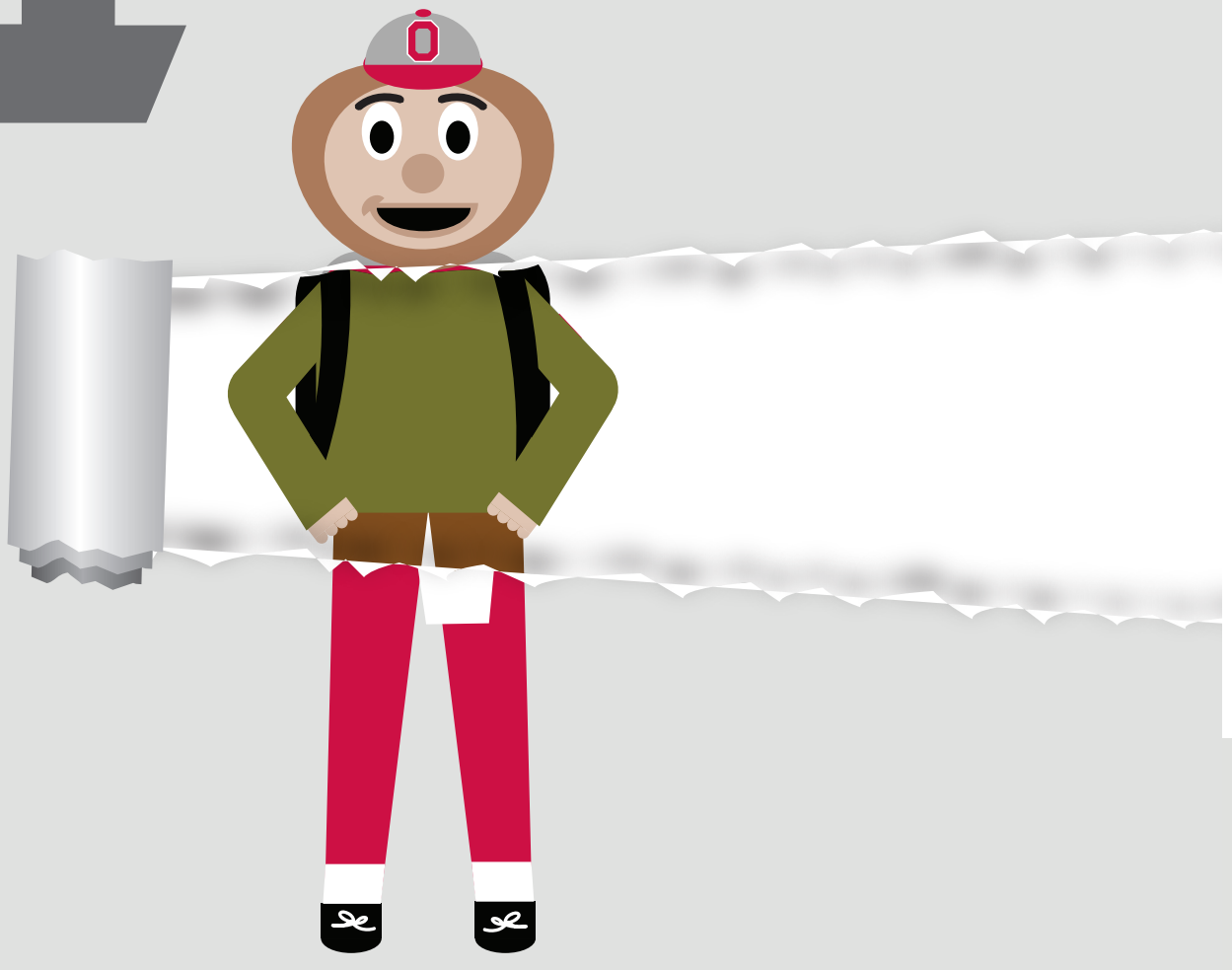
FALL 2022 \\ VOLUME XXV

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25TH VOLUME!

# DEFINING OUR PATH

*Exploring the opportunities that surround us*

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## Letter from the **Editor.**

It is a warm August day in 2009: the summer is beginning to wrap up, and your parents begin to drive you up to your elementary school. As they park the car, you unbuckle as fast as you can, jump out and run up to the front door. There you see countless lists of classes, and you begin to search tirelessly for your name. You start to cross your fingers that your best friend's name will be right under yours, but regardless your face is gleaming with joy that it is this time of the year again. After figuring out what the upcoming year will hold for you, you turn to see a group of kids behind you waiting eagerly to find out which class they are in. As I sit here scheduling my last year of college classes, I cannot help but miss how simple and exciting it all used to be.

School is all I have ever known; since I was three-years-old, my life has been a loop of study, tests and then off to the next grade. Now, 18 years later, that is all about to come to an end. Change is rarely easy, and with change comes growth and a lot of nerves. Whether that means graduation or a new haircut, the path of figuring out who you want to be can be scary. This is nothing new, though: just think back to when you first decided you wanted to be a Buckeye. Sending in your application, nervously waiting for a letter in the mail and, whelp, here you are. Through your time at Ohio State, you have dealt with more change than you probably realize.

Maybe you started a club, or if you are anything like me, you have flip-flopped majors a handful of times. Have you changed your style completely since high school? How about that new tattoo…which I am sure your mom loves so much!

Magazines have always helped me with my self-expression. Some of my earliest memories are going to the grocery store with my mom solely to get cheesy tween publications and flip through the pages on my bunk bed. Today, I tend to reach for a stereotypical girly-girl magazine, so I took what felt like a leap of faith by joining Fisher Ink. Being a part of a business magazine was a complete change from what I was used to. Change often frightens me, but through Fisher Ink I have learned things that I will take with me for the rest of my life.

Fisher Ink has allowed me to use self-expression in all parts of the club. I have been able to choose what I wanted to write about and create promotional posts without many restrictions. Furthermore, my role on E-Board has allowed me to build on skills I will use in my career. The wide variety of teams available to join enables myriad opportunities for self-expression!

As my time at Ohio State comes to a close, I will miss having a reminder pop up on my phone Tuesday mornings telling me I have a meeting that night. I will miss brainstorming and laughing at each other's ideas, even though no idea is a bad one! So, if I can give you one piece of advice, express yourself and make a couple of changes because who knows - maybe you will run into your Fisher Ink.



Sarah Koach,
VP of Productions

# The Team Up North Brings Down Big Businesses

## University and local organizations prepared for first home Michigan game since 2018

story Ria Akhilesh design Devansh Maladkar photo Taylor Matlock

While the weather in Columbus rapidly chills, the University District heated up with its vast preparations for the season's culminatory home football game. As The Ohio State University breaks scoring records, Buckeyes from around the world are, now more than ever, being pulled into ever-intensifying gameday cultures and fanaticism. Ohio State football is known for cultivating and strengthening passions among its supporters and, more fantastically, its rivals. Notably, the Michigan Wolverines remain the longest-standing rivals of Ohio State. For decades, this pair has been argued to be part of the most passionate college football rivalry of all time, and the climacteric annual match between the two has been widely dubbed "The Game," the first of which dating back to Oct. 16, 1897.

Over the years, tens of thousands of patrons on both ends of the rivalry not only tune in but travel across state borders to behold the bloody yet bewitching battle. In fact, Ohio State University's internal operations, such as OSU cafes and libraries, Campus Area Bus Services (CABS) busing and Ohio Union operations, alongside off-campus local businesses, bear the charge of hosting, on average, over 105,000 visitors for this historic event. Additionally, the university continues to host notable alumni in the professional sports space and fans from all over the country, and even thousands of international visitors as well. At this end, local businesses prepare for the incoming traffic.

Jimmy Barouxis is the owner and proprietor of Buckeye Donuts. His establishment is a campus staple located on the eastern end of campus and is not only a popularly visited location throughout the work week but one of the most visited businesses on game days. Barouxis explained that his business operates in a high-stakes environment for such days.

"There is a buzz and an energy which you can feel in that week leading up to the Michigan game," he said. "There's just so much more emotion and movement. What I've seen is that visitors want to go to local places, and we are a tradition for a lot of them. Even away-gamers will likely make a trip to Buckeye Donuts. There's not a lot of third-generation, 53-year-old places on High Street. ... This area is Ground Zero for the Buckeyes, and we need to honor that."

Repeatedly over the last 11 years, both The 'Shoe (Ohio Stadium) and The Big House (Michigan Stadium) have exceeded stadium capacity for The Game. Notably, in 2016, The Ohio State University hosted 110,045 attendees, and in 2011, the University of Michigan hosted 114,132 attendees; these numbers are their respective university's highest attendance to any home game. With these numbers showing no sign of slowing, small businesses must keep up with the demand game day brings.

One such business is Cielo Cafe, which is located across from the Union. Most days, the cafe serves as a frequented study and drink spot. However, on game days, it functions as a stop for hundreds to thousands of visitors' coffee fixes. According to Christopher Hearn, managing partner of Cielo Cafe, the visibility means the cafe must impress customers.

