MA in Leadership '25

”



SCAN TO
HEAR MORE
OF PETER'S
STORY

The program was designed for working professionals, blending flexible online coursework with a once-a-year, weeklong Summer Institute. This year the Ph.D. in Leadership Summer Institute was held in Washington, D.C., with sessions hosted at the Museum of the Bible. At the Summer Institute, students engaged with and learned from established leaders across the DC area, building meaningful professional connections alongside their academic coursework.



Ph.D. Candidates



Ph.D. Candidate, Brian Burnett,
at the Museum of the Bible

EXPERIENCE-BASED LEARNING

At Taylor, we believe it's important for students to understand the implications of what they are learning by facilitating activities and projects utilizing case studies, partnering with businesses, or simulations. These are a few examples of ways experience-based learning was incorporated into the classroom.

EXECUTIVE SPEAKER SERIES

The *Executive Speaker Series*, launched in 2011 as part of the Strategic Management capstone course, connects senior business students with C-suite executives and entrepreneurs from a wide range of industries. In 2025–2026, 14 leaders — from companies like Brotherhood Mutual, Barnhart Crane and Rigging Company, and JBC Technologies — shared real-world business cases, career insights, and stories of faith in the workplace.

The series engaged 80 upper-level students and 30+ freshmen, totaling 710 contact hours across 12 industries. These firsthand interactions help students envision how to lead with integrity, purpose, and a Kingdom mindset in today's complex business world.



Josh Block, CEO of Block Imaging International (top right) with wife and daughter (bottom right) and several CSBL business students

MARKETING RESEARCH FOR WBCL – BEATZ

Students in the *Marketing Research* class conducted a two-phase market research study for Beatz, a Christian music streaming platform supported by WBCL that targets Gen Z listeners ages 15–25. The qualitative phase engaged 24 participants across three focus groups, uncovering three distinct behavioral subsegments and key insights around platform identity and integration preferences.

The quantitative phase deployed a validated survey to 150–200 respondents, producing data-backed strategic recommendations around feature prioritization, brand clarity, and discovery channel strategy. The project gave students hands-on experience designing and executing a full-cycle consumer research study from qualitative discovery through quantitative validation.



CASH & BURN

Cash & 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 \$8.00 in seed capital, and over the course of 12 days, the team must work together to generate the highest possible gross 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, strategic thinking, and collaboration.

More than just a test of profitability, Cash & 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.



MARKETING TECHNOLOGIES

Preparing students to think, build and lead in a technology-driven profession

In the Spring of 2026, Taylor launched Marketing Technologies, a new course designed to prepare students for a profession increasingly shaped by data, automation, AI, and interconnected digital platforms.

Rather than simply learning individual tools, students learned to think like marketing technologists—connecting customer strategy, CRM data, automation, content, digital experiences, and analytics across the customer journey. Through hands-on projects, they designed and built marketing systems, evaluated emerging technologies, and used data to inform decisions and improve performance.

Few Christian universities offer a dedicated course with this focus, giving Taylor students distinct preparation to navigate technological change with both professional fluency and thoughtful, values-driven decision-making.

“
I've learned so much about the practical side of business in this class. I think the things that I take away from this will be highly useful in the years after I graduate.

Max Balkema, Senior '27

”

OPPORTUNITIES TO CONNECT

The Business student's experience at Taylor is intentionally wide-ranging, exposing students to application opportunities outside of the classroom. Through Taylor University clubs, industry associations, and related events, students gain wisdom, make connections, and get hands-on experience relative to various facets of within a business across different industries.

SOCIETY FOR HUMAN RESOURCE MANAGEMENT

The Society for Human Resource Management (SHRM) Student Chapter celebrated its **10th anniversary** with a full-year of professional development, networking, and student achievement.

Students participated in internship and alumni panels, a CIE networking event, the IndySHRM Conference, and a regional SHRM luncheon focused on AI in HRM. Three students also attended the annual SHRM26 conference in Orlando. Among graduating seniors, three secured HR positions, while Abbie Cormier and Elijah Chatwell earned their SHRM-CP certification before graduation—a rare accomplishment. Sophomores Nathan Park received a \$2,500 national SHRM scholarship, and Savana Halfman received a national SHRM membership grant.



