

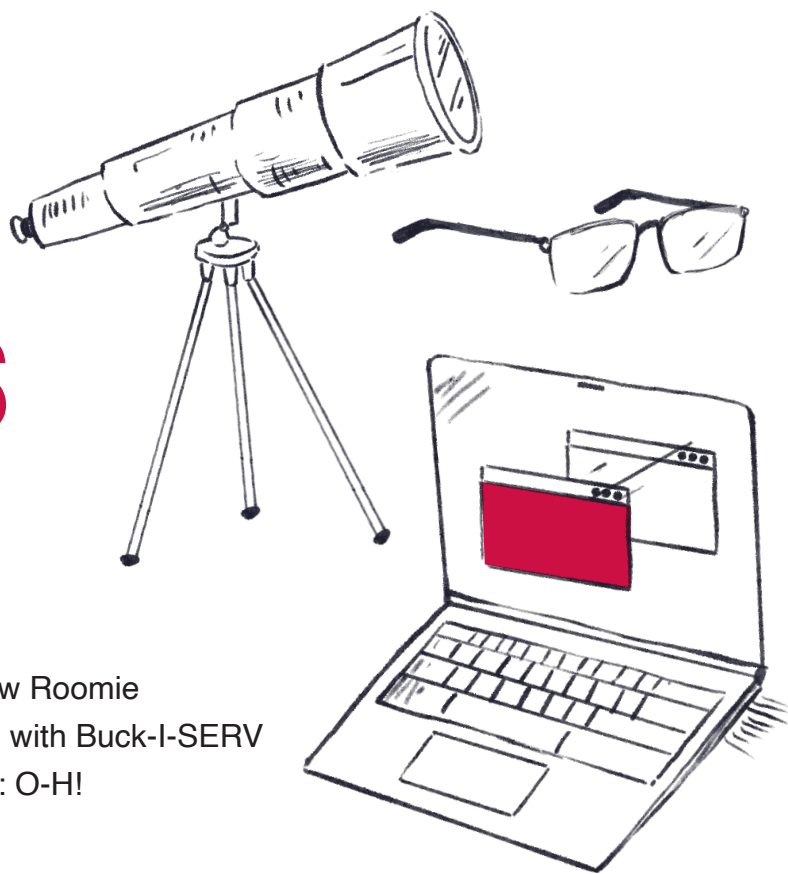
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WANDER & WONDER



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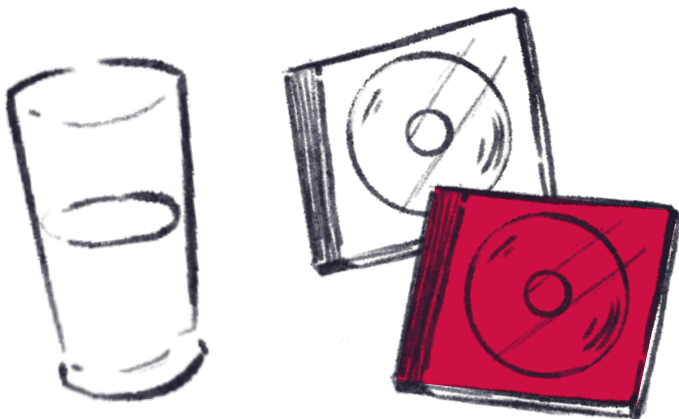
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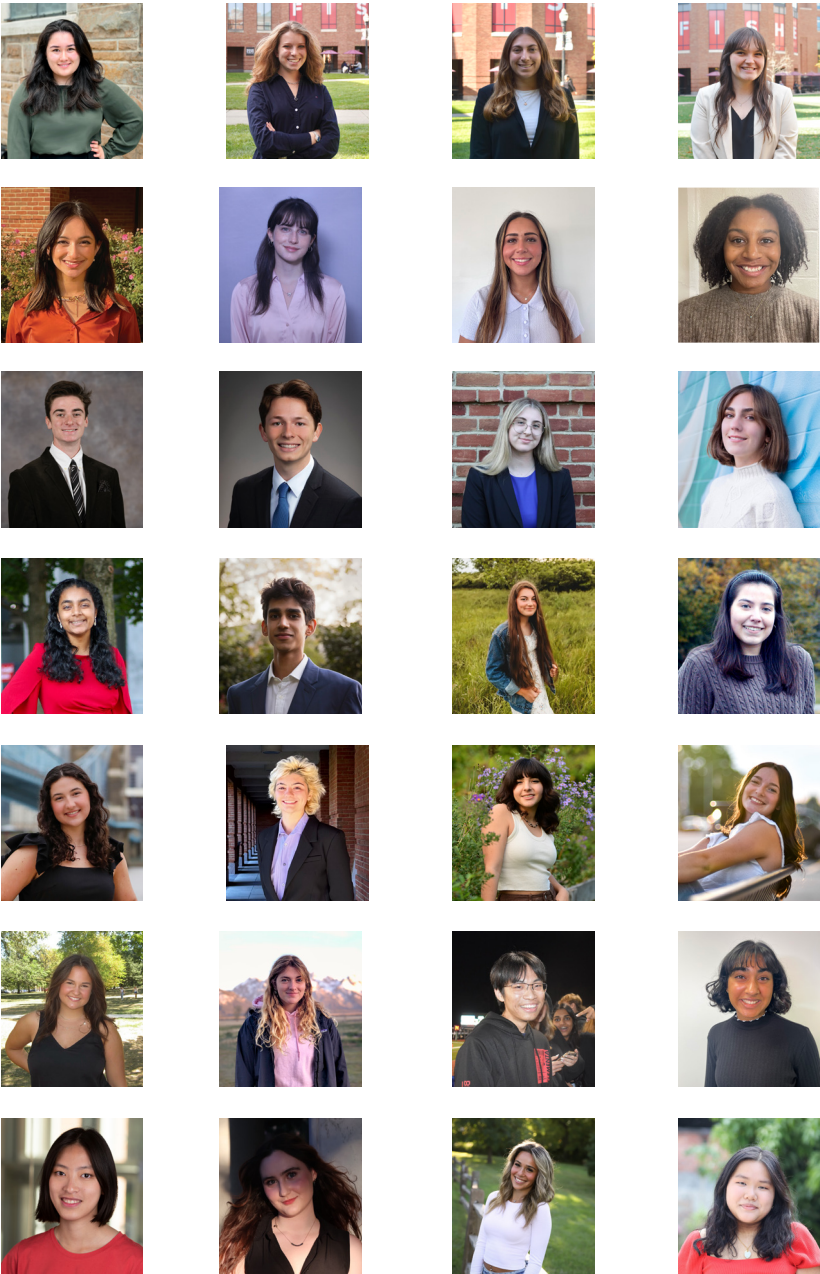
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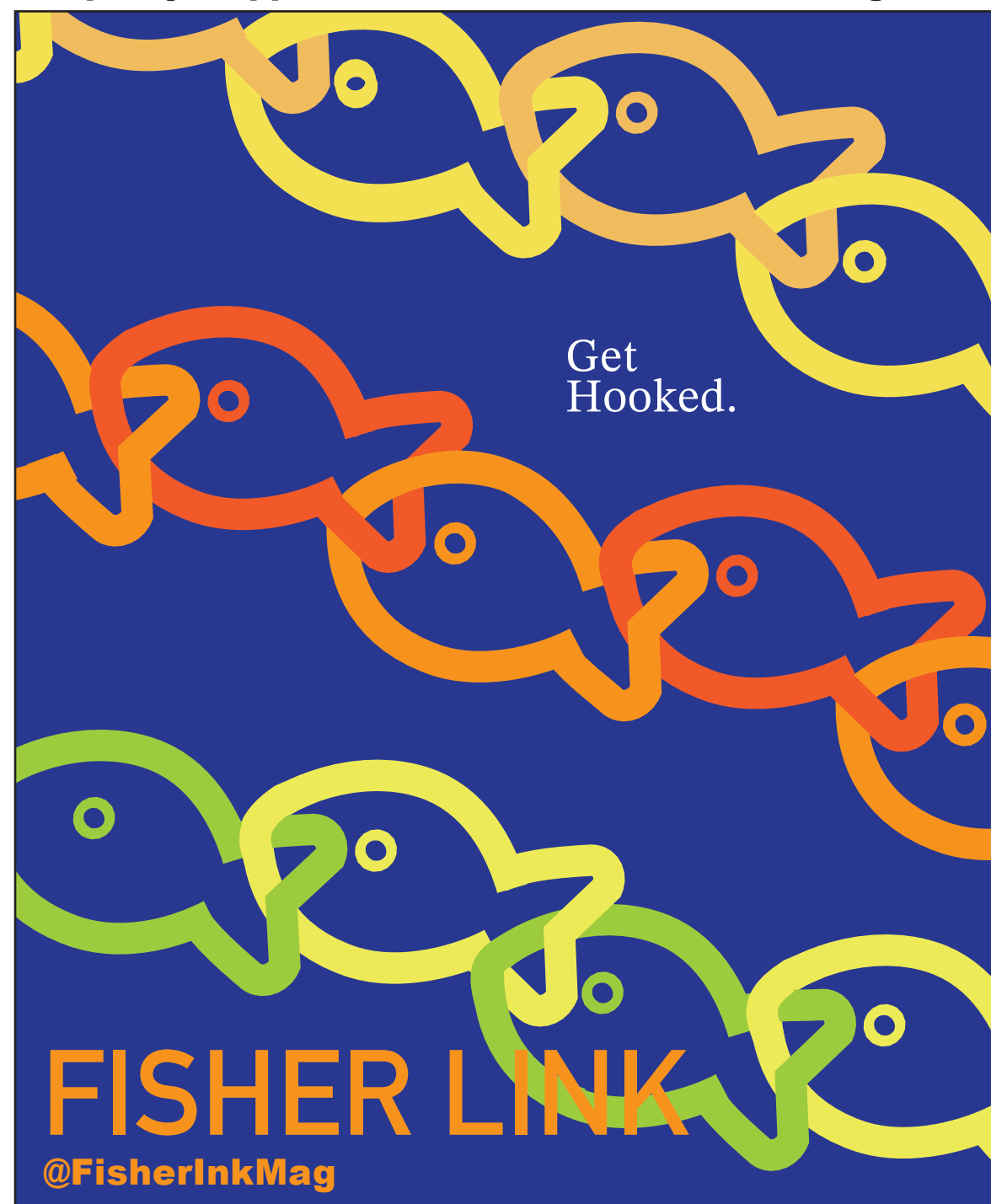
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Letter from the Editors