"I'm a huge college football fan, and as you know, the Ohio State football team raced to the top of the ranks really quickly. ... Everyone will have their eyes on the game and the university, and this experience will make it more of a national game if not regional, which puts the pressure on surrounding businesses like ours," he explained.

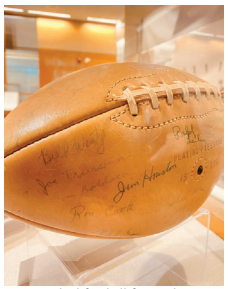
Part of The Game's long-standing mythology is rooted in its placement. Every year on or around Thanksgiving day, the game is held at one of the rivals' home stadiums in back-and-forth succession, where if Ohio State hosts the game one year, the next will be hosted by Michigan, and so on. This alternating approach means that a traditional, four-year undergraduate student would only get two opportunities to watch The Game in their home stadium and participate in the surrounding festivities. The infrequency, combined with the high-stakes culture of the game, projects unprecedented and compelling urgency onto businesses during each home Michigan game.

Kayla Banks is a manager at Cielo Cafe and has seen the impact The Game has on small businesses like hers. Part of her job includes overseeing daily operations and preparations for events such as this game. "I definitely know the Michigan game will be extremely busy," she said. "It's already the busiest day in Columbus. ... In this area, we are a very tight-knit community, and we want to extend that to campus and our outside visitors, and so we do our best to serve customers and keep that energy going."




The intensity became more potent in 2020 when The Game was scheduled to occur at Ohio State. However, it was canceled in light of the COVID-19 pandemic, which was causing record havoc at the time. Multiple members of Michigan's team had contracted COVID-19, and in order to preserve the health of all involved, The Game was entirely canceled. Coupled with the already-rife turmoil from the pandemic, this ushered local businesses into remission during what would have been extremely busy and business-heavy times.

Josh Harden is the owner of Clothing Underground, which is one of the most visited merchandise stores around campus, specializing in vintage and secondhand Ohio State apparel. Harden said that business usually booms on and around game days.



Autographed football from Ohio State football exhibit.

"There's definitely been a downturn in visitation since the last game, since football is pretty all-or-nothing around here," he explained. "We still had a good, solid customer base of college students who live around here, but those upticks had not happened at all in the last couple of years I would say. That hit everyone pretty hard."

Local businesses are now expecting to accommodate higher numbers than ever before. For four years, the traditions and festivities surrounding the game occurred in proportionally smaller measures, meaning that with this year's game, students and businesses are finally planning to return to and preserve gameday traditions. To do so, businesses are working to present cultural touchstones for visitors to engage with. Fans have already begun purchasing merchandise, preparing game day apparel and making plans for their nights out in Columbus after the game, among other developments. This increases demand for efficient business operations on and near campus, which is no small feat to prepare for. Local businesses are having to intensely prepare for this historic game by ordering, storing and maintaining substantially increased inventory and are working on adjusting prices and accommodations in order to maximize the business' weekend and make money ahead of a less eventful winter.

> "It's pretty **amazing** how much the school puts out in terms of **variety and quantity** of merchandise. I don't think any other school does that to this extent"
> - Josh Harden, Clothing Underground

"The first thing is that we want to make sure we have adequate staffing," Barouxis said. "In 2006, I worked a 21-hour shift, worked another 10-hour shift and then again worked a 12-hour shift. It was the most absurd thing. So now, I make sure staffing is the number one priority. Number two is inventory. We will hand-cut probably 4,000 to 5,000 donuts, handmake 800 breakfast sandwiches and handmake hundreds of orders of Greek food, all on one game day. ... Preparation is everything in business life. If you want to have a good outcome for an event, that will be easy to perform if you have put the preparation in."

Other businesses, like Cielo Cafe, are working to prepare in their own unique ways for the game. The cafe has been discussing inventory, stocking and staffing and is amidst preparing a special "game day order," which accounts for increased bagels, syrups and ingredient stock. Banks leads the charge on sourcing these items while Hearn oversees the general operations and business strategy.

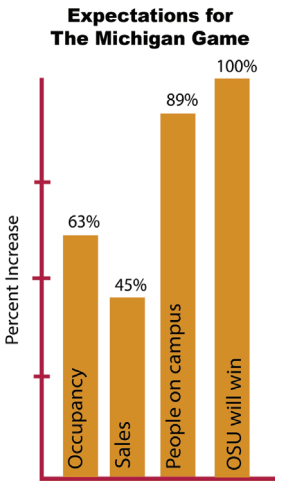
"We've been having a lot of conversations about how we are going to treat the Michigan game, since that one will be treated totally separately from how we treat the other games," Hearn said. "For the week leading up to the game, we will probably treat each weekday similar to how we treat one regular game day, which means that we need to greatly increase our regular par to accommodate the higher traffic."

As businesses prepare, they must keep their customers in mind so that each visitor can feel as involved in the game day spirit as possible. For Clothing Underground, that involves changing things up and helping to energize the fans as they walk by their storefront.

"We are always changing up our window displays, we are always playing loud music," Harden said. "It's just the nature of our store in general. You can come in here each game, and it's almost a different store. It's pretty amazing how much the school puts out in terms of variety and quantity of merchandise. I don't think any other school does that to this extent. I think that's a reason why we are so successful, because our fanbase is different from the rest."

With every step in these preparations, a visitor is presented with a variety of options for expressing their eagerness about The Game and their team of choice. The decision then lies with the visitor of how to interact with the hundreds of game day opportunities that lie ahead of them. Though this may seem like an overwhelming decision, the swarm of excursions available may resemble what being a Buckeye means: engaging with all and doing so with passion, too.

Businesses themselves face the decision of how to represent their Buckeye fanfare. Although each operation varies in the way it displays its school spirit, students, families and fans have the benefit of interacting with a multitude of unique cultural Ohio State touchstones. Each presents a unique facet of the game day experience through the clothes it sells, the food it serves or the environment it fosters. Whatever way one slices it, every Ohio State fan and inhabitant benefits when The Game comes to town, especially when the Buckeyes win.




Survey taken from 45 local business employees and shoppers before the Michigan game.

# Professor Highlight

## Learning about The Ohio State University experience through the perspective of Professor Ty Shepfer

story and design Kylie Bell  photo fisher.osu.edu



Headshot of Ty Shepfer.



Ty Shepfer teaching a group of OSU students.

As a student at The Ohio State University, I have had the pleasure of interacting with many talented professors who truly care about the success of their students. A prime example of this commitment to cultivating success is Professor Ty Shepfer, who has many roles here at OSU, including teaching Business Skills 2292, directing the Honors Cohort Program, serving as the lead of the Master of Human Resource Management Program and much more. I was fortunate enough to meet with Professor Shepfer and unearth his experiences at the university and his sagely advice for students.

### What motivated you to become a professor at Ohio State?

"I did my undergrad here at Ohio State, and being from a small town - Zanesville, Ohio - I wasn't exposed to very much growing up. Ohio State opened my eyes to the rest of the world and opportunities that I never even knew existed. Because of that, I feel like I'm forever grateful to the university. Even as I was graduating from Ohio State, I had this calling to give back in different ways to the university. I kept my connections with my professors, and every time I was on campus I would try to guest lecture, and it was the 2292 position that became vacant. That's the college's intro to business class. They called me, and they said, 'Would you be interested?' At the time I was living in New Orleans, I was the HR manager for Shell Gulf of Mexico operations and said, 'Absolutely.'"

### What is your mission as a professor at Ohio State?

"I always say that my mission as a faculty member at Fisher is to do what other professors did for me, and the statement that I've written in my different class syllabi is to 'equip, encourage and empower purpose driven leaders who will have an indelible positive impact on businesses, government and society.' Another alum said, 'I want to build leaders that the world cannot live without.' I think that's pretty profound. I don't know if I'm achieving that, but that's the goal."

### What have you accomplished during your time at Ohio State?

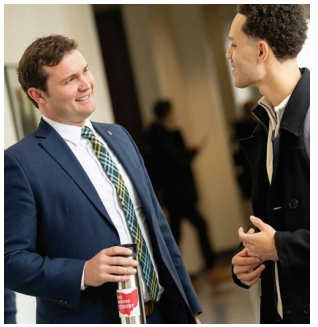
"Specifically with the intro to business class, although it is challenging with so many students, it's a huge platform to introduce students to the world of business. Being able to give them some framework and some examples is really important to me. I also lead the Cohort program and our Masters in HR program. Specifically with the Cohort program, being able to see a junior through their senior year and teach a class every single semester, you get to know the students really well, and you can kind of see the impact that you and other people are having on them. I'm staying in touch with alumni, and being able to see the impact beyond graduation is so rewarding."

"**Equip, encourage and empower** purpose driven **leaders** who will have an indelible **positive** impact on business, government and society"






Ty Shepfer and the 2018 Honors Cohort trip to Brazil.