SHRM Officers: Addie Becker, Kelsie Weber, Reagan Salzbrenner, Elijah Chatwell, Abbie Cormier, Silvia Palax Cojtin, Trey Keele, Lizzie Crook



Dr. Julie Little, Savana Halfman, Kelsie Weber, & Michael Hoover

SPORT MANAGEMENT CLUB

The Sport Management Club hosts 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 coordinates two field trips a year - 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. Since 2020, the club has sponsored the annual Business March Madness Bracket Challenge. The club also supports the Trojan Cup event in the Spring.



KINGDOM ADVISORS CONFERENCE

Each February, Taylor University sponsors students to attend the Kingdom Advisors (KA) Conference in Orlando, Florida. Nearly 3,000 financial professionals and students attend the annual event focused on integrating biblical financial wisdom with professional expertise. The impact is beyond measurable with opportunities to hear from leading practitioners like Ron Blue, founder of Kingdom Advisors and the CKA designation, Blue Trust, and Ron Blue Institute, to connecting with industry professionals for practicums and future employment.

OPEN HANDS

Founded by Taylor alumni **Brian and Rachel Wong ('11)**, Open Hands equips students with the foundational financial knowledge they need to thrive in young adulthood. Drawing from their own experience, the Wongs created a program that makes complex financial concepts approachable and actionable.

Open Hands covers the essentials — budgeting, savings habits, debt repayment, retirement planning, and informed financial decision-making — but it goes beyond education. Through workshops, interactive resources, and personalized guidance, students are motivated to apply what they learn and rewarded for their commitment.



Brian and Rachel Wong ('11)



2026 Attendees

Back row - Seth Reed, JJ Payne, Gabe Hotmire, Ty Erickson, Jackson Dale, Quinn Tolsma, Lonnie Leeper; Front row - Solomon Mang, Bridget Derengowski, Grace Foglesong, Mia Moore, Sydney McCullough, Erica Elliott

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.

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 tools and resources.

TU Investment
Fund Value

(as of May 31, 2026)

\$6,974,205

23.8% return for the school year

ADVANCING THE MISSION

CENTER FOR INNOVATION AND ENTREPRENEURSHIP

As part of the Cornwall School of Business and Leadership, 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, events, 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.



“My favorite part was watching students discover their potential to create something impactful.”

Trojan Cup - Lextin Willis ('26)

ABUNDANT IMPACT

The Center for Innovation & Entrepreneurship (CIE) hosted a dynamic array of events this year, bridging the gap between classroom theory and professional networking. Signature gatherings like **Pink Punch** and **Fizz@Four** facilitated mentorship and career exploration with industry leaders. On-campus **InnoChats** featured speakers such as Super Bowl champion Ben Utecht, while **InnoTreks** immersed students in entrepreneurial hubs across the U.S.

The **Business as Mission (BAM)** week and a service trip to Paraguay over J-Term highlighted the integration of faith and global enterprise. High-stakes competitions, including **Trojan Arena** and the **Trojan Cup**, empowered students to pitch ventures and manage real-world operations. The year's programming also included the **J-Term Experience to Impact Workshop** and the **Faith Driven Entrepreneurship** forum, which helped students translate global experiences into actionable insights. Supported by the **IGNITE** Internship and **IMPACT** Camp, these opportunities equipped students with the confidence and professional networks necessary to navigate the transition into the workforce as kingdom-minded innovators.

IGNITE INTERNSHIP PROGRAM

At the heart of Taylor University's CSBL and CIE, the **IGNITE** Internship program equips bold, faith-driven leaders to impact the world through business.

This year, seven outstanding interns brought passion, creativity, and purpose to supporting CSBL and CIE. They reflect the mission of **IGNITE**: to develop leaders who pursue business with faith, service, and impact at the core.



Dr. Mick Bates, Aubrey Till, Sean Fields, Ben Michel, Rhoda Belachew, Stephanie Moorhatch, Lextin Willis, Lucy Jarvis, Kyra Zylstra

INTERN IMPACT

"I feel more equipped after participating in this internship to be innovative and make a Kingdom Impact."

Stephanie Moorhatch ('27)

"My most valuable takeaway was expanding my mind to what I even thought was possible through meeting people with such unique stories of how they create impact and add value in the business world and for the kingdom."