Dear Fisher Ink Readers,

Fisher Ink has devoted itself to encapsulating the very essence of the student experience, through the eyes of our writers, designers and those we interview.

As the VPs of Writing for the last three issues, we have taken you through examinations of artificial intelligence; menus of up-and-coming restaurants; insights into classes, clubs and professor ideologies; and all the trends and pop culture happenings in between.

For this issue, we are proud to showcase a collection of articles centered around new beginnings and discovery. We publish this issue on the eve of 2025. What will this next year bring for you? What experiences will set this year apart from the rest?

The answers lie within these 28 pages. We highlight innovation and culture in

“Midwest Munchies” and “Meet Matcha Me,” as local restaurateurs acted on their dreams, seeing food and drink as forms of love and community. We explore the concept of originality, both through individual thinking and the wider lens of bands, as traditional as The Best Damn Band in the Land, and as fresh as Funky Ducklings. Together, we encounter new endeavors for the first time and add color to them, making the seemingly unmanageable that much easier in “Fisher Fortunes” and “Making Room for Your New Roomie.” From these, we grow, evolve and learn to challenge ourselves, whether it be in campus combat sports, entrepreneurship competitions and business fraternities or through travel abroad and giving back to your community. We take it all back to

campus, and focus on our everyday lives as students: on campus, in class and in the workforce.

When joining Fisher Ink, the two of us didn’t know what we were walking into or what our future within the club would look like. We came apprehensive, but hopeful. We took a chance. It paid off in dividends. Our team has spent the last three months working tirelessly and diligently on the final product you are holding. We ask you to take a leap of faith with us as you turn each page, both in this magazine, and in the year ahead. Let the words of our writers and the illustrations of our designers be your guide on a path of exploration and growth.

Happy travels,
Alicia & Amanda



Alicia Amsel



Amd

Making Room for Your New Roomie

Tips and Tricks for Living with Others on Campus

story Maci Zehner design Riha Huq



Source: Unsplash

Having a roommate is just one of the new, potentially difficult experiences that college can bring into your life. While living with other people you barely know can be extremely difficult to navigate on your own, it can be a blessing in disguise and turn out to be so worth it. Whether you live with one person in a double or fifteen in a suite, here are some tips and tricks to make the adjustment process a little easier and less stressful.

One tip is to begin preparing for this change over the summer. “Reach out and get to know each other through text, Snapchat and FaceTime,” said Rebecca Morgan, senior at The Ohio State University. “Understand who they are as a person and also their routines and their interests.”

It is important to get to know your roommate and find any similarities between

you before living with them.

“Establish boundaries early on when talking to them and just say what time you like to go to bed, what time you like to wake up, do you want to be having a lot of people over in the dorm often,” Morgan said. Asking these questions and finding similarities among each other can ensure that you are the right fit as roommates and can avoid future conflicts down the road.

Additionally, while at school, creating your own space and having alone time can help. “Make sure that you have your own space, which is super hard, so looking at your roommate’s class schedule and seeing when they’ll be out of the room so you can take that time for yourself and have that time set aside,” Morgan said. Additionally, she suggested utilizing the Ohio Union and Thompson Library to create alone time for yourself because oftentimes, alone time can’t

be found in the dorms. “Communication goes a long way,” Morgan said. She emphasized the importance of bringing up issues and making sure to address them with your roommate so that you don’t let any anger build up.

Making sure that you have similar ideas when it comes to the room itself and staying open to compromise can lead you to future success within the room. “Have a shared expectation for the cleanliness of the room and what it looks like so that both of you are on the same page,” Morgan said.

Even though sharing a room can be difficult, these tips and tricks should help to ease the stress. Following these suggestions can allow you to navigate the roommate process with a little more ease. This way, you will set yourself up for a healthy roommate relationship and ease your stress over the whole situation.

“Communication goes a long way”

— Rebecca Morgan



Adventure Meets Purpose With Buck-I-SERV

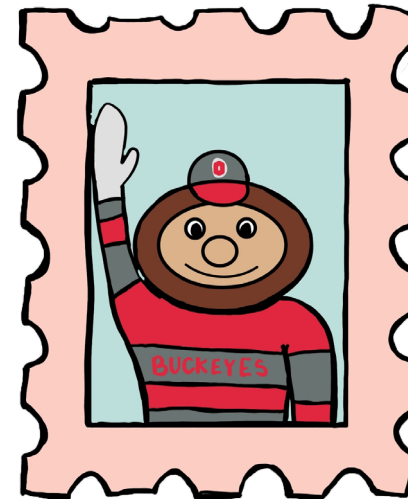
Discovering the impact of service: the power of alternative breaks with Buck-I-SERV

story & photo Audrey Williams design Halcyon Russell

Looking for a meaningful way to spend your break? Trying to get away from your parents for a week? Wanting to travel outside of Ohio? From building homes in Guatemala to serving in homeless shelters in Washington, D.C., Buck-I-SERV provides students with an alternative way to spend their academic breaks. These trips focus on direct service experiences, allowing students to witness firsthand the impact of community service on both a national and international scale.