Ty Shepfer interacting with students around campus.

### What are your goals during your time at Ohio State?

"I always ask myself, 'What are the things that I can do to help build a culture of care around here, where students are in support of other students? What are the small things that we can do to make sure that people feel supported?' Because it's a business environment, and we have great students, it can be super competitive. Some of that is okay, but it can also be really unhealthy. So, what role can I play in helping to mitigate the unhealthy stuff? I think also, from a college perspective, along the same lines from a diversity and inclusion standpoint, how can we make people feel like they belong here, regardless of their background? Because even though it's a huge place, and you can find your own little community, for a lot of students, they really struggle with that. Another thing that I haven't done much work on, but I think about often, is doing more with our international population. As a general observation, the international students hang out with international students and domestic students with the domestic students. It's just a missed opportunity to learn from one another. So what can we as a college do to kind of break down those barriers? How can we push those interactions and hope that they grow organically? There needs to be more of that. We're not doing nothing, but we can do more."

"A lot of students think there's a **linear path**, but that's **not** how it works"

### Are there any regrets you have during your time at Ohio State or throughout your career?

"I interned at Shell three summers before going there full-time. So from a professional standpoint, Shell is all that I know. The reason I kept going back is because I loved it, and they took very good care of me, they compensated me well and they offered a ton of development and opportunities. But I wish I had more of a diverse perspective, in terms of companies. So if I could go back in time, I would have at least interned somewhere else. During undergrad I was working about 40 hours a week, so it was really hard for me to get involved with things just because I was so busy. I was basically working or studying and participating in a surf club maybe once a month. I was very stressed about money as an undergrad, which is why I had to work to pay the bills. So now looking back, it's like man, why didn't I just enjoy myself a little bit more?"

### How do you suggest students get involved on campus?

"I never like to recommend a specific club. But I do recommend a club to everyone just to help find a community, and it doesn't have to be a Fisher one either, like the surf club. I mean, finding one, at least one thing that you're passionate about or interested in and getting involved is critical. I hate to see the students with a 4.0, and they're not doing anything. I'll take the student with the activities and lower GPA any day of the week, just because it shows diversity. A lot of students think there's a linear path, but that's not how it works. That's not it at all. Join an organization because you want to be there, not because it's going to be a stepping stone to the next thing."

### How do you suggest students build connections with professors?

"I mean, it might be common sense, but it's a lot harder to execute. It's being uncomfortable and going to office hours and recognizing that you don't have to go to office hours with a question related to the class. The vast majority of students, they'll go through their full four years and never visit one professor's office hours. It takes multiple meetings to start to build that rapport, right, but I try to be accessible. For example, one of my office hours is at Buckeye Donuts. It is early in the morning, but on any given week, there's three to 15 students that come. So it's not like I'm sitting there alone drinking my coffee, and that's a good opportunity for me to get to know them and them get to know me in a kind of a non-office environment, or you can always come to my office at Fisher Hall."

### Do you have any general advice for students?

"I think that students today put too much pressure on themselves. And that they shouldn't rush the process of figuring out what it is that they want to do, and they should always keep an open mind to new opportunities."

"We're not doing nothing [on breaking barriers], but we can do **more**"

# Band Central Station

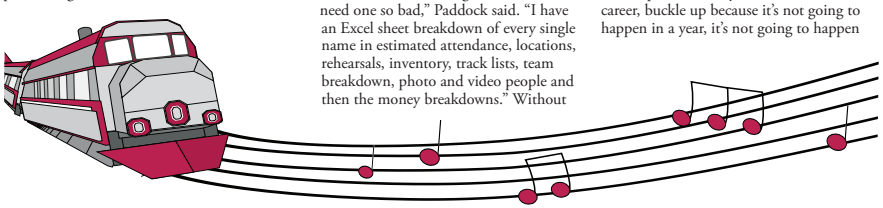
## Student artists in Columbus and how the location affects their outlooks

story Mia Hargrett design Riha Huq photo Varad Raigaonkar

Columbus may not be known as a music hub, but it does provide unique opportunities to student artists looking to create a career. However, being a student artist means juggling a demanding academic workload with the even more demanding and time-consuming talent that is music making.

## Adam Paddock

Adam Paddock does not have the typical backstory that one often hears of in the music industry. During high school, he was mainly invested in sports and stumbled upon his musical talent by joining his high school's show choir simply because his friends were participating in it. However, Paddock's journey from show choir to where he is now – performing at OSU's welcome back concert



earlier this year, headlining for many artists and touring – is something that he attributes to his incredible work ethic and grit. Looking behind the excitement of his melodic life, juggling everything from academic demands to career aspirations in the music industry can be a lot to manage.

During his time at OSU, the recent graduate said that a way he managed his time was by applying his schoolwork directly to his career. When assigned projects on social media marketing and personal branding, he used his own profiles and accounts in order to further his image. "I would turn those projects toward myself and learn what I was doing wrong and what I was doing right, and I'm going to do it in a way that's going to benefit me long-term and not just the one that's going to get me an 'A,'" Paddock said. Attributing a large part of his success to his social media presence, he focuses a lot of energy on creating and posting new content. "Every cent is going back into capturing it as well as I can, prioritizing TikTok, Instagram, you almost become a slave to content," he explained. "It's just brutal, but every once in a while, you do pretty well, and you blow up."

While maintaining a good balance between academics and career ambitions, student musicians must also manage the business side. From logistics to finances, managing a budding music career involves many business-related aspects. To keep every moving piece accounted for, Paddock uses Excel extensively. "There's a reason managers exist, and I need one so bad," Paddock said. "I have an Excel sheet breakdown of every single name in estimated attendance, locations, rehearsals, inventory, track lists, team breakdown, photo and video people and then the money breakdowns." Without keeping everything in order to the extent that he does, the show would not be able to operate on the level that it does.

The logistics of it alone are enough to make anyone's head spin, not even taking into account the finance side yet. Paddock runs his finances differently than what is typical in the music industry. He keeps things completely transparent and splits the proceeds evenly between everyone that helps with a show. "I split it evenly with everyone that's involved because ultimately every musician, every tech guy, every merch person, every photo/video person that I have, they all work more than I am able to pay them," Paddock said. "I want [them] to see that I am investing in people who are investing in me."

While Columbus is not known for its music scene, there are unique opportunities here that allow artists to stand out. However, that does not mean that it is easy to know where to start.

that guided Paddock was to "prioritize meeting the right people in the industry versus the scene," he explained. "In order to surpass the scene, you need to get to know the industry of the scene."

Although there is not as big of a music scene in Columbus as somewhere like Nashville, there are nonetheless many artists trying to create a career here. If they were to ask Paddock for advice, he would tell them to focus on the people because "people are the point, and if you want to do it as a career, buckle up because it's not going to happen in a year, it's not going to happen in two, it's probably not going to happen in 5," he said. "It's a long haul."

"People are the point, and if you want to do it as a career, **buckle up** because it's not going to happen in a year, it's not going to happen in two, it's probably not going to happen in 5"
- Adam Paddock

## Max Lew

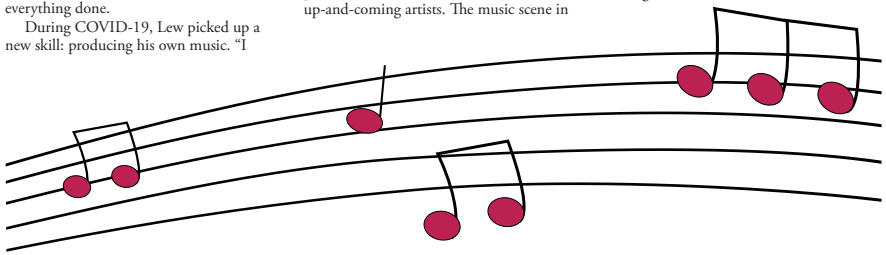
When people think of the stereotypical "college musician," they may imagine someone who is lazy, self-indulgent or just disinterested. Max Lew acts in complete opposition to these assumptions. He is hyper-intergrated in the Fisher community and greater university as well. His involvements range from competing on the weightlifting team, playing in two bands, doing CrossFit, participating in Scholars' programs and becoming the Wellness Chair for Phi Chi Theta, a business fraternity. He keeps track of his endless to-do list through Google Calendar, and keeping a positive outlook on his involvements helps along the way. By being mindful of the things he spends time on and prioritizing what is important to him, he manages to get everything done.

During COVID-19, Lew picked up a new skill: producing his own music. "I started to get really into audio technology, mixing and production because there was nothing else to do," he said. "We (his band) couldn't get together and rehearse." However, through this experience he gained the skills and technical know-how that led to him connecting with one of the most formative influences of his music career: Paddock. Collaborating on songs and occasionally performing with his old RA has provided many moments and learning opportunities that he would not have otherwise had.