Ben Michel ('26)

"This internship shaped my understanding of entrepreneurship as something rooted in purpose, stewardship, and service to others."

Rhoda Belachew ('26)

"The Lord is working through the CIE, and I cannot wait to see the impact that it will have on the world!"

Sean Fields ('26)

"The CIE continues to be a place where every person who walks through its doors is met with the love of Jesus through mentoring and equipping kingdom minded innovators."

Aubrey Till ('27)

"Ignite pushed me outside of my comfort zone and gave me a better understanding of collaboration, creativity, and the opportunities that can come through entrepreneurship."

Lucy Jarvis ('27)

CIE EVENTS

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, the Trojan Arena added the Elevator Pitch Competition during intermission. The audience served as judges for five, 90-second elevator pitches. This year's winners were David Celesti, Phoebe Grier, and Andrew Beaverson.

\$5,000 Grand Prize

David Celesti
Service Wizard

App that streamlines service provider's business operations

\$2,500 Second Prize

Phoebe Grier
For the Love

A golf head cover brand targeted for women

\$1,000 Third Prize

Andrew Beaverson
Brickademia

Memorable souvenirs or keep sakes of university buildings



Left to Right: Andrew Beaverson, Phoebe Grier, David Celesti, Ally Holder, Jake Parker, and Dr. Mick Bates

TROJAN CUP

TU hosted the second annual Trojan Cup. Throughout a month-long campus competition, students built and ran their own organizations, recruited teammates, secured sponsorships, created content, built brands, and managed real operations.

Five student-led organizations generated a quarter million social media views, partnered with 16 businesses, and secured over \$4,000 in sponsorship revenue in just one month.

The most important outcome is the students gained real experience, portfolio work, measurable accomplishments, leadership stories, and skills they can carry into future internships, careers, and opportunities.

This year was so competitive the first and second place team were separated by a small margin. Congratulations to the **Silent Knights** for winning back-to-back seasons.



Silent Knights managers Nathan Jackson and John McLimore with Trojan Cup Founder, Lextin Willis (left), and Ryan Killinger (right)

FIZZ@FOUR

At the start of the spring semester in February, **Fizz@Four**, hosted by the CIE in partnership with SHRM, brought students, faculty, and professionals together for an evening of intentional connection and career exploration. The event emphasized that networking is not about collecting business cards, but about building meaningful relationships and learning how to conduct oneself in a professional environment.



Through a dynamic panel featuring **David Faust, Whitney Luther, Nathan Suddarth, and Charlotte F. Adams**, students gained practical insights and heard real-life stories of how unexpected connections can shape career paths. The experience reflects CIE's commitment to creating purposeful, high-impact opportunities that equip students with the confidence and perspective needed to navigate the transition into the workforce.



PINK PUNCH

Pink Punch is a signature CIE event where female students connect over brunch with accomplished entrepreneurial 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 **Sue Salvemini**, Founder and President of Focal Point Consulting Group, **Cathy Joy Hill**, Co-Founder and CEO of HOBI International, and **Whitney Luther**, Founder of Luther and Company. Each leader offered valuable insights on resilience, leadership, and leaning into God-given strengths in the workplace.



CIE EVENTS

BUSINESS AS MISSION TRIP TO PARAGUAY

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 abroad in Paraguay. Twelve students had the chance to gain hands-on experience in major related fields. During the first week, the team hosted business seminars, in partnership with Diaconía, for local pastors in Asuncion, giving them power tools for both their personal and work lives. The team also met with Konrad Rempel to learn about Inverfin, a successful, faith-based company.

The business work completed during the Paraguay 2026 trip centered on delivering practical, high-value consulting services to locally owned, Kingdom-minded enterprises operating in real market conditions.



Students engaged directly with for-profit companies across manufacturing, food service, retail, real estate, and hospitality, applying classroom knowledge to operational, marketing, and strategic challenges.

Each engagement was structured with the clear objective of leaving the business stronger, more efficient, and better positioned for sustainable growth. Collectively, these business engagements demonstrated how student consulting can create real economic value while reinforcing Business as Mission principles. The companies benefited from fresh perspectives, improved systems, and actionable strategies, while students gained firsthand experience navigating complexity, ambiguity, and cross-cultural business realities in a developing-economy context.