Though service may be the main focus of these trips, Buck-I-SERV also allows students time to explore and experience the local cultures of where they are serving. Bianca Torch, a fourth-year student and co-director on the Buck-I-SERV board, highlighted the program’s upcoming Guatemala trip as an example.

“In the evenings, you have time to connect with your trip group,” said Torch. “So some of the fun things that they get to do there is hike a volcano, take salsa dancing classes and take cooking classes.” Partaking in these trips is not only impactful for the communities, but also for the students. Valerio and Torch reflected on a disaster relief trip to Kentucky that was particularly meaningful to them. “We were mucking and gutting houses and there was a little old lady,” said Valerio. “She couldn’t really do a lot, so just to see how grateful she was was eye-opening for me.”



Buck-I-SERV trip

Despite being the largest alternative break program in the country, many students are unaware of what it is and how to get involved. Buck-I-SERV is The Ohio State University’s Alternative Break Program and a part of the Leadership and Community Engagement team within the Office of Student Life. Offering week-long trips over winter, spring and summer break, Buck-I-SERV allows students to travel while engaging in hands-on, community-oriented service work. “We aim for 40 hours of service throughout the trip, so around eight hours a day,” said Anna Valerio, a third-year student and co-director on the Buck-I-SERV board. “Then there are reflections every night to go over your service and what you thought, how you felt.”

“You can hear about things on the news, but then once you get into the deep stuff of it and see what’s actually going on in the communities, it is definitely a lot more personable.”

— Bianca Torch

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Houses in Guatemala

Going on a Buck-I-SERV trip can be very beneficial to students. “It definitely exposes you to issues that are happening in the world, breaking our bubble of being on campus here at Ohio State by giving back to others across the country and the world,” Valerio said. As Torch said, “It’s very neat just to be able to go out of the country, get immersed in different communities and see how you can be a small part in helping the bigger picture. I personally think it has given me a greater sense of community.” Torch and Valerio encouraged interested students to



check out Buck-I-SERV’s website and follow their Instagram, @buckiserv, for more information. “Our summer trip applications should be opening up sometime in January,” said Valerio. “If you’re just interested in exploring service in Columbus, the Office of Student Life has a great website that has all of those resources as well.” No matter your major, going on a Buck-I-SERV trip can be incredibly valuable. Through Buck-I-SERV, students find that the true rewards of service extend far beyond the hours spent; they create lasting memories and meaningful change for both themselves and those they serve.

The History of Script Ohio: O-H!

Script OHIO: The Tradition and People Behind TBDBITL

story Ali Spencer design Junhao Liu

When watching The Ohio State University Marching Band, one can easily see their precise lines and sharp movements and acknowledge the meticulous work they put into every show-stopping routine they perform each week. This band is built on tradition and the most evident example of this is Script Ohio. This intricate maneuver consists of the entire band spelling out ‘Ohio’ in an impressive and serpentine-like manner. Script Ohio can be traced back to the Ohio State versus Michigan, otherwise known as the The Team up North, game in 1936, when the band, then led by Eugene Weigel, first showcased it at halftime.

Nathan Havenner, a writer for “Ohio Magazine,” wrote on Weigel’s inspiration for Script Ohio. According to Havenner, Weigel said, “Searching for ideas, I remembered the rotating sign around the Times Square Building in New York City, during my student days at Columbus, and also the skywriting advertisements at state fair time.” Weigel also gathered inspiration for Script Ohio through the fluidity of the skywriters. According to Havenner, Weigel’s aspiration for Script Ohio was to “give other bandsmen a headache and push his own musicians toward another mythical all-American band title.” He wanted them to flow as smoothly as the skywriters he drew inspiration from.

This tradition is adored by many and is often a showstopper, bringing the entire Ohio Stadium to their feet when our Drum Major, third year Clayton Callender, leads out our famed sousaphone player to do the honors of dotting the ‘I.’ Script Ohio is so well known that Ohio State has had a pretty impressive roster of icons (Archie Griffin, Annie and John Glenn) dotting the ‘I’ during this performance. This tradition, while a fraction of the work the band puts in, is an esteemed one, and being the member who leads this is a lot of pressure and an enormous honor.

This is Callender’s second year as the band’s Drum Major. Callender expressed his feelings about the initial moment he found out he would be the Drum Major. “It was a surreal feeling, because they announced it right after tryouts in front of everybody that was at tryouts to watch there. The whole

crowd was up there at Lincoln Tower field. And it was a completely surreal feeling. The first initial moment was just an unbelievable feeling, like all the hard work had actually paid off, and that I was going to get to live my dream.”

After speaking further with Callender, one can truly see the blood, sweat and tears that go into being a member of



The Best Damn Band in the Land. There are hours put in outside of official practice time that set this band apart from the rest, and Callender is a prime example of this work ethic. On top of rehearsals, Callender lifts weights five days a week in order to prepare for the vital role he plays leading our band on weekends. This hard work is showcased in the Ohio Stadium every Saturday to wow the crowd as our band makes that serpentine Script Ohio that is so beloved by all. This sentiment translates to many band members and Callender shows the dedication and standard of excellence that this band holds itself to. The Ohio State University Marching Band is known around the world, and the traditions and standards of excellence that this band maintains is spoken about in such high praise that we have earned the title of, ‘The Best Damn Band in the Land.’

“The first initial moment was just an unbelievable feeling, like all the hard work had actually paid off, and that I was going to get to live my dream.”
— Clayton Callender



The Ohio State University Marching Band

Source: osu.edu

From Mat to Mind

Taking a Shot at Combat Sports

story Aiden McCallister design Alicia Amsel

Every evening across The Ohio State University campus, a thriving subculture comprising around 10 clubs meet in their respective locations. Jiu-Jitsu, Muay Thai and Boxing are among these clubs and considered combat sports. Taking the form of more traditional martial arts are taekwondo, judo, karate and more. All involve varying systems of throws, submissions, takedowns, strikes and sweeps. Several of these clubs are said by members to be growing, something that I, as president of the Jiu-Jitsu Club, have noticed as well. Much of this growth parallels an increase in the cultural relevance of the Ultimate Fighting Championship (UFC), host to brutal and flashy mixed martial arts events, with nasty spats of verbal lead up.



Source: Pexels

Club climates are often opposite in nature to the high tension entertainment part and parcel of the UFC’s business model. What then, are our students doing in these clubs and why? For the uninitiated it is commonplace to assume extremes of sport fighters, to suspect a pervasive sense of machismo and violence elevated needlessly. What worth is there in these clubs beyond the veneer applied by outsiders of aggression gone wrong? What forces go to work on mind and body during bouts of practiced violence?

I sat down with two others to gain traction in answering these questions: Liam Richards, co-president of Boxing Club, and Seth George, president of Muay Thai Club. Regarding student experience, many themes recurred. Independently articulated by Richards, George and myself was a description of a place where athletes and hobbyists of varying skill levels meet to learn, exercise or push themselves in combative athletic performance.

Richards recalls participants being the “most courteous, respectful, dignified, driven, goal-oriented people.” Richards shared he fails to imagine them hitting someone out of anger, regarding them as incredibly “grounded and centered.” I have shared this experience, as training partners have profusely apologized for crossing lines before I realized they misstepped. When implored by the curious to number the belligerent practitioners calling my club’s mats their home, I have concluded that aggression doesn’t last. Time and time again, I see newcomer hostility curbed upon encountering more proficient opponents. Laws of this Earth dictate there must always be a bigger fish, and egos melt when constantly forced to confront personal inadequacy.

An environment lacking aggression and a place where you are humbled can be expected within these spaces, but what more? With a busy college schedule, combining exercise and social hour can be a plus. Both Richards and George noted how easy getting to know people is when forced to dance with them in combat. You entrust them with your safety and time, and in return, barriers quickly fall.