While he acknowledges that Columbus is not as renowned as other cities in terms of music, it does have "a great scene for musicians to get [their] feet wet and possibly make something happen," Lew said. It is simply much harder for artists to get opportunities and stand out in places that are so heavily saturated with up-and-coming artists. The music scene in Columbus, though, because I would still definitely go into the music industry if it was easier." As a freshman, managing this extreme amount of change as well as pursuing opportunities to grow a music career is a lot to handle. However, she does recognize that there are opportunities available for the people who want to take them. "If you are someone who really wants to pursue a career path in music, if you have a strong fanbase and good traction, you can be a standout here," Lenahan said.

provides a good introduction to the business side of being an artist. Learning how to do your own ticketing and how to account your sales, Lew said, are some of the skills he has learned through playing at venues around Columbus. The venues here are generally smaller, so it does not require as much effort toward logistics or finance management as it would to play at larger venues.

While keeping track of his involvements and setting aside time for his music has kept him focused, having a strong support system has also helped immensely. Mentors can provide helpful tips for staying connected and offer encouragement along the way, he explained. Looking back at his time in college, Lew said, "I put in my grind for the first few years, and now, things are coming to fruition."



## Maddie Lenehan

Coming off the heels of a summer tour, freshman Maddie Lenahan is a bit doubtful about what being in Columbus can do for her music career. Having been in School of Rock, an organization that helps youth develop the necessary skills to be a musician, since the early years of elementary school, she is no stranger to the grind that it requires. "I tried out for the elite band called The Headliners," Lenahan said. "It represents the Cleveland School of Rock community." She thus got the opportunity to perform at local venues on the East Coast and throughout the Midwest while on tour with the band, which "sparked an interest in pursuing music because I got to do it so much and learn how much I really liked it," Lenahan explained. "It was honestly one of the best experiences of my life."

Heading into college, she intended to pursue her musical career and get a business degree as something to fall back on, but after spending more time on campus and in the Columbus area, she feels as though the opportunities that do exist here are few and far between. "It's a lot of extra effort and time to be a part of the community," she said. "I wouldn't say my interests flipped,

"If you are someone who really wants to pursue a career path in music, if you have a **strong fanbase** and good traction, you can be a **standout** here"
- Maddie Lenehan



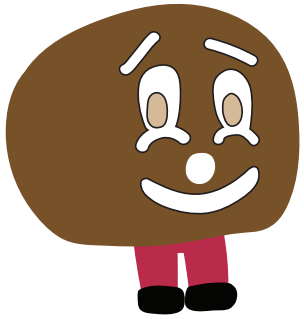
Maddie Lenehan

# Brutus Through The Years

## Taking a deeper dive into the history behind the beloved campus icon

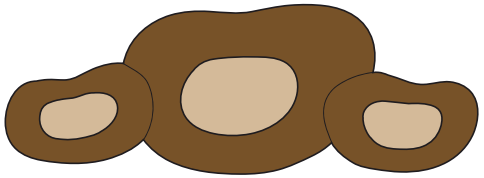
story Sarah Koach design Lauren Howell

Brutus Buckeye–Ohio's most notable nut. While Brutus now stands tall in his scarlet and gray uniform, that has not always been his signature look. Over the last five decades, Brutus has sported 10 different looks of varying shapes and sizes, each nuttier than the last.



The first-ever Brutus costume made its debut in 1965, remaining in the spotlight for a mere two weeks. The large paper-mache outfit was loved by fans but proved too heavy to wear throughout events. His uniform was replaced with a lighter fiberglass shell with the same look. Former Brutus Andrew Topinka said, "You can't be out there for too long because it is so heavy." In 1968, the mascot's attire received a slight upgrade in the emotional expression department after it was equipped with a smile that could be turned upside down into a frown. Before the Rose Bowl in 1974, Brutus was also given eyebrows, although the fiberglass mascot was soon to be switched out.

In 1975, Brutus began looking a little more familiar to how modern Buckeyes know him today. He went from a round large Buckeye to a more human-like body with a winking face. "The only costume that was not well-received by fans was the smirking Brutus," Topinka said. "I don't think people liked that one." This version was regarded by many students and fans as their least favorite due to his eerie-looking face, once again making this outfit very short-lived.



The '80s started with a return of the large nut, but he was no longer a full-body mascot. A large ball cap was added, and the mouth was also changed due to the smirk's distaste among fans. This look was better received, but much like the first 1965 Brutus, there were many issues with the functionality of the outfit. Increasing problems led to the first blueprint of the Brutus we see today.

> "If you knew who it was, frankly it would take away from the experience, **the magic** that is the character"

In 1981, a full-body Brutus, with easy mobility, brought excitement to football games. Originally wearing a short-sleeved jersey, he eventually switched to a striped gray and scarlet long-sleeve. In many ways, he resembles today's Brutus, who is an overly theatrical character. This uniform, however, often exposed skin, such as hands and forearms, revealing a bit of who was behind the mascot. Topinka argued that the mystery of the person inside the suit should always remain a secret, since "if you knew who it was, frankly it would take away from the experience, the magic that is the character."

The Brutus fans know and love today was revealed in 2001, sporting his iconic scarlet and gray long-sleeve shirt with red pants. In the last two decades, nearly no noticeable changes have been made to his uniform.

Topinka said that Brutus' outfit has stayed fairly consistent over the years, and, as he explained, "The only way it has changed in recent years is his clothes have changed from a cotton rugby jersey to now an athletic material." The lack of costume alterations reveals how liked his current appearance is. Across all the different configurations, though, Brutus has continued to bring smiles to fans' faces.





# NIL... What's the BIG Deal?

## College athletes can now receive compensation for their name, image and likeness - how has it played out so far?

story CJ Kocak design & photo Macon Hoover

Prior to 2021, college athletes were not able to profit off their own stardom and potential. Players were facing suspensions, fines and possible expulsion from the National Collegiate Athletic Association (NCAA) for activities as simple as jersey sales, endorsements or private lessons. This was the case in July 2021, when the NCAA passed an interim policy allowing student athletes to profit from their name, image and likeness (NIL) while still maintaining their NCAA eligibility. Student athletes have been waiting for this monumental policy for decades and now face an unprecedented amount of opportunities.

Gary Petit, associate director for athletic communications at The Ohio State University, has seen the adjustment to NIL from an administrative perspective and is looking to help student athletes succeed in school, sports and the professional world. He discussed the changes in recruiting for Ohio State, new NIL-related university resources for students and possible pressures that student athletes face during the process.

### Changes in recruiting

Ohio State has many opportunities when it comes to NIL deals because of its proximity to the large city of Columbus and the well-respected brand that the university has built over generations. When it comes to recruiting, student athletes now have to consider a university's potential for profit, in addition to its programs and facilities. Petit said that Columbus' resources, reputation for college sports and fast growth serve as strong incentives for athletes. Incoming student athletes are presented with many avenues to make money in Columbus, which is a valuable tool to leverage for coaches during the recruitment process.

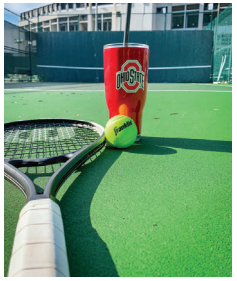
### University resources for NIL deals

With the addition of NIL deals to college athletics, players are in search of resources to help them navigate the process of making deals. The university provides student athletes with classes, a help center and an online database to supply them with all the information they need to promote themselves, make connections and form deals. Once a player secures a deal, Ohio State provides support by looking them over and making suggestions to the student athletes, but the university is not allowed to broker the deal, according to NCAA regulations. When it comes to legal representation to aid in the dealmaking process, the guidelines are blurry. "They are allowed to hire a marketing agent but cannot have a sports agent," Petit said. In other words, student athletes can hire someone to help market their name and image, but hiring someone to represent them in their sport is against NCAA guidelines. Petit said that while some students hire legal representation, the majority of them utilize the university's resources since unlike an agent, the university does not take a percentage of the player's deal money. At Ohio State, student athletes are getting top opportunities when it comes to NIL while also receiving the proper tools necessary in order to succeed.



### Pressures on student athletes

Every week student athletes are given one day off from athletic activity and have 20 hours of mandatory time dedicated to their sport in the form of practices, workouts, film study and meetings. On top of this, they have to balance their classes, social life and possible NIL engagements. Petit said anything that is NIL-related must be done on the student athlete's own time, which is already eaten away by the multiple obligations they have every day.



A student rests their gear during practice.

Even though NIL deals have provided many benefits for student athletes in the form of financial compensation and professional experience, there are still pressures that pile on top of the players which can inhibit their ability to succeed. The world of NIL for student athletes is constantly evolving and could snowball into further aspects of promotion and advertising, including action figures, video games and much more that is on the horizon. In a world that is filled with unlimited opportunities for personal gain, brand deals and sponsorships are just the beginning of what student athletes can accomplish.