IMPACT INNOVATION & ENTREPRENEURSHIP CAMP

IMPACT Innovation & Entrepreneurship Camp is a six-day, pre-college entrepreneurship experience designed for high school sophomores and juniors ready to discover their God-given leadership potential.

Built in partnership with the CIE, the program begins before students even arrive on campus. Upon acceptance, each camper completes the CliftonStrengths assessment, and teams are intentionally formed around four domains: Executing, Influencing, Relationship Building, & Strategic Thinking.

During Immersion Week, students work alongside faculty and mentors to tackle real-world challenges — local or global — through a guided creative problem-solving process. Workshops, team challenges, and mentorship sessions culminate in a high-stakes pitch competition where teams present to a panel of judges for the chance to win seed funding.

From concept to solution, IMPACT camp develops the next generation of kingdom-minded innovators to lead with creativity, collaboration, & purpose.

INNOCHATS

InnoChats bring industry leaders to campus for candid lunchtime conversations with students about faith, business, and calling. This year's speakers included NFL Super Bowl champion and Author, **Ben Utecht**, President of Helix Development, **Eli Marshall**, and the President of Block Imaging, **Josh Block**. 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 **Nick Runyon**, Founder and CEO of MagDrive Technologies and **Nick Stonestreet**, CEO of Fieldpoint Private Trust. These intimate gatherings inspire students to pursue bold, Kingdom-minded careers.

BUSINESS AS MISSION WEEK

One of the overarching principles of the CIE is looking at how to intentionally use business as a way to bless and love other people well. **Business as Mission (BAM)** follows that ideal. Utilizing professional training as a means to create opportunities to share the Gospel and further the kingdom is one way to equip and mentor kingdom-class innovators.

During this year's second annual BAM Week, students had the opportunity to hear from multiple professionals and speakers. **Erik Olson**, from Dignity Made, spoke in chapel and met with students over lunch and coffee to talk about his operations abroad. Jon Rudolph of Two Fish Foundation shared about his missions organization during an InnoChat Luncheon. Finally, students were invited to an All Things BAM Workshop where they put what they learned into practice to see how BAM could be feasible and applicable in their own lives.

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 Indianapolis, Grand Rapids, and Cleveland, connecting with leaders across industries — from Gordon Food Services to Green Circle Growers. Highlights from this year's trek included attending the Rally Conference in Indy, watching the Guardians play in Cleveland, visiting a Taylor alumni's bakery, Arnie's, in Grand Rapids, and attending the Heaven in Business in Atlanta. InnoTreks ignite vision, expand networks, and challenge students to think boldly about business, impact, and generosity.



InnoTrek | Arnie's - Grand Rapids, MI



InnoChat | Speaker Nick Runyon



BAM | Dignity Made

APPLICATION IN PRACTICE

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. The purpose is to connect classroom learnings to the marketplace.



CELEBRATING THE YEAR

Cornwall School of Business & Leadership Celebration Dinner



The Cornwall School of Business & Leadership (CSB&L) hosted its annual end-of-year celebration on April 23 in the Habecker Banquet Room of the Hodson Dining Commons. The evening brought together colleagues, students, and guests for a festive gathering featuring a buffet, door prizes, student recognitions, and faculty and staff awards. Senior awards were presented across all majors, honoring Seth Wolowski (Accounting), Lextin Willis (Innovation and Entrepreneurship), Caleb Hodel (Finance), Abbie Cormier (Management), Lauren Kersten (Marketing), and Lily Humerickhouse (Sport Management).

The Cornwalls, for whom the school is named, joined the celebration (pictured above). During the dinner, scholarship recipients across various business majors were also announced and recognized for their academic achievement and commitment within the department. Remarks were shared by Amy Stucky, Assistant Professor of Sport Management, and Jody Hirschy, Dean of CSB&L and Executive Director of Graduate Programs in Leadership, highlighting a year of growth, achievement, and community. The evening concluded with prayer over the graduating seniors, sending them forward in reflection, gratitude, and encouragement.