“I was drawn in by the camaraderie, it is very much a social thing.”
— Liam Richards

“I was drawn in by the camaraderie, it is very much a social thing,” said Richards. “Two people are trying to exert themselves on the other, not a lot of equipment, just you and your abilities. You are going through something tough together and that brings you closer.”

Some may see why a week of attending practice easily turns into a month or a year, but why do students start? George provides an answer devoid of grandiosity: very few come to be violent for the sake of violence.

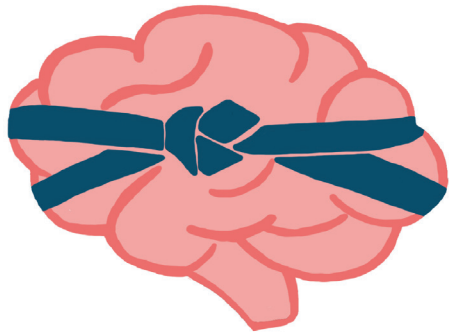
“People need a first step into individualism,” said George. “For some it is an activity they can do, to say about themselves, not in an egotistical manner but just as something they have. It is a good grounding spot for people to build their



Source: Unsplash

new self for the public world.” A lot of beginners appear embarrassed, as the act of performing amidst others challenges our ideas of perception, promoting growth. Many beginners pursue confidence through development of self-defense skills. People shoot themselves down believing everyone else to be more adept. A comforting truth is that everyone begins awkwardly and ignorantly. When practicing, you have the chance to explore different stereotypes and identities, keep what feels true to you, and let go of the rest. You can stay humble, experiment with assertiveness, embrace performance, dive into complex techniques, appreciate the joy of learning, reflect on traditional gender roles tied to strength, and push yourself out of your comfort zone.

Combat sport clubs expectedly provide a place to exercise and learn movement based technique. Less expected: a disconnect between stereotypes and usage of the clubs for personal development, self-discovery and human connection. While learning to improve health through fitness, people push themselves to their limits to leave having grown, having learned and having formed new relationships.



FISHER FORTUNES

What the Stars Predict for you in 2025

story Wally Green **design** Riha Huq

Since the dawn of time, humankind has looked to the stars for guidance in times of peril or uncertainty and generally received some pretty good advice. So what's up with the modern trend of dismissing astrology as "nonsense" and nothing more than a "pseudoscience"? Have we forgotten how great things were in previous centuries, when rulers were guided by the stars and not something incomprehensible like the "will of the people" or the "rule of law"?

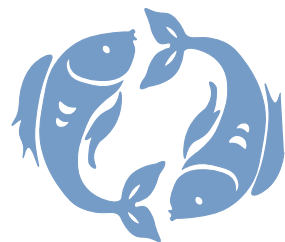
If you're reading this, it's because you're one of the few who still believes in the infinite wisdom of the cosmos. Fate has placed this magazine into your hands so you can read this 100% accurate horoscope and make the most of the year ahead. Keep reading for a glimpse of what your future holds!



Aquarius (Jan. 20 - Feb. 18)

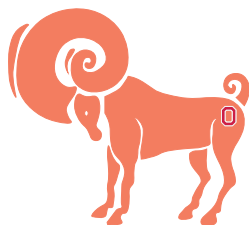
It's a new year, Aquarius, and it's time for you to lock in! You can accomplish anything if you're willing to work hard and get rid of all the petty distractions in your life, such as friends, family members and pets. Any activity that isn't studying is a waste of time, so sleep and hobbies should be the next to go. This will make it so much easier for you to focus on what really matters.

This is the year for you to finally come out of your shell, Aries! The best way to expand your social connections is to join one of the many student organizations on campus. Why not make your voice heard at Undergraduate Student Government, or learn beekeeping with the Bee Club? And you're not limited to just the school-sponsored orgs. The biker gangs near campus are always ready to accept new applicants, though keep in mind that the High Street gangs require a combined SAT score of at least 1500.



Pisces (Feb. 19 - Mar. 20)

Good news, Pisces: love is in the air! This year you'll finally meet the one over coffee and pastries at Rohr Cafe, and you'll both fall madly in love. In a few years you'll be married, and a few years after that you'll start a beautiful family. But at the end of your decades together, your one true love will take you by the hand and confess that they were actually just a spy sent by That Team Up North to sabotage our football team. Whether that's a red flag or not is up to you.



Aries (Mar. 21 - Apr. 19)



Taurus (Apr. 20 - May 20)

It's going to be a stressful year, dear Taurus! It's important that you remember to make time for yourself and reconnect with nature. The easiest way to accomplish both is to abandon civilization and join a monastery high in the mountains, where you'll be far, far away from Marc Smith's accounting exams. Luckily for you, the nearest mountaintop monastery is just 20 minutes outside of Columbus. There you'll find a majestic ancient temple where generations of Fisher College of Business students have gone to find inner peace.



Gemini (May 21 - Jun. 20)

A recent survey of Fisher grads revealed that not studying abroad was the single biggest regret of their college experience, closely followed by not flipping more cars at ChittFest. This year, why not spend a semester overseas? There's a Fisher Global Program for almost anything, from wrestling kangaroos in the Outback to learning the art of disco dancing in Damascus. If you'd prefer a cooler climate, the logistics program at Santa's North Pole workshop might be a good choice.



Cancer (Jun. 21 - Jul. 22)

Although horoscopes are usually vague and unhelpful, the stars have foretold a specific fate for Cancers this year. You'll be studying at one of the tables outside Mason Hall when, all of a sudden, a radioactive squirrel will fall onto your lap and leave you with a nasty bite. Don't worry: you won't suffer any negative effects, although you will grow whiskers and a bushy tail, along with the ability to climb trees really quickly. You'll use your new powers to fight crime on campus and battle your mysterious arch-nemesis, who's actually your roommate in disguise (they were bitten by one of those food delivery robots, which also happened to be radioactive).



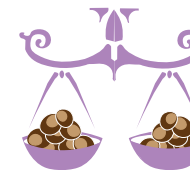
Leo (Jul. 23 - Aug. 22)

You stand at a crossroads, Leo. One path leads to a bright and happy future. The other leads to unending sorrow and despair. It's up to you to decide which sounds like the better option. Anyway, if you send this horoscope to 20 people, you'll have a full year of good luck. If you ignore this message, have fun dealing with all that sorrow and despair.



Virgo (Aug. 23 - Sep. 22)

This is the year for you to reevaluate your priorities, Virgo! Don't be afraid to ask yourself deep, soul-searching questions about the meaning of life, such as: What is the point of existing in a universe where I can't use my Dining Dollars at off-campus locations? How can I be truly happy in life given my current GPA and class ranking? And of course, if existence is truly finite and this is really all we get, then why bother getting up early for that 8 a.m. class?



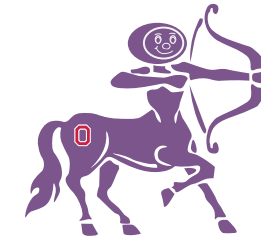
Libra (Sep. 23 - Oct. 22)

This year, you should focus on exploring new hobbies and activities! A recent survey revealed that the most popular pastimes of Ohio State students are jet-skiing on the Olentangy, Sasquatch hunting and playing Hungry Hungry Hippos. If for some reason none of those sound appealing to you, that's okay – as long as you find something that you're passionate about and have fun doing!



Scorpio (Oct. 23 - Nov. 21)

I'm not going to lie to you, Scorpio: it'll be a difficult year. You'll suffer heartbreaks, emotional setbacks and academic disappointments, sometimes all at the same time. But it doesn't have to be this way. For the small price of your immortal soul, all your dreams can come true! Simply look into any mirror and chant "Bloody Brutus" three times. A horned demon will appear (you'll recognize him from his Michigan Wolverines jersey) and have you recite a few passages from both the Necronomicon and



Sagittarius (Nov. 22 - Dec. 21)

This will be a tough year for you, Sagittarius, and that's why we highly recommend getting an emotional support animal! A dog or cat would be nice, but why not go for something a little more unique? A friend of mine has a komodo dragon he brings everywhere, which he says has completely cured his fear of strangers. And there's a girl who lives on South Campus with her pet elephant, whose favorite hobby is playing Hide and Seek in Thompson Library. The point is, why suffer through college alone when you can have a loving pet to help you through it?