# Quick Tips for QUIC Interviews

## How to achieve the perfect interview using Fisher's plentiful resources

story and design Amanda Srebnik

The dreaded elevator pitch. The sweaty handshake. The gruesome waiting period after. Whether applying for a club, internship or a full-time job, there comes a time in every student's life when they are faced with these nerve-racking facets of an interview. Being a college student with multiple obligations and commitments right around the corner, this is the perfect time to touch up on interviewing skills. Fortunately, The Fisher College of Business provides students with a plethora of resources to help prepare for these interviews. One such resource, The Qualified Undergraduate Interview Candidate Program (QUIC), provides students with the opportunity to properly prepare for and receive feedback from a mock interview. Once passing said interview, students will officially become QUIC certified, which comes with multiple benefits ranging from boosting confidence to opening more career opportunities.

QUIC's unique curriculum won The Ohio State University an innovation award in 2009, as mentioned by Sarah Steenrod, the senior director of undergraduate career management at the Office of Career Management (OCM). Steenrod is experienced in helping students with their career exploration, holding QUIC interviews and maintaining relations with employers and alumni. QUIC was created as a result of employers reaching out to OCM because students were not well-prepared and needed to learn interviewing from an educational aspect, which includes coaching and feedback. Steenrod agreed that becoming QUIC certified is beneficial to a student's interviewing experience and overall college career. Here are some quick ideas to keep in mind when navigating the QUIC modules and preparing for your next interview.

### Steps for Becoming QUIC Certified

1 Build a professional resume. Students should review sample templates on the OCM website, reach out to their advisors for help and utilize VMock as a resume review tool. OCM often has drop-in sessions to review students' resumes with peer career coaches.

2 Create a complete Handshake profile. Handshake is a database for college students that provides job and internship listings tailored to major, skill set and location. Creating a LinkedIn profile is helpful, too. Although not required for becoming QUIC certified, LinkedIn is another great source to find jobs, network and connect with peers and faculty.

3 Explore the QUIC modules on Carmen. These modules thoroughly detail all of the steps mentioned above, as well as provide an outline of what to expect in the interview. Students will have the chance to complete these modules as a requirement for the Business Skills & Environment course (BUSMHR 2292), if they do not have time to do so on their own.

> "I think sometimes students don't realize how much **attention** they should put into telling a **really good story**"

4 Schedule the QUIC interview through Handshake. After passing the QUIC interview, the QUIC certification will show up on students' Advising Report and Official Transcript. One major benefit of being certified is that students will gain access to once-restricted on-campus interviews and internship opportunities on Handshake. Steenrod encourages students to complete the interview by the end of sophomore year at the latest in order to be prepared for junior year internships.

### How to Prepare for a QUIC Interview

1 Prepare an elevator pitch. Give a synopsis about your life in chronological order, mentioning all important milestones and relevant work experiences that demonstrate who you are, how you got to this point and why you are applying for the position. Steenrod explained that one of the most common mistakes students make is only spending 30 seconds talking about themselves instead of two minutes. "I think sometimes students don't realize how much attention they should put into telling a really good story," she said. Take this time to let the interviewer know the real you while staying concise.



2 Perform thorough research on the company and position of your choice. A student or staff member from the OCM will conduct your interview and pose as an employer. You will select a company and position to "apply" to from a given list, for example a Finance and Accounting internship at Amazon. You will be provided with a description of the role you are applying to, but it is up to you to do your own research on the company. Steenrod pointed out that students often lack depth in their research, and experienced interviewers can tell when students just read facts off the first Google page that pops up. If you get stuck, hone in on the company's values and mission statement and explain how these align with your own goals.

3 Prepare answers to common behavioral questions using the START method. This method, an acronym for Situation, Task, Action, Result and Takeaway, is a guideline for how to mold your answers into these categories to form an overall story. Steenrod explained that behavioral questions are where students make the most mistakes because they ramble and do not focus on relating their experience back to the specific question and role. She suggests writing out answers to practice or even videotaping yourself talking or relaying them to a friend.

4 Come prepared with three to five questions for the interviewer. These can be questions about specifics of the role, the company in general or the interviewer's position in the company. Make sure to ask for the interviewer's contact information in order to send a thank you email one to two days after.

5 Learn proper interview etiquette. Dress in business professional attire, maintain eye contact, give a good handshake and be personal with the interviewer! Arrive around five to 10 minutes early. When in-person, make sure to leave time to navigate the office, and come prepared with a hard copy of a resume.

### Traits to Make You Stand Out

1 Authenticity. Be yourself and tell your story. Steenrod said that despite there being so many Fisher students, "What is really amazing is how unique each person's story is ... every student has a different background, they grew up with different work experiences. They may have different goals than their fellow students…but we give students kind of general guidelines that really help them tell their story."

2 Emphasize your skill set. Steenrod knows recruiters pay attention to leadership skills, teamwork, professionalism and commitment to inclusion and working with diverse perspectives. Explain problem-solving strategies you have used that apply to these skills.

3 Stay concise. Less is more. Emphasize the key points of each story and try to avoid rambling. Always make sure you are answering every part of the question while staying organized.

4 Confidence is key. It can be hard to stop a shaky voice, but if you talk with confidence, the interviewer is more likely to stick with you throughout your story. If you believe what you are saying about your own abilities, the interviewer will believe it as well. Studies have been done that prove that QUIC has helped boost students' confidence because they know what to expect in an interview and are pushed out of their comfort zone.

### Benefits of Becoming QUIC Certified

1 Enhances overall skills. Your interviewer will provide you with extremely detailed feedback that will pinpoint exactly what you need to improve. This coaching will help you understand what the interviewer is looking for from their perspective. It can be intimidating to face negative feedback that you might not want to hear, but stepping out of your comfort zone will build your confidence and provide you with new skills.



2 Become a part of something special. The QUIC curriculum sets Ohio State apart from other schools. Steenrod said she has yet to come across another school that teaches interviewing from an educational standpoint. Ohio State is the only school she has seen that provides established guidelines for feedback and requires students to pass the interview.

3 Guarantees success. According to the Fisher website, "Students who complete the QUIC process are more likely to report a job by graduation and are earning higher salaries than those who do not." Ohio State is also ranked seventh in the nation by employers among undergraduate public universities. Steenrod said that after watching students grow through QUIC, "Employers say, 'We know your students, we love coming here because we know your students are always prepared,' and QUIC plays a huge role in that."



4 Learn lifelong skills. The overall principles learned will stick with students for all future interviews and networking. Steenrod explained that if you know how to network with confidence and sell yourself to employers, you are leaving yourself open to options. You will have the freedom to move from one opportunity to the next, which can be life-changing and provides both professional and personal benefits. "In terms of interviewing, I think the most beneficial thing [students] can do is get that coaching and feedback ... step out of their comfort zone to go through those questions and get that feedback, and knowing that our goal at the end of the day is just to help them achieve their goals, whatever that would be," Steenrod said.

Students have responded positively to the QUIC curriculum over the years. Between implementing critical skills and learning from an educational standpoint, this approach to interviewing is unmatched, and students should take advantage of this resource at Fisher.

# Dressed For Success

## A look into workplace fashion at Fisher and beyond

story and photo Andrea Hefferan design Andrea Hefferan & Nicole Kuan

Blazers, button-ups and dress pants – this seems to be the unofficial dress code at the Fisher College of Business.

One cannot step into Fisher without seeing someone dressed to go to an interview, take a headshot or give a formal presentation. For incoming students, these new expectations for professional wear can be overwhelming. From where to shop to how to dress, experienced students have some insights on navigating business fashion.




Chen's Bond-inspired business professional

Senior Darell Chen, a marketing major and fashion retail minor, keeps his business style simple and consistent. For him, a business casual outfit consists of polos, khakis and loafers. His business professional look is a navy, formfitting suit with matte dress shoes. Chen draws his inspirations from the media, looking to series such as Kingsman and James Bond.

"In terms of just business fashion, I like to stay with just the classic business stuff," Chen said. "I've always been a huge fan of James Bond, and just he's very put together, and his suits are always very formfitting. ... I think it looks more professional."

Senior and fashion and retail studies major Trinity Riley often dressed business casual for her summer internship at American Eagle. She described the company culture as casual and comfortable. For her usual interview attire, she said she chooses a nice top such as a sweater or button-up.




Riley's versatile business professional attire

"For a lot of the fashion companies I've interviewed for, it's very much 'come as you are,'" Riley said. "I might dress smart casual or snappy casual for my interview. Typically, they're on Zoom, so really, waist up is what matters."

While Riley finds some of her clothing at retailers like Dillard's, Express and Banana Republic, she said the majority of her closet is thrifted. For her, finding clothing that is sustainable outweighs keeping up with fashion trends.

"For the most part I feel like there are like two types of people: people who kind of curate their closet based on their personal style, that longevity, and then those who follow trends," Riley said. "I personally value longevity and the quality of the clothes I'm finding because when it comes to sustainable clothing, knowing that what you get is going to last you a long time is just as important as what you're buying."




Chen's comfy working from home getup

Although thrifted clothing is often secondhand, Riley said she pays careful attention to its quality. After taking a textiles class and learning about differences in fabrics, she has now begun reading the care labels for the clothing she is buying.