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Cornwall School of
Business and Leadership

SENIOR AWARD RECIPIENTS



SETH WOLOWSKI
Accounting

Business has always been a meaningful part of Seth Wolowski's life, leading him naturally toward Accounting and Finance. At Taylor, he served in several roles, most notably as a Personnel Assistant on 1st East Wengatz. This past summer, he interned with Deloitte & Touche as an audit assistant and accepted a full-time role in the same position beginning in the fall. Seth credits his Taylor professors and family with teaching him the value of a strong work ethic and doing every task to the best of his ability. He attributes his achievements to that work ethic and God's blessing. As he enters public accounting, Seth looks forward to seeing where the field takes him and how God uses his skills.



LEXTIN WILLIS
Entrepreneurship

Lextin Willis studied Sport Management, Entrepreneurship, and Marketing, building a strong foundation for his goal of becoming a sports entrepreneur. Taylor helped him grow into a creative, purpose-driven leader with a passion for creating experiences and ventures that bring people together. On campus, he ran track, participated in the Sport Management Club, interned with the Center for Innovation and Entrepreneurship, helped lead initiatives such as Trojan Cup, and competed in business pitch competitions across the country. These opportunities taught him to lead well, build genuine relationships, and use his strengths to serve others. Most importantly, Taylor shaped his view of business as a way to create real value, love people well, and glorify God through meaningful work.



CALEB HODEL
Finance

Caleb Hodel completed a dual degree in Finance and Computer Science with a minor in Data Science. During his four years at Taylor, he served in the chapel band program, played on the men's soccer team, co-led IXL, the Investing in Excellence Club, and worked as a teaching assistant for multiple professors. These leadership roles and campus responsibilities helped prepare him for life after Taylor by strengthening his skills, discipline, and ability to serve others. As he leaves Taylor, Caleb is especially grateful for the friends and professors who invested in him and helped shape his growth and success.



ABBIE CORMIER
Management

Abigail Cormier studied Management/Systems with an HR concentration and Marketing/Systems. Passionate about identifying and meeting organizational needs, she chose HR as a way to serve people through a Christian worldview. At Taylor, she led SHRM as president, worked as a CCO intern, served three years as an RA, and co-led a campus ministry. She connected classroom learning with business practice while interning at CompTIA and Caterpillar. These experiences deepened her understanding of work as ministry, calling, and purpose, while Taylor taught her how to think rather than what to think. After graduation, she moved to Tucson, Arizona, to begin full-time work as an HR Operations Specialist at Caterpillar's Tucson Proving Ground.



LAUREN KERSTEN
Marketing

Lauren Kersten double majored in Marketing/Systems and Management/Systems, following a childhood dream of working in business. At Taylor, she served four years as Vice President on Inter-Class Council and was involved with Admissions CREW, Preceptorials, YoungLife, Personnel Assistant work, and small group leadership. During her senior year, she also served as a Presidential Fellow under Reverend Greg Dyson in the Office for Spiritual Life and Intercultural Leadership. After graduation, Lauren moved to Denver to work as a Client Services Associate with UBS Montage Financial Group in Private Wealth Management. Taylor's Business Department helped shape her servant-leadership mindset and desire to glorify God and make disciples in the marketplace. She looks forward to serving her team and clients while reflecting Christ in the workplace.



LILY HUMERICKHOUSE
Sport Management

Lily Humerickhouse pursued Sport Management because of her passion for athletics. During her time at Taylor, she spent two summers interning in youth baseball and worked for a year and a half in the Taylor Athletic Department. She also served on Intramural Cabinet and led the Sport Management Club as president. Through these experiences, Lily learned to cultivate community, lead with purpose, and manage programs and people well. Taylor's Cornwall School of Business and Leadership strengthened her faith, field knowledge, and leadership foundation. After graduation, she is excited to remain at Taylor full time as Director of the Kesler Student Activities Center and Eligibility Coordinator, continuing to serve the community and athletic department that helped shape her.

LAUNCHING SERVANT-LEADERS

WITH A PURPOSE TO ADVANCE

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.

ORR FELLOWSHIP



Orr Fellowship

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. **Seven** students from Taylor University have secured prestigious Orr Fellowships in the 2026 cohort, **three** of whom were business students.