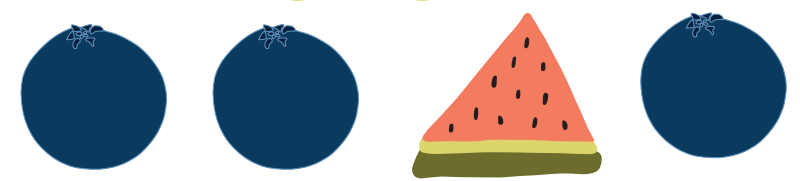


Capricorn (Dec. 22 - Jan. 19)

2025 will be a great year for you, Capricorn! Or it could be terrible – I may have accidentally read the stars upside down. Luckily, there's a simple way for you to figure it out on your own. If you happen to experience any miracles (such as getting into Scott's without waiting in line for five hours, or seeing Woody Hayes appear in your toast) then everything will be great! If you encounter any dark omens (broken mirrors, black cats, haunted Lime scooters) it should be a pretty normal year.

Does Originality Exist?

Navigating Influence, Imitation and the Search for Authenticity



story Sophia Stahl design Navika Kodali

Does originality truly exist in a world so influenced by trends and recommendations? It's easy to find ourselves drawn to the same music, styles or ideas that our friends endorse often without even realizing it. I might start listening to a song my friend suggested or buy a pair of shorts they raved about. Suddenly, our tastes overlap to the point where we begin to resemble each other. This raises the question: can we still claim to be original if our choices are heavily shaped by those around us? While influence is a natural part of human connection, it blurs the line between personal expression and imitation, leaving us to wonder if our individuality is just a reflection of others' preferences.

From a young age, we are conditioned to adhere to specific norms, values and expectations. This inclination to fit in arises from the fundamental human need for acceptance and belonging. Observing others conforming to trends reinforces the belief that blending in is safer and more beneficial. Such societal pressure can create an inner conflict for those who want to express original thoughts or ideas. People may find themselves doubting their instincts, fearing rejection or criticism from their peers. The act of deviating from established norms can provoke anxiety, leading to self-censorship and a hesitance to share genuine, innovative ideas.

Additionally, the concept of originality can be misconstrued. Many people equate being original with simply being different for the sake of it, rather than recognizing the nuanced and often difficult process it entails. This misunderstanding can result in superficial attempts at originality that lack substance and authenticity. For

instance, a person might quickly reject popular music in favor of obscure genres just to seem unique. While this might give the impression of originality, it's often a reactionary choice rather than a genuine reflection of their taste. True originality, however, involves a deeper process of exploration and creativity, rather than simply opposing mainstream trends for the sake of being different.



Source: Unsplash

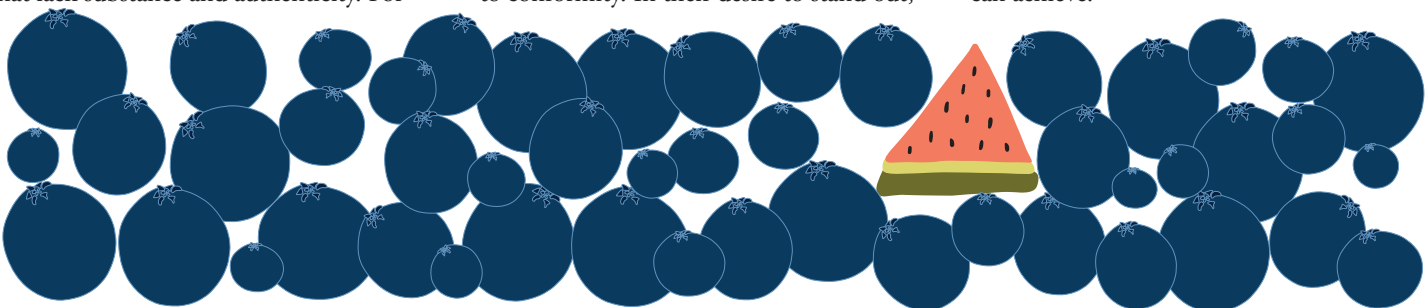
Furthermore, those who challenge conventional thinking may lack the support systems necessary to encourage and validate their unique viewpoints. Without a community that values nonconformity, the path to originality can feel isolating, making it even more difficult to pursue innovative ideas. While conformity is a natural aspect of human behavior, it can stifle the very originality individuals seek. Those who go against the grain grapple with both external pressures and internal struggles that complicate their ability to express and develop unique ideas.

Even those who consciously aim to break away from conformity often find themselves trapped in cycles of unoriginality, as the quest to be different can inadvertently lead to conformity. In their desire to stand out,

individuals may adopt alternative trends, ideas or styles that, although initially distinct, become widely imitated and lose their originality. This creates a cycle where resisting conformity establishes new norms, leading others to replicate these so-called original expressions. Consequently, the pursuit of authenticity can devolve into a shallow quest for difference, lacking depth and creativity. Ultimately, in a world shaped by trends and social validation, even the most rebellious spirits may find themselves unintentionally engaging in the same patterns, diluting their originality in the process.

All of our thoughts are influenced by past experiences: what we have seen, heard, how we were raised, our relationships and even our genetic background all contribute to shaping our perspectives. True originality is unattainable. As humans, we are impacted by every interaction throughout our lives. While each person experiences life uniquely, this does not change the fact that our creative capacity is limited and shaped by what we already know. Striving for complete originality is an unrealistic desire. The comforting truth is that being unoriginal is not inherently negative. It is vital to preserve existing ideologies, and in this sense, drawing on ideas that are not entirely original is essential to create meaningful work.

Although there are original ways to express thoughts, ideas, concepts and philosophies, the foundational subjects of these expressions are not original. The true skill lies in reshaping others' ideas into something new, which in this world represents the highest level of creativity one can achieve.



Fisher Global Labs: Studying Abroad Reimagined

Discover new horizons through short-term study abroad

story Elle Daniel design Delaney Miller

The Fisher College of Business's Global Labs make studying abroad an easy and accessible experience for students at The Ohio State University. These short-term, faculty-led programs last around two weeks and take place in eight different countries. While in cities like London, Barcelona and Cape Town, students engage in unique educational and cultural experiences. They visit world-renowned businesses, converse with seasoned executives and immerse themselves in local culture.

Global Labs allow students to dip their toes into international travel. Unlike traditional study abroad programs, these trips provide a unique structure. Most Global Labs have 12-20 students and one faculty member. This arrangement allows students to form life-long connections with other students and their instructor. Moreover, Global Labs are typically catered to a particular Fisher course. Thus, a specific itinerary is constructed to reflect students'

interests. Alyssa Kyff, Program Manager in the Office of Global Business, said students have "access to certain businesses and certain cultural experiences that [they] might not be able to do otherwise if they travel on their own or on a different program."

"[Fisher Global Labs are a] great opportunity to travel with a group and travel with a faculty member to know how to travel internationally."
— Alyssa Kyff

Typically, college students do not study abroad until their junior year. However, the Office of Global Business offers two Freshman Global Labs in Japan and Germany. Kai Switzer, a sophomore Global Ambassador, traveled to Hamburg, Germany last spring. Switzer spoke highly of the bustling port city, spotlighting its food and architecture. During the trip, his group toured a Mercedes-Benz manufacturing plant where he was thrilled to see the production process firsthand. "I'm a big car guy so Mercedes was really cool," Switzer said, highlighting the assembly line used to produce luxury cars from sheets of metal. In addition, Switzer strongly encouraged new Ohio State students to consider doing a Global Lab. "It gets you introduced to going abroad and everyone is in the same boat and you make so many great friends," said Switzer. "I'm so happy I did it. I would recommend it to everyone."