"Caring for your garment can play a huge role in how long it's lasting," Riley said. "Also knowing the feel of the garment is honestly a big part for me. If I picked up a shirt and was like, 'Oh, this is really cute,' but it feels really thin, or it's a little bit cheaper, then I'm like, 'It would be cute for now, but a couple of years down the line, will I still be wearing it?'"

Thrifting is one option for a college student on a budget, but Chen also emphasized the importance of looking for sales. For him, comfortable, breathable suit material is a must, which he found during a sale at Nordstrom. The Ted Baker suit he bought then gave him tailored, designer-quality clothing at a cheaper price.

"In terms of guys looking to buy their first suit, think about it as an investment," Chen said. "It's not like you buy a hoodie, and then you change it out every so often. The suit will go with you for the rest of your life. My dad still has his suit from college."

In addition to sales, buying a few versatile clothing items makes it much easier and cheaper to build a variety of outfits, Riley explained. She said she enjoys putting together casual outfits that can easily be dressed up with a blazer to become business professional.



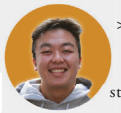

Riley's working from home style

"Having those staples that you feel comfortable in and fit your style, I would say that quality over that quantity is so important," Riley said. "It can be expensive and hard to find good stuff, so just focus on those couple pieces that you can mix or match."

For Chen, men's business fashion is more limited than women's, as men really only have the options of a suit for business formal and polos, khakis, dress pants or button-ups for business casual. Although fashion outside the workplace is transcending gender norms, companies have a long way to go in embracing these changes.

"I think men, we definitely think we have more [fashion] standards," Chen said. "I don't think certain companies would accept someone walking in with a bright pink suit, especially if you're talking to leadership that day. ... I think there definitely are rules built into our heads. Obviously, it's changing, it's just slowly changing."

### Mirror, mirror on the wall, give us fashion tips for all



Darell Chen

> Choose a suit color other than black – it stands out more.

>Treat your first suit as an investment.

> Keep an eye out for clothing sales!



Trinity Riley

> Following the fabric care instructions can make your clothing last a lot longer.

> Keeping a few staples makes it easier to dress for a variety of occasions.

> Not all business clothes have to be extremely expensive – thrift stores are great places to look!

Business casual and professional are not the only options in today's hybrid work environment. Working from home is all about comfort for Chen, who usually wears pajamas on his days out of the office. However, when he had to be on camera, Chen said he preferred to play it safe.

"When I would have to do calls at home over the summer, I would actually wear a polo," Chen said. "Sometimes I would wear khakis because I would subconsciously stand up, and I don't want them to see I'm not fully dressed. That's definitely happened to other people."

As a fashion company, American Eagle is lenient with dress codes, Riley said. Chen, however, said he has not seen the same integration during his internship. He hopes that more workplaces can allow people to truly embrace their personal fashion.

"I hope fashion moves more into business and workplace because I think it would be cool to see people express their individual fashion," he said. "A lot of people dress casual, but they're not putting their fashion sense into it. ... They just don't do it because it'll probably feel uncomfortable, because they're not fitting in with everyone there."

If given the option to express himself at work, Chen said he would do this through his footwear. A self-described sneakerhead and avid hoodie collector, his ideal office outfit prioritizes comfort and style throughout a long workday.




Riley's expressive business casual

"Polos and khakis are cool, they're just not always the most comfortable," Chen said. "It takes time to put it together. If I'm just going to work, and there's no meetings or anything, I would love to just come with my hoodie and the shoes that I like."

# Fashion Through the Decades

story Andrea Hefferan design Andrea Hefferan & Nicole Kuan photo provided by Steffanie Wilk

Business fashion has changed significantly throughout time. Fisher professor Steffanie Wilk gave her thoughts on the changes she has seen over the years.



## 1950s

1950s business fashion was very formal. For men, the norm was dark suits, white shirts and ties, while women donned stiletto heels, dresses and stockings.



"When I was a graduate student, I had a friend who was a couture buyer at a very fancy store. Even though it was going to be my eating budget for the next two months, and it would take my entire year to pay off my credit card, I would buy one thing that she would tell me would last me forever.

She was right. I bought a black silk jacket that I could wear everywhere, and the only time I threw it away was probably 25 or 30 years later because the sleeves were frayed. But it lasted me that long. So there's a tradeoff: you go without for all those years and easily could have used that money to buy ten things, but I bought one thing that would last me and stay in fashion."

## 1960s

With the 60s came a more preppy dress code, giving men slimmer ties and suits. The Kennedys were a big inspiration for workplace fashion during this era.



1966 marked the beginning of "Aloha Fridays," which allowed Hawaiians to wear casual Hawaiian shirts to work. There was even a song made about this called "Aloha Friday" by Kimo Kahoano. This tradition spread to the rest of the US and was the precursor to what eventually would become Casual Fridays.

## 1970s

The 1970s marked the beginning of business casual. Men began wearing suits less often while women began wearing pants rather than skirts.

"For women, [the option is] not just the shiny black shoe. It's the black, matte shoe, and there's the black, matte flat shoe. There's a lot of variations that we have at our disposal to accommodate these different clothing requirements."

"When I first started working, it was suits all the time. So I was always in a dress. I was always in hose, I was always in heels. There was this particular look. My colleagues who were male wore suits with ties, dress shoes, and that was just the way it was."

## 1980s

The 80s were defined by bold clothing, punctuated by bright ties and shoulder pads. During this time, women's style started to resemble traditionally men's clothing.



## 1990s

The 90s brought with it a new level of casual wear, with men wearing khaki pants and button-downs. The pantsuit became an iconic fashion statement for women. As Silicon Valley grew, the expected dress became more casual.



## 2000s - Today

For the most part, business casual continues to be the workplace standard. However, the pandemic led many to work from home, and clothing became focused on comfort over fashion. Subsequently, the line between at-home style and workplace style has begun to blur.

"There's a shifting mindset for home compared to work. This can make it so difficult for people to work from home. Sometimes dress, just putting on your 'uniform,' in fact, it shifts the mindset. So I do think [work clothes] have a purpose, but it doesn't have to be an uncomfortable uniform that we wear."

Sources: GREY Journal and Aloha Shirt



# Student Entrepreneur Spotlight

## David Graham's FuzeMee app brings college students together through virtual marketplace

**Alicia Amsel** story Fuze

**Andrea Hefferan** design Fuze

Fisher Ink

Whether it was finding a ride home on a long weekend, attempting to buy or sell textbooks or simply trying to meet new people, CEO and Co-Founder of FuzeMee David Graham experienced similar problems and believed there was a way to enhance these aspects of the college experience. Taking a leave of absence and putting his Division I lacrosse scholarship on hold, Graham began to pursue the creation of his online marketplace for verified students.

"I've always been pretty passionate about building products that solve pain points for the people around me. ... I noticed that not only is the campus pretty disconnected, but there [are] also a lot of inefficiencies with the buying and selling process," Graham said. "What I figured is that if I can make the all-in-one solution to both solving the connectivity issue and then also the buying and selling issue, I could have a pretty revolutionary social marketplace."

Fall edition
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"What our platform is all about at its core is fostering positive online relationships between students," Graham said.

"I've always been pretty passionate about building products that **solve pain points** for the people around me"

FuzeMee became a reality for Graham after he raised $825,000 of pre-seed capital through the help of 25 angel investors. Prior to raising this money, the app encountered many setbacks in its journey to reach the App Store, as then 18-year-old Graham found difficulty in convincing people to invest in him and his vision. Graham then decided to flip the narrative, explaining to investors that his biggest competitive advantage was his age.

"We have direct access to our target market, which [is] college students, and we've spent years frustrated by the problems we're solving," Graham said.

Business
$35

Ohio State

him the app's marketing video.

"I told [Graham] right away, 'Hey man, I will drop out of school to work for you right now,'" Santos said. "'I think it's going to be the next Facebook but actually just for college students, what Facebook was trying to be.'"

Graham has high hopes for FuzeMee's future, as he wants to see it become the go-to app for all micro-communities, or any community built on trust with people living in the same geographic area. This would mean opening the app up to high school students and college graduates alike, whether it be in search of a first-year roommate or getting acclimated to a new area post-college.

Graham reminded aspiring entrepreneurs that positivity and risk-taking are key to starting a business. FuzeMee did not get very good user feedback at first, and Graham would have given up had he not stayed optimistic and focused on his long-term goal.

Buckeyes
$10

FuzeMee allows students to sell a variety of items to each other, including textbooks, clothes and football tickets. Students can create a profile with their graduation year, major and hometown, in addition to pictures of themselves and their involvements across campus, similar to a digital bulletin board. Students can search for others who share their major, for example, and 'fuze' with them, much like a friend request on Instagram. Graham intentionally did not add like counts or comment features to students' posts on FuzeMee as a way to support mental health.