Damon Hockett
Management/Systems
Midcontinent Independent
System Operator (MISO)



Nathaniel Kooi
Marketing/Management
double major
Boys & Girls Club of America



Justice White
Marketing minor
University of Southern Indiana

DISTINGUISHED GRADUATES

Taylor University celebrated its 179th commencement ceremony on May 23. We applaud the accomplishments of all the 81 Cornwall School of Business & Leadership graduates (73 undergrad, 9 grad) that will join our distinguished alumni and want to recognize the following business students that graduated with special honors.

BACHELORS

SUMMA CUM LAUDE GPA of 3.9-4.0

Mallory Dotson, Sport Management
Lextin Willis, Sport Management
Seth Wolowski, Accounting/Finance

MAGNA CUM LAUDE GPA of 3.7-3.89

Annika Bennett, Accounting
Luke Beukelman, Accounting/Finance
Jacob Boyer, Finance
Elijah Chatwell, Management/Systems
Yuki Erbes, Finance
Emmaline Farley, Marketing/Management
Alexandra Graber, Accounting
Jake Halderman, Management
Corbin Helweg, Finance
Caleb Hodel, Finance/Computer Science
Lauren Kersten, Marketing/Management Systems
Livie Lehmann, Sport Management



Erin Long, Management
Lyndon Miller, Accounting
Colby Peters, Accounting/Finance
Sara Peugh, Accounting
Ellie Reusser, Management/Marketing
Reagan Salzbrenner, Management/Marketing
Kiana Siefert, Management/Marketing
Kendall Sietsema, Management
Owen Slayton, Sport Management
Payton Veltman, Accounting
Jax Werner, Sport Management

CUM LAUDE GPA of 3.5-3.69

Kylen Bender, Finance
Tovah Campbell, Accounting
Brason Chaney, Management
Micah Colquhoun, Finance
Abigail Cormier, Management/Marketing Systems
Adalyn Downing, Marketing
Jonathan Fellhoelter, Management/Marketing
Brennan Frickel, Finance
Noah Gomez, Management
Isaac Heyerly, Management/Marketing
Allison Holder, Management
Zachary McKinney, Finance
Benjamin Michel, Management/Marketing

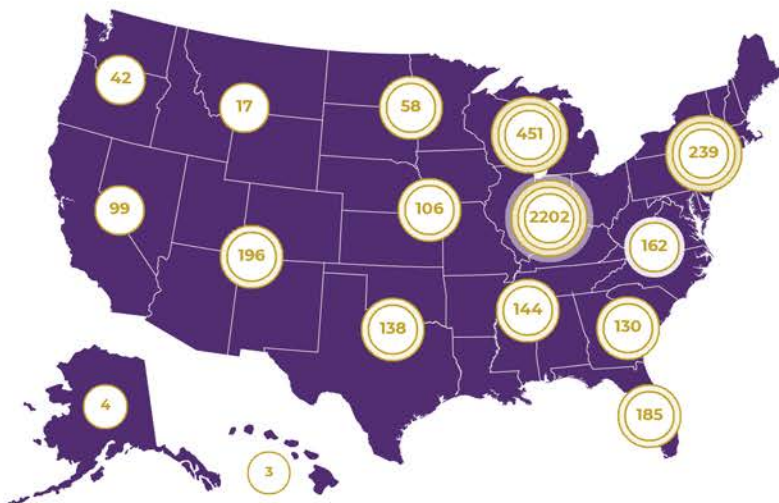
Carson Miller, Finance
Connor Murray, Management/Systems
Max Newton, Accounting
Silvia Palax Cojtin, Management
Nicolette Potter, Marketing
Abbegayle Schmidtgal, Accounting
Caleb Scholl, Finance
Micah Smith, Management/Systems
Tyler Smith, Marketing
Elizabeth Thomas, Marketing/Management
Kyler Vander Kolk, Marketing/Management
Shane VanderZee, Management

MASTERS IN LEADERSHIP

Emma Barile	Caleb Ranzau
Giovanna Demene Shilts	Conner Reagan
Kristie Jacobson	Joseph Smith
Sarah Kabarega	Cole Whitehead
Silas Martin	



THE TAYLOR IMPACT



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 and around the world, Taylor fosters excellent networking opportunities for securing jobs and internships.