To participate in a Global Lab, students must apply online. Those who are considering applying are encouraged to chat with a Global Ambassador, a student working in the Office of Global Business.

"Peer to peer interaction is very high quality in terms of helping students find what program they want to do," Kyff said.

To enhance accessibility, students can also apply for a Fisher Global Grant. Selected individuals will receive between \$750 and \$1,500. In terms of the application itself, students should be ready to answer a few essay questions, and of course, have their passports ready!

For those interested in going abroad, even if they've never left the country, Global Labs are a wonderful option. Kyff emphasized that Global Labs are a "great opportunity to travel with a group and travel with a faculty member to know how to travel internationally." During their time abroad, students will undoubtedly develop important life skills and create core memories that will last a lifetime.



Hamburg, Germany

Source: Unsplash

The Perfect Match

Crafting Career Pathways with Dynamic Major and Minor Combinations

story Aadi Patel design Jessica Ball

At The Ohio State University's Fisher College of Business, students can pair their majors with a complementary non-business minor to craft an academic journey that's both unique and career-ready. Here's a tour of some dynamic combinations that'll make you the MVP of your chosen field!

Accounting

Complementary Minor: Forensic Science

Ever dreamed of being a number-crunching detective? An Accounting major paired with Forensic Science sharpens your ability to catch financial fraud and analyze dubious transactions. Think of yourself as the Sherlock of spreadsheets! This combination can lead to careers in forensic accounting, where the demand is set to grow by 21% in the next decade, according to Florida National University.

Aviation Management

Complementary Minor: Geographic Information Science

Aviation Management may be all about flying high, but a minor in Geographic Information Science (GIS) keeps you grounded in the data of navigation and mapping. With GIS skills, you'll be prepared for careers in airport planning, air traffic management and even disaster response, where precise geographic data is crucial.

Economics

Complementary Minor: Environmental Science

Economics majors are no strangers to global currents, but adding Environmental Science lets you dive deep into issues like climate change, resource management and sustainable practices. This pairing prepares you for roles in environmental policy or sustainable business, where companies increasingly seek economists with an eco-edge.

Finance

Complementary Minor: Political Science

Finance is about strategic decision-making, and a minor in Political Science gives you insight into how policies and regulations shape financial markets. This pairing is ideal for roles in government finance, regulatory affairs or international trade, where understanding the intersection of politics and economics can give you a unique advantage in navigating complex financial landscapes.

Human Resources

Complementary Minor: Organizational Communication

Human Resources is a people-centric field, and Organizational Communication gives you the tools to finesse it all. Think of yourself as the workplace whisperer who can harmonize teams and solve disputes before they escalate. This pairing boosts your ability to craft company culture and drive employee satisfaction, a top priority in 86% of high-performing companies, according to a 2021 PwC survey.

Information Systems

Complementary Minor: Computer Science

If you thought Information Systems was just about data entry, think again! With a Computer Science minor, you'll master coding and cybersecurity, positioning yourself as the go-to tech expert who can handle the systems and the security. It's a combination with staying power in an age where data breaches can cost companies millions.

Insurance

Complementary Minor: Health and Society

Insurance is about managing risks, especially those tied to health. A minor in Health and Society gives you the insight to understand healthcare challenges and societal impacts on insurance. This combination is perfect for careers in health insurance, underwriting and risk assessment in healthcare, providing a solid understanding of the human side of insurance.

International Business

Complementary Minor: Global Public Health

International Business thrives on global awareness, and a minor in Global Public Health keeps you in touch with the world's most pressing issues. By understanding the health dimensions of trade, you'll stand out to multinational corporations looking to expand sustainability, where public health awareness is increasingly valuable.

Logistics Management

Complementary Minor: Geography

Logistics might be about getting things from point A to B, but with Geography, you can plot your routes with precision. This pairing opens doors in supply chain management, where your spatial knowledge can streamline global operations. As Oliver Wyman, a top management consulting firm, has reported, companies with optimized supply chains experience 25% lower costs, making this minor a smart move.

Marketing

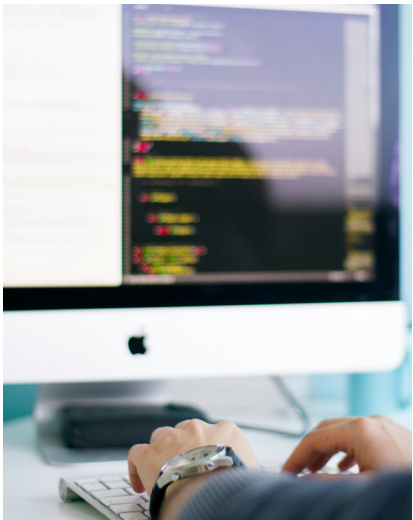
Complementary Minor: Media Production and Analysis

Marketing is the art of capturing attention, and Media Production and Analysis equips you with skills to produce engaging content and assess media effectiveness. This combination prepares you for the digital age of marketing, making you adept at both creating and critiquing content, a double threat in today's media-saturated world.

Operations Management

Complementary Minor: Statistics

Operations Management majors know numbers are everything. A Statistics minor sharpens your ability to predict trends, optimize processes and reduce costs. This powerful combination equips you to lead in manufacturing and beyond, where lean operations mean a competitive edge.



Source: Unsplash

Real Estate

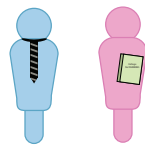
Complementary Minor: City and Regional Planning

Real Estate isn't just about buildings; it's about creating communities. Adding City and Regional Planning lets you shape spaces that thrive. With this mix, you could lead urban development projects that align profit with public benefit, a game-changer as sustainable city planning gains momentum.

Mixing a Fisher major with a complementary minor in another field gives students a unique edge and a career-ready skill set that stands out in the competitive business landscape. What's your perfect academic match? Discover it and take your career from ordinary to extraordinary!



IMPACT 360°



Bridging the Gap Between Classroom Learning and Real-World Success

story Ritika Harish design Nicole Kuan

Have you ever sat in a class and thought, “This is great, but how can I utilize what I am learning in the real world?” This question resonates with many students navigating their academic journeys, as it highlights a crucial gap between classroom learning and real-world application. Imagine if you could take a course that equips you with all the practical skills you will need after college before even graduating. At The Ohio State University, there is a new class, Impact 360: A Practical Guide to Career and Life Success, that is committed to helping students build their personal brand and apply essential skills in real-world contexts.

Course Overview

Impact 360 is taught by Fisher College of Business Senior Lecturers Andrew Piletz and Ty Shepher. Piletz, known for his expertise in marketing principles, and Shepher, specializing in business skills and HR, blend their real-world experience to create a course designed to guide students toward success. The goal of Impact 360 is to help students jumpstart their careers and personal lives after college by teaching essential skills needed to achieve holistic success.

The inspiration for this course came from Piletz and Shepher’s experiences in the classroom and their conversations regarding the practical applications of what they teach. They realized that many students graduate without a clear understanding of how to leverage their strengths and passions in the workforce. This realization fueled their desire to create a course that not only addresses this gap but also encourages students to craft meaningful life strategies.

“I value the knowledge I gained from Impact 360, especially how it helped me find my purpose in both my professional and personal life,” said Alina Mueez, a senior at Ohio State who took the course this fall. “Understanding the why and the impact I can make has helped me understand myself better.”

Course Structure

Impact 360 emphasizes an experiential approach, blending presentations with interactive activities each week and consists of two lectures: one centered around TED Talk-style presentations and inspiring

discussions, while the other emphasizes developing practical skills through engaging activities. Assignments are designed to be relevant and meaningful to students’ lives. For example, students are tasked with sharing meaningful stories with a partner to identify common threads that help inform their purpose and strengths, ultimately culminating in a personal purpose statement.