72 hours after being launched on the App Store Sept. 7, FuzeMee reached rank 104 on the top social media apps chart. Logan Santos, growth manager of FuzeMee, has set up tables around campus to market the app to students. As part of this effort, FuzeMee had a $1,000 raffle for students who signed up for the app at one of these booths, with the prize winner announced on Halloween. Since the app's launch, over 6,000 Buckeyes have joined.

This success comes as no surprise to Santos, who believed FuzeMee would be a success from the moment Graham showed

"Don't be afraid to take that first step," Graham said. "It is risky, but it also can be extremely rewarding. [Being] able to impact the lives of tens of thousands of college students has just been incredible, so I'm really happy that we took that risk."

# Quirky Electives

## Why Ohio State students take classes with unusual themes

story Cole Heidelberger design Kylie Bell

Skydiving, scuba diving, white water rafting and fly fishing…while this may sound like an adventurer's dream vacation, these are all courses available at The Ohio State University. A school this large is bound to have some peculiar classes in the mix, but why come to Ohio State and take a class based on magic and witchcraft or sports turf management? Students gain all sorts of wild knowledge through new experiences that better them academically and as citizens by taking these classes.

### What Options Are Out There?

You name it, it is out there: course options start with food and drink then range to history, science, business and physical activity. Outdoorsy people can also find their place in Kinesiology classes like Backpacking and Flyfishing. Ohio State prides itself on giving everyone all kinds of experiences, and they do a good job by providing classes like these. Although quirky, these studies have a clear purpose: to get hands-on experience. Students with any sort of hobby can likely find a class that fits their needs. Classes like "Plant Parenting," "Chocolate Science" and a variety of stress management courses each attract widely different audiences from one another.

### Why Study An Interesting Subject?

Many of these courses come with a lighter workload, which appeals to students who might already have a busy schedule but still want to learn something new and fun. When finding a course like "Magic and Witchcraft," one may be excited to attend their General Education courses. A large issue with the General Education track is that many students take them to fill requirements without any interest in them. Instead of being bogged down in stressful major coursework, taking a fun class will ease some worry about GPAs and getting homework done while also providing new and different experiences.

### Russians and Their Vodka: Deconstructing Myths (RUSSIAN 2355.99, One Credit Hour)

This class centers around the famous alcohol of Russia and its role in Russian history, culture and politics. It begins with vodka's production and its uses, then its influence on modern Russian culture. There is a widespread notion that drinking vodka and being Russian go hand in hand, but this class provides the history of how such assumption came to fruition. Professor Angela Brintlinger teaches the course and explained that the purpose is mostly focused on Russian culture. This is due to vodka being such a crucial part of Russian life by bringing revenue to their economy and the government through taxation. The focus of the class is to investigate and learn which wild myths about Russia are true and which are false. Therefore, the students spend a lot of time working on their source skills. Students become proficient in discerning truth and falsehoods, which is a necessary skill in the modern world.

Lately, misinformation has been a large issue, whether in social media or national publications, but in developing better source skills, students are generally more prepared to discern facts from fiction. Brintlinger said that the Legacy General Education program focuses on teaching students about different cultures around the world and how to use this knowledge to improve their worldviews, perspectives and lenses. Ohio State provides classes like these for this purpose. Overall, students become more culturally aware and adept at navigating the real world by taking interesting classes.

"There is this incredible variety of courses offered. ... Ohio State is such a **great place**. It's so big, we have **everything**"

### Magic and Witchcraft In Early Modern Europe (HISTORY 3427, Three Credit Hours)

In this class students study the history of European witchcraft, specifically the intellectual, religious and social developments from the witch trials in the early modern period. Throughout this time, many people, innocent or not, were accused of witchcraft and sent to their death. Professor Matt Goldish said there is a unique relationship between magic, religion and the scientific revolution. Goldish's studies of Isaac Newton led him to discover an unusual connection intellectuals made between science and magic. Many modern scientific ideas developed due to the progress of the Early Modern European period. Therefore, it is beneficial to learn about this history to understand more about the present. Professor Sara Butler, who also teaches the class, said the purpose is to educate students on the patterns of demonization throughout history and about the projection of fears onto minority groups. She mentioned that this class teaches how humans have tendencies to demonize people in all sorts of ways. By being aware of this fact, society can potentially solve future conflicts. Through taking this class, a student can study an interesting subject and learn more about the social environment we have today. Both professors said the course is quite popular, and students often have a greater fondness for history after seeing it through.

### Wine and Beer in Western Culture (FDSCTE 1120, Two Credit Hours)

This course concentrates on terminology and production practices related to wine, beer and distilled spirits. The class covers critical historical and cultural events as well, like Prohibition. While helpful for future Cicerones and Sommeliers, there is a lot to be learned outside of its initial focus. Professor Brian Waters said that the first unit goes over the health effects of alcohol and then introduces students to the history of alcohol. When he receives feedback, students say they are given a better understanding of why they like a certain beverage over another (for example, a pilsner or a lager beer). When purchasing, students can make better choices for their tastes. He said that in social situations, students are much more prepared, and they have a better understanding of alcohol's effects. "You will get something out of this class no matter what your career track is," Professor Waters said. A central focus of these classes is that no matter who you are, there is some fun and useful knowledge to be learned. Another benefit is, whether students drink alcohol socially or not, this learning ties into the professional world. One may find themselves in some situations involving alcohol and networking, for instance. Another interesting addition is that there is a new minor, Brewing Science, where students get to brew alcohol in the basement of Howlett Hall.

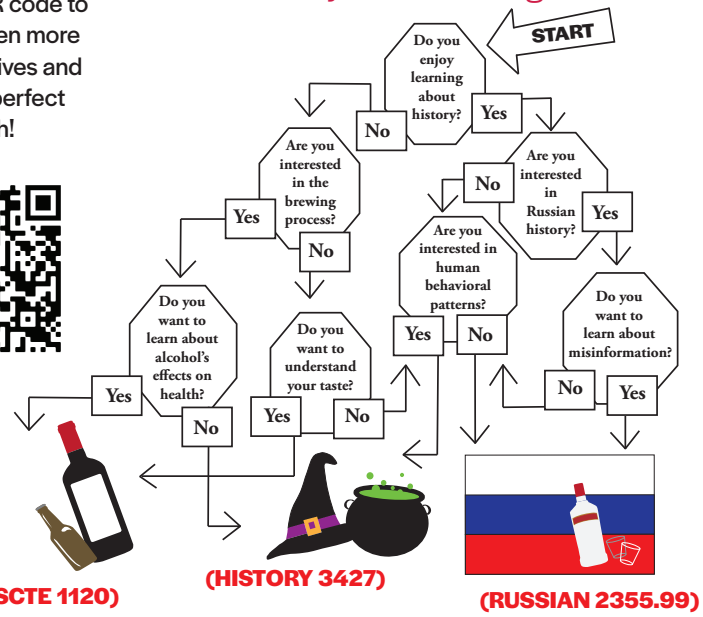
### Why Are Students Taking These Classes?

Students explained they hold a variety of reasons for why they take quirky classes. Lola Velez, a senior studying psychology, said that professors genuinely enjoy teaching these specific topics in their area of study, which makes it all the more fun for the students. Velez explained these interesting classes aid the university by growing the individual schools' libraries with niche resources. Troy Cwynar, a senior majoring in history, said the name of these classes hook students in. He explained when searching for a General Education class to fill requirements, he saw "Magic and Witchcraft" and thought, "Of course!" Cwynar explained the bigger picture, that history ties into the social environment there is today and can teach us to better the human race. Michael Taylor, a junior who studies finance, mentioned the focus of these quirky classes is to expand knowledge inside the university, and the fact that Ohio State is so large gives students the chance to explore a variety of subjects. All three said that every student in their respective class, whether it was for their major coursework or not, was interested in the topic. "Everybody, by the end, was genuinely having fun with it," Cwynar said. College is meant for students to explore themselves and their interests, and Ohio State affords students the opportunity to do so with these courses.

Abstract classes involve fun and exciting topics that students enjoy engaging with, and the professors are also especially interested in teaching them due to their uniqueness. Some of the courses have bigger picture implications, for example learning more about alcohol types (Wine and Beer in Western Culture) or the repetition of historical trends throughout history (Russians and Their Vodka / Magic and Witchcraft). Whether one thinks classes like these are beneficial or not, there is a reason they are taught. "It is because you and I are at The Ohio State University, one of the largest universities in the country," Goldish said. "There is this incredible variety of courses offered, including these fascinating topics you are researching here. Ohio State is such a great place. It's so big, we have everything." It makes more sense now why so many people call the Ohio State campus home. Whether you desire the path of becoming a world-renowned scientist or the next big local brewer, Ohio State has it all!

Scan this QR code to discover even more quirky electives and find your perfect match!