LIFE ON MISSION



The Blybergs returned to Taylor last summer in response to the Lord's calling to (re)join the Taylor community to contribute to this season of God's favor & growth. After graduation, Kate (Wills, '12) pursued a career in corporate retail & brand strategy, enjoying leadership roles in both Fortune 20 & boutique marketing agency environments. Derrick ('12) pursued an NCAA Division 1 and 2 Communications & Media career that inspired a series of relocations into new communities and opportunities. Living near campus with their daughter, Phoebe, and 2 pups, they're excited for the many "classrooms" where they will serve & equip students as the next generation of servant-leaders.

WAYS TO SUPPORT THE MISSION

Our mission extends beyond the classroom — and we invite you to be part of what God is doing through the Cornwall School of Business & Leadership.

PRAY

Join us in prayer for our students, faculty, and the continued impact of the CSBL as we prepare leaders to serve Christ through business.

ENGAGE

Invest your time, experience, and connections to encourage our students and help prepare them to lead and serve with purpose.

GIVE

Extend the impact by investing in the CSBL programs, experiences, and resources that equip our students for lives of leadership and service.



Ready to partner with us?
Scan the QR code to start
the conversation.

WORDS OF WISDOM

FROM THE CLASS OF 2026

Yes, focus on your classes, but also leverage your classes as a way to build relationships. The connections you make and the way you live out your values will open more doors than any resume ever will. Trust God with the unknown and prayerfully say yes to opportunities, even the ones that don't seem like a "perfect fit".

Abbie Cormier '26

Remember that your specific discipline doesn't need to be your sole focus once you graduate. Marketing students can always explore finance and accounting, especially if you enjoyed those courses in school.

Nikky Potter '26

Be bold and communicate with confidence and conviction. Study and prepare like you will be tasked to present to a large group. Equip yourself to learn and know the information at hand beyond the semester you study it. It is all applicable.

Brennan Frickel '26

I would encourage others to go to all of the events that the Cornwall School of Business has to offer. Take advantage of all the networking opportunities that Taylor has. Also, make meaningful connections and relationships with your professors, because they care for you and want to help you.

Kate Pfaff '26

My biggest piece of wisdom would be to try new things! Add the minor that you're interested in. Apply for an internship you don't think you'll get. Go to events that push you outside of your comfort zone. The Lord teaches us things and uses us in ways that we could never imagine!

Adalyn Downing '26

The biggest thing I took away: don't be hesitant to reach out to mentors or those with more experience. They are always willing to give advice and help in your college/career path.

Taylor Sare '26

Take advantage of the opportunities Taylor provides, especially with relationships. These people want to connect with you and help you. Reach out, create connections, and see where that takes you. It's incredible what could happen with those relationships.

Lextin Willis '26

Take advantage of the many opportunities given in the business department, and introduce yourself to people you don't know! Connections are huge.

Libby Thomas '26

SHAPING THE FUTURE

LOOKING AHEAD TO 2026-2027



New Students (Fall 2026)
attending Summer Orientation

**CSBL WILL
WELCOME**

149
NEW
STUDENTS

500+
STUDENTS with
BUSINESS **MAJORS**

200+
STUDENTS WITH
BUSINESS **MINORS**

EXPANDING WAYS TO SERVE

London Study Abroad Program

In partnership with **Living and Learning International**, the first cohort of Taylor business students will head to London this fall to participate in a semester long study-abroad program. The program is designed to offer students an experience full of new places, professors, students, perspectives, weather, and foods that all combine to create a powerful and live changing experience.

Focused on providing a faith-based context, the in-country Living and Learning team is there with the students through their whole semester to provide mentorship and discipleship. During the time in London, students attend University of Roehampton and earn 12 college credits that transfer back to Taylor University.

Program Highlights

- Spend 3+ months in London, England (September – December) studying at the University of Roehampton
- Earn 12 Taylor credits
- Faith-based community with mentorship, small groups, and weekly chapel
- Adventure to various cultural excursions, museums, and city adventures
- Build career experience through an internship/practicum

Location & Housing

- The University is 30-45 minutes to Central London
- Food markets within walking distance
- Live in a flat with 7-9 students from Taylor or other U.S. Christian universities on Roehampton's campus
- Each student gets a single or double room with a bathroom and a shared living and full kitchen area

Academics

- Students take 3 courses, which are worth 4 credits instead of like TU's traditional 3 credits (total of 12 credits)
- Students are encouraged to complete their Business Practicum/Internship* (4 credits) as part of their course load
- Business Practicum placements are determined mid-Summer