The course also helps students develop a personal brand and career roadmap. One module focuses on crafting personal brand statements, encouraging students to explore profound questions about their purpose in life. By using tools like the CliftonStrengths assessment, students identify their top strengths, serving as a foundation for building their personal brand.

Real World Application and Expert Insights

Impact 360 features guest speakers and real-world case studies, allowing students to engage with professionals from various industries. Recent panels ranged from a Fortune 300 company president to NBA legend-turned-entrepreneur Michael Retz, providing valuable insights into job market challenges and industry realities.

In addition to guest lectures, students develop essential skills for navigating career challenges, such as the importance of personal branding, effective networking and adapting to future career trends. They gain valuable career advice applicable across a wide range of professional environments.

As student Emily McCormick reflected, “In my four years at The Ohio State University, I have taken countless courses, but none have left an impression quite like Impact 360. It’s not just a class—it’s a transformative experience. Although it doesn’t fulfill a specific degree requirement for my academic journey, enrolling in this course has been one of the best decisions I’ve made, and I wouldn’t hesitate to do it all over again.”

McCormick emphasized that Impact 360 offers a unique blend of personal and professional development, encouraging students to reflect on who they are, what they value and how they engage with the world. “The class fosters collaboration, curiosity and meaningful reflection—skills

that will benefit you no matter where life takes you—preparing yourself for life beyond college,” said McCormick. “Impact 360 has made me more self-aware, connected and ready to lead.”

As Piletz explained, “Understanding the PIE model—Performance, Image and Exposure—is crucial for success in the corporate world because these components are vastly different from academic expectations.” This insight helps students bridge the gap between what they learn in the classroom and what they need to thrive in their professional lives.

Broader Applicability

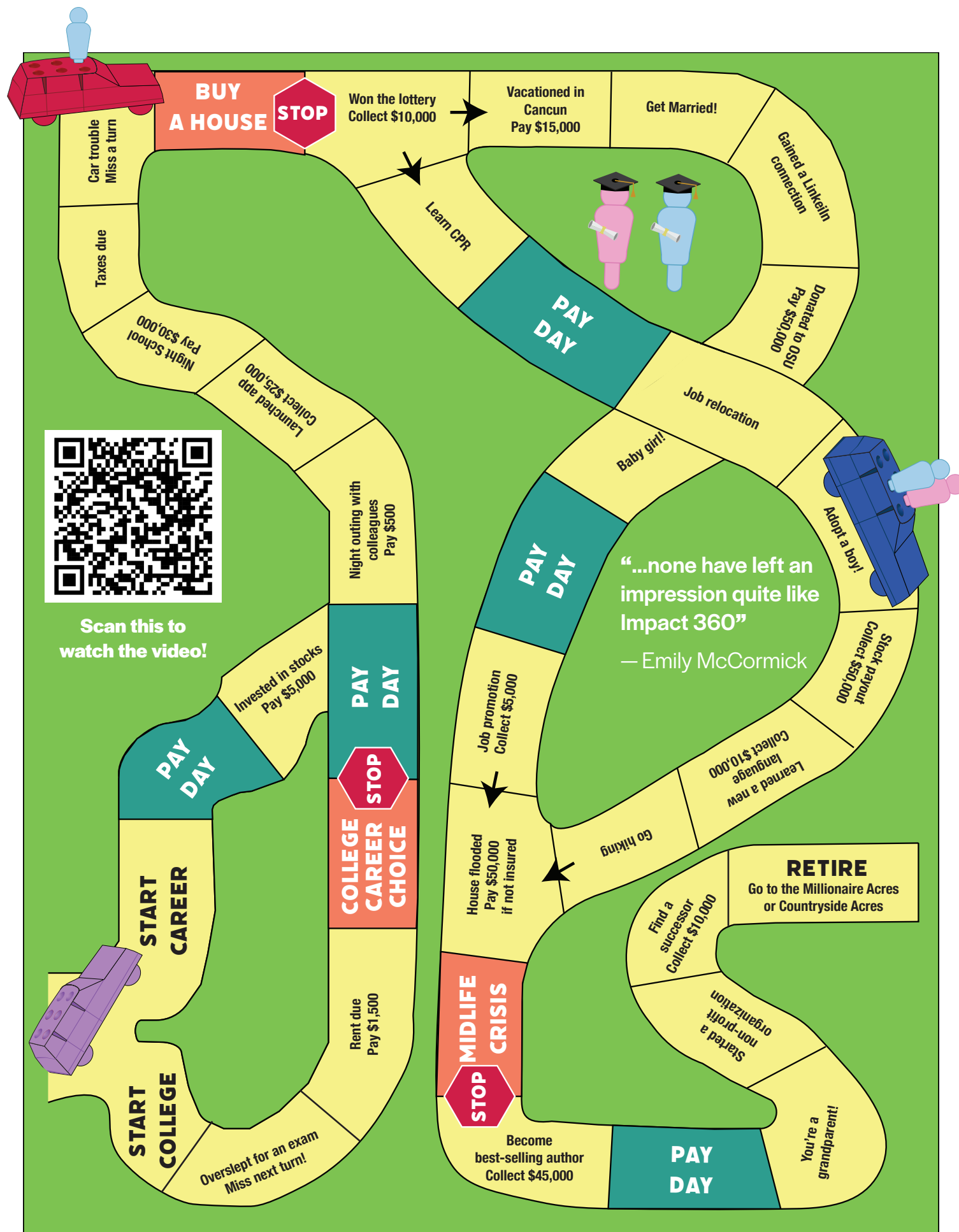
Impact 360 is designed to be broadly applicable by catering to students across various majors, including engineering, law, pre-med and business. It fills a vital role within the broader curriculum, complementing existing courses and programs by providing students with the tools to live impactful lives.

“This course acknowledges that while academia lays the foundation of knowledge, students need practical skills to bring it to life,” said Shepher. “It allows students to dig deep and discover not only their purpose in their careers but also in their lives. Through engaging readings, assignments and classroom discussions, students have the opportunity to apply what they learn and excel.”

Empowering Futures

Ultimately, Impact 360 is meant to equip students with meaningful advice and the skills necessary for a life well-lived. By the end of the course, students are expected to walk away not just with theoretical knowledge but also with a clear understanding of how to apply these skills in their personal and professional lives. They learn how to find purpose and meaning in their careers, enabling them to face the world with confidence and clarity.

In a rapidly changing job market, Impact 360 serves as an essential stepping stone for students at Ohio State, connecting academic learning with practical application. Through this course, students can build a solid foundation for their futures, empowering them to navigate the complexities of life and career with purpose and intention.



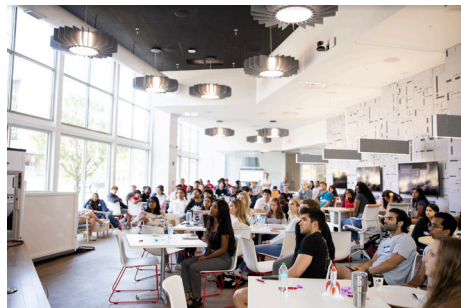
A Probe into LaunchpadOSU

An Entrepreneurial Experience in Review

story Lizzie Freytag **design** Stephanie McCauley **photos** Keenan Center for Entrepreneurship

I know what you're thinking: What is LaunchpadOSU? Believe me, when I first came to The Ohio State University, I didn't know either. Through my involvement as an Entrepreneurship and Innovation Scholar, I had the opportunity to join the Launchpad marketing staff in the fall of 2023. Curious and wanting to meet new people, I jumped at the opportunity!

Launchpad is a weekend-long student pitch competition. Individuals from varying backgrounds, majors and graduating classes come together to come up with problem-solving, venture-creating teams. No prior knowledge or experience is needed to participate. During the event, participants get experience speaking with professionals in the entrepreneurial community to help hone their ideas. At the end of this weekend event, students pitch their business ideas in front of a panel of judges for the chance to win funding to file and register their business and other prizes in the form of gift cards.