## Which Quirky Elective is Right for You?



# Traveling Abroad: A *Vacation* or *Vocation*?

## Dissecting the transformative nature of transcending international borders

story Grant Powelson design Kriti Chawla

Exploring the unknown has long been a dream of those crawling with curiosity. Once one overcomes the fear of the unfamiliar, there is a bundle of benefits to unbox by traveling abroad. Not least of these benefits is the ability to learn from, work alongside and interact with local people. Fortunately, for students at The Ohio State University, there are numerous resources to access information about trips abroad in a variety of fields. Specifically, at The Fisher College of Business, students can go global for an internship, consulting experience, student exchange or as part of a global lab, which is a short-term, immersive cultural and business tour led by a Fisher College of Business faculty expert.

Additionally, if one is more interested in traveling solo and eluding an itinerary, there are many methods to do so. For those willing to trade their time for shelter, there are a number of international work-exchange programs to help connect eligible workers with trained hosts, who provide accommodations for travelers in exchange for a few hours of work a day. As another option, hostels provide an affordable and immersive housing experience by offering lodging in either a shared dorm or private room.

Regardless of the method or motive, though, every travel experience is unique and is affected by countless variables, such as the weather, political stability or volume of visitors in an area. Some people who have done extended traveling of their own were eager to share more about their one-of-a-kind experiences.



### Ella Calleri




For Ella Calleri, a senior marketing major, traveling has been about expanding her palette in relation to fashion, food and friends. Calleri studied abroad in Madrid at Universidad Pontificia Comillas during the spring semester of 2022 through the Fisher College of Business Student Exchange Program.

When it comes to clothing, she recommended packing light and bringing items that you are not too attached to, as "things are generally cheaper, and you're going to want to do a lot of shopping," she said. This also allows students to experience the country's fashion scene and compare styles versus their own wardrobe.

In search of flavorful foreign foods, Calleri's explained her strategy was to get out of her comfort zone and integrate herself with Spain's inhabitants. "Ask local people where they eat. … The best places you're going to eat are the ones you got from someone who lives there," she said.

To meet friends, hostels were very advantageous. "If you just sit in the dining area of the hostel, people will come up to you. ... Always carry a pack of cards," she advised. As with speaking in a foreign language, a little effort goes a long way when it comes to forming friendships, especially when made early. "Everyone that I knew for the rest of the semester, I met the first day," Calleri said.

As for staying busy and seizing the day, she said that "everyone is too afraid to waste time," so she always had something going on. On the weekends, she frequently visited other major cities, either by bus or by plane. For busing, Universidad Pontificia Comillas provided students with a free metro card to explore at their heart's content (at least within the country). For flights, she tended to use RyanAir, which typically has an abundance of cheap flights. Flights were so cheap, in fact, that "you could get a 10-euro flight easily. ... We went to different cities every weekend, and we decided on Thursday where we were going," Calleri said.

Though meeting new people abroad may seem exciting, one might also wonder how their relationships with existing friends and family will function when they are physically far removed. For Calleri, many of her friendships were long-distance already, so it was not much of an adjustment. However, because of the six-hour time difference between Spain and the US, she was more motivated to engage with people abroad. "I have to have support here. ... I have to make friends because I can't call anyone else," she explained.

When traveling to a foreign country, it is likely one will encounter some unique traditions, cultures and overall ways of life that might surprise them. Therefore, it is important that anyone looking to travel abroad does their due diligence prior to departing for any remote destinations. Calleri said she experienced some cultural shock when in Spain. "It is a little bit isolating to be out in public and hear people speak and not know what they're saying," she said.

Overall, though, it was not hard for her to adapt to a new environment abroad. She made sure to prepare for her trip by researching common cultural reactions, attitudes and behaviors in Madrid so that she knew what to expect when she arrived. Though this is certainly an advisable tactic, it is worth noting that no cultural generalization will ever apply to everyone in a culture because individual personalities and backgrounds always play a role in how people think and act.

For the best chance of assimilating into another culture, one of the most important things to harness is the power of language, Calleri explained. Even if you are far from proficient, it is both respectful and practical to learn as much lingo as possible. It will certainly come in handy if you plan on ordering food at a restaurant or asking for directions to the nearest bathroom. "There are bound to be awkward interactions, but if you don't speak up and speak in their language, you can't get what you need," she said.

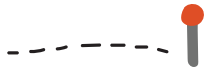
However, if that is not incentive enough, one should consider one of the implications of being marked a tourist: acting as a pickpocket's prime prey. To avoid looking out of place, Calleri advised reviewing each day's route thoroughly to become familiar with the area and not stand out to potential thieves.

To develop proficiency in a language at a level like the locals', Calleri recommended viewing popular TV shows and other media in the language of the country you are visiting to gain an understanding of its vernacular and learn any relevant terms or slang. As for general language learning, in addition to formal language courses, several apps exist to help people familiarize themselves with writing, speaking and reading a language, such as Duolingo and Babbel. Even if you are unable to master an entirely new language, it is important to at least attempt to communicate in it, as it is myopic to assume that everyone you encounter abroad will speak English. If your attempt is admirable, locals are more likely to help you out, and if they do happen to speak English, they might then extend the favor of translation. "Part of the point of studying abroad is to immerse yourself in the culture, so if you only go to places where they speak English and to touristy places, it's not very immersive," she explained.

Now that she has returned to the US, Calleri finds that her experience abroad helped to boost her confidence and made her more independent. Additionally, incorporating her international studies on her resume has served as a great icebreaker for interviews by kindling lighthearted conversation about their respective trips and establishing a bond over places they have mutually visited. For students looking to study abroad, Calleri stressed the importance of applying early for a student visa, as the process can be quite cumbersome. Overall, the connections she constructed with her companions in other countries remain concrete, and she awaits the opportunity to see them again.



### Scott Griffin



For Scott Griffin, Fisher College of Business alumnus and director for Entrepreneurial Programs and Talent at The Keenan Center for Entrepreneurship, traveling has been primarily work-related. However, that is not to say that he has not been able to immerse himself fully in foreign cultures. Growing up, Griffin had never traveled beyond the outskirts of Ohio, and it was not until interviewing for a full-time job at The Dow Chemical Company that he stayed in his first hotel.

Working for large companies with a global presence was important for Griffin and his career, as his sights were set on witnessing the entire world. "Since I graduated from OSU, I've always worked in a company that had an international footprint, and it just became integral to who I was. ... I didn't look at it as additive or separate, it was just me," Griffin said.

For many international jobs Griffin engaged in, there was a clear path to follow in the pursuit of leadership, and part of that path was gaining a global perspective and working in a range of settings. Griffin believed that getting a global perspective is imperative because "the world is not in Ohio." To excel in business and form an understanding of the market, he explained that you must exit your comfort zone by working with strangers, especially those in foreign countries. To do this, he said, "Part of it is you getting comfortable with the idea of going somewhere different."

When interacting with local people, Griffin said that "the language is the key to the culture" and advised against defaulting to English, at least at first. Even if only moderately fluent in the language, an attempt to communicate cross-culturally shows respect and an appreciation for diverse perspectives.

Griffin also emphasized the need to be consciously aware of implicit bias, where people have certain attitudes toward or stereotype other people unconsciously. This can often get in the way of developing meaningful connections with others and experiencing unique ways of living. To achieve the most immersive experience, Griffin recommended living like a local by following their lead when it comes to dining, entertainment, and sight-seeing; it stands to reason that those who live in an area would be most familiar with it, ensuring an experience that is smooth, enjoyable and likely cost-effective.

Business interactions abroad often look quite dissimilar to those in the US. "We have an interest in being very to the point and circumvent the relationship-building. ... There are cultures out there that put the relationship first, which is a lot more fun," Griffin said. Students looking to work abroad should familiarize themselves with a country's style of doing business before starting a job there.

To this day, Griffin remains friends with countless transoceanic colleagues. "The blessings of meeting friends in faraway places have far exceeded anything I could've ever hoped for," he revealed. As a call to action for students and younger generations amid a time of increasing division and conflict between countries, Griffin emphasized the importance of meeting people where they are in the world, to personally understand their way of living and purge any preexisting perceptions perpetrated by social media.

> "... I've always worked in a company that had an international footprint, and it just **became integral to who I was**"

Traveling has shaped and informed the way Griffin raised his family, particularly in his family's vacation destinations. "We didn't go to Myrtle Beach, we went to Guatemala," he reminisced. When looking back on his time spent abroad, Griffin said, "I wish I would have made more time for serendipitous discovery. I wish I would have taken my camera and my sketchbook, put my watch away and carved out time just to take it all in." His time abroad was so integral to his success and personal growth, in fact, that he reflected, "I can't even define Scott Griffin without acknowledging the benefits I got by traveling the world and working in the world."

### What Is Next?

All things considered, traveling abroad can be a great way to break out of one's comfort zone and experience cultural, spiritual or professional growth. Whether the voyage is ventured alone or with a group, for business or for pleasure, it will surely supply the sightseer with something of inestimable value.



More than **80%** of Americans noticed significant drops in stress after traveling.

*2013 Study, LA Times*


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