Eligibility

- Accepted into the Cornwall School of Business and Leadership
- Have Junior or Senior status (priority to seniors)
- *Meet the practicum requirements (if opting to do the practicum in London)
- Meet the study abroad program requirements



**University of
Roehampton
London**

**LIVE, LEARN, AND GROW IN ONE OF THE
MOST ICONIC CITIES IN THE WORLD!**

NEW MAJORS LAUNCHING

In response to the evolving demands of the marketplace, our faculty consistently reviews and refines academic offerings to ensure students are well-prepared for real-world impact. This past spring, the Curriculum Management Committee approved two new Bachelor of Science majors – **Construction Management and Marketing** – which will launch in the 2026–2027 academic year.

BS IN CONSTRUCTION MANAGEMENT

This fall, the Cornwall School of Business & Leadership joins forces with Taylor's Physics & Engineering and Environmental Science departments to launch a **BS in Construction Management** – a timely addition to Taylor's academic portfolio. With **Indiana reporting \$5 billion in construction projects** in the pipeline and the **U.S. Department of Labor projecting 9% growth for construction managers** through 2034, the demand for qualified professionals has never been greater.

Students will gain hands-on experience through two practicums, a senior capstone project, and a required international mission trip – putting their skills to work in communities both locally and globally through Taylor's 1846 Enterprises.

BS IN MARKETING

Launching in Fall 2026, the **BS in Marketing** provides a professionally focused pathway for students seeking expertise in digital, data-driven, and technology-enabled marketing. With a **60% increase in marketing majors since 2021**, this program responds to student interest and industry expectations for the next generation of marketers.

The new major occupies a strategic "middle ground" between the communication-oriented

“

We are equipping students to serve as the hands and feet of Christ, both here and around the world.

Dr. Danielle Nobles-Lookingbill
Program Director

”



BA and the highly technical BS in Marketing/Systems. It is specifically designed to meet the surging demand for "full-stack" marketers who can move fluently between three areas of marketing. "Marketing today is so much more sophisticated than it was 15 years ago. It's no longer just about creating ads, but creating a seamless customer experience by syncing strategy (MOps), tools (MarTech), and messaging (MarCom)," states Erica Elliott, Assistant Professor of Marketing.

**MARKETING
TODAY
SYNCS**



SEEKING WISE COUNSEL

Taylor's advisory councils provide meaningful opportunities for alumni, parents, friends, and other partners to engage more deeply in the life and work of the University. Council members bring valuable professional expertise, perspective, and experience to areas across Taylor, offering thoughtful counsel on important questions, emerging opportunities, and strategic priorities. Their service helps University leaders think more broadly and wisely while ensuring that important initiatives benefit from perspectives beyond campus.

Advisory council members also serve as important ambassadors for Taylor. Through regular communication, substantive meetings, meaningful interaction with students, faculty, and staff, and intentional prayer for the University and the areas they serve, members develop a deeper understanding of Taylor and its mission. At their best, Taylor's advisory councils create a mutually beneficial partnership.

We are grateful for the servant hearts, wisdom, and guidance from the men and women who serve on the councils that support the mission of the Cornwall School of Business & Leadership – they are treasured partners.

BUSINESS ADVISORY COUNCIL

Andy Harbour ('95)
Clark Holland ('94)
Jeff Huitsing ('00)
Brian Osner
Eric Shinabarger ('09)

Ryan Sietsema ('98)
Cal Stuart ('80)
Mary Walraven
Kevin Zimmerman ('00)

CENTER FOR INNOVATION & ENTREPRENEURSHIP ADVISORY COUNCIL

Brian Barnes
Chris Boeckerman
Mark Bowell ('85)
Molly Pastermack ('00)

Nick Patermack ('99)
Nick Runyon ('02)
Sue Salvemini
Michael Williams ('15)

CHRISTIAN EDUCATION ADVISORY COUNCIL

Julie Ambler
Steve Bult
Donna Harris
Scott Harsh

Matthew Kerlin
Dean Nicholas
Bryan Ritz
Justin Smith

"Fools think their own way is right, but the wise listen to others."

PROVERBS 12:15



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