LaunchPad at The Keenan Center



“We had a lot of participation compared to the year before and the team worked really hard to make it a success”
— Julia Kumor

As a marketing staff member and now as an Executive of Marketing for the Launchpad team, my role is to create physical and digital media to advertise the event. During my time, I've created flyers, posters and social media posts to help advertise the event. Once the event rolls around, I work as a facilitator and assistant to the teams as they craft their pitches and by helping them problem solve. I also take photos and write reviews of the event to then post on the Launchpad LinkedIn page.

That's my experience, but what about the rest of the Launchpad staff? I interviewed Julia Kumor, current Executive of Facilitation for Launchpad, to get her experience and perspective on the event.

Kumor started out as a facilitation team member when she joined the Launchpad staff her freshman year in the fall of 2023, wanting to find a better way to get involved on campus. During her time on the staff, she worked to organize the overall schedule of the event and plan activities and opportunities for ideation for the Launchpad participants. After about two

months of work, Kumor stated that her first Launchpad event “went really well. We had a lot of participation compared to the year before and the team worked really hard to make it a success.” As a second-year staff member and having helped run her second event between September 14-15, 2024, Kumor is a Launchpad veteran.

Having been named the Executive of Facilitation in the spring semester of her freshman year, Kumor has worked to organize the event's schedule and plan specific team building activities for groups to get to know each other better. She noted how important it was for the Launchpad staff to pull together and use their skills to put on the event.

“Through our coming together, we were able to yet again increase event participation by 150 percent,” Kumor said. Further, during the event, she noted that she thought it was really inspiring to work alongside the entrepreneurial teams and help them through the ideation process.



How does the experience of a Launchpad advisor differ from the staff? To answer this, I sat down with Ashley Lippincott, Program Coordinator at the Keenan Center for Entrepreneurship, and asked about her role.

As of this fall, Lippincott has helped to host and put on three Launchpad events. Through her role, she interacts with both the student participants and Launchpad staff when planning the event. Her role also includes event promotion, logistics and content preparation, all to “make sure students at all academic levels and across academic disciplines know that these wonderful opportunities for entrepreneurs exist.”



“I look forward to this event every year – it's a highlight”
— Ashley Lippincott

Lippincott's biggest hope for the event is that students make connections with each other to create impactful businesses that solve real world problems, either in the immediate or long-term future. She said there are many skills gained through the building of a business that translate to various future careers.

“It's also wonderful when students recognize that starting a business is an avenue that they can pursue for their future career,” said Lippincott. “I have seen students that have participated in Launchpad become excited about entrepreneurship and engage in other Keenan Center programs that help guide their entrepreneurial journey.”



LaunchPad Staff

As a whole, Lippincott is a big advocate of student entrepreneurship. “I look forward to this event every year,” said Lippincott. “It's a highlight.”

Having learned about the behind-the-scenes experiences, I turned to event participants to understand their view of Launchpad. Through the event this past September, Craig Minnick, a second-year Finance major at Ohio State, “learned how

to formulate an idea in a very short amount of time, with people that I just met, in areas that I usually don't consider.” Minnick and his team worked on creating a venture concerning vending machines that operate 24/7, offering healthy foods to users on campus.

“Getting out of my comfort zone and having an opportunity to practice pitching, coming up with an idea, analyzing our strengths and weaknesses – [Launchpad is] the full package,” Minnick said.

He also noted the more difficult aspects of forming a potential venture. “It takes a while to get the idea itself off of the ground, like figuring out that it's first, something we want to work with and second, if it's feasible,” Minnick said. Further, he noted the hurdle of coming up with potential venture ideas, especially when not given a specific prompt or societal issue to develop a solution for. However, he said the judges and mentors of Launchpad help students to narrow their focus.



LaunchPad Entrance

In addition to all of the skills that Minnick said to have explored and strengthened during his time at Launchpad, his favorite part of the experience was connecting with new people. “I think, if you've heard the phrase, ‘You are the five

“I think, if you've heard the phrase ‘You are the five people you are surrounded with,’ having an environment like this is just so important”
— Craig Minnick



people you are surrounded with,’ having an environment like this is just so important,” Minnick said. When reflecting on what he was going to take away from his time at Launchpad, Minnick's answer was the “experience with really every part of this process.” He continued, explaining the skills he was working on developing at Launchpad.

Among the skills he strengthened were: communicating ideas, having good talking points, public speaking, getting niche information in a timely manner and, of course, “establishing contacts and connections,” Minnick said.



Craig Minnick at LaunchPad

Interested in having your own Launchpad experience? Launchpad is an annual event, for people of all majors and academic levels. Don't want to wait? In the spring semester of 2025, Ohio State's satellite campus in Mansfield will be hosting their first annual Launchpad event. As a staff member and a member of the Ohio State community, I highly recommend you try it for yourself. As Minnick puts it, “This is why I am going to college, really, to have these experiences.”

What’s the Rush?

A dive into the ins and outs of business fraternities at Ohio State

story Ally Petkunas **design** Delaney Miller **photo** Scarlett Kiss, Lydia Kefalas, Bridget Rhodes



Scarlett Kiss

PNG, Sophomore, Active Memeber



Lydia Kefalas

DSP, Sophomore, Active Memeber



Bridget Rhodes

DSP, Junior, Exec Position: Chancellor

“Joining Phi Nu Gamma [PNG] freshman year was hands down the best decision I have ever made,” said Scarlett Kiss, a sophomore at The Ohio State University. “I found a community immediately stepping on campus and had no idea the lasting impact this organization would have on me for years to come.” Kiss is an active member of PNG, one of the five coed business fraternities on campus. Kiss expressed only positive experiences when talking about her decision to rush.

Many people think of a social fraternity when they think of a “frat,” as there are 29 social fraternities at Ohio State. However, there is an extremely engaging environment and large presence from the five business fraternities associated with the Fisher College of Business. With the help of a few active members, I was able to dive in.

A business fraternity recruitment process has eight mandatory events potential new members (PNMs) must attend. Diversity, Equity and Inclusion (DEI) and Fisher Greek Open House are the first two events in which all business fraternities are in attendance. At the first DEI event, diversity and inclusion efforts within each chapter are discussed. At the Fisher Greek Open House, potential new members have the opportunity to network with each fraternity.

At this point, PNMs must decide which fraternity they want to specifically

rush. Though some people rush multiple fraternities at once, Kiss has a different piece of advice.

“Put all your eggs in one basket to be able to give 120% of yourself at each event during recruitment,” said Kiss. “We are always looking for people who are going to be beyond dedicated to the organization.”

Once a PNM chooses a specific fraternity, they attend the two Meet the Chapter events. Meet the Chapter is when the PNMs get to talk to active members and hear even more about the specifics of the chapter.

“Joining Phi Nu Gamma [PNG] freshman year was hands down the best decision I have ever made”
— Scarlett Kiss

Next comes the Professionalism Event, where active members help elevate resumes and applications. Lydia Kefalas, sophomore and active Delta Sigma Pi (DSP) member, said she “can remember coming in freshman year with a horrible resume and leaving

with so much knowledge and a totally reconstructed format.”

After resumes and applications have been perfected, PNMs move onto another DEI event and the final social event before interviews. The social event for Kiss’s fraternity this year was a speed dating round, but this varies year-to-year and for each fraternity. Interviews come a few days after the social event. Finally, active members vote, and new members are given bids. This process spans three weeks.

Business fraternities have a dual purpose in providing both social and professional growth beyond what social fraternities may offer. Professionally, fraternities partake in a professional development trip in which they travel to a major U.S. city and have opportunities to meet with a variety of companies and alumni.

For Kiss, the most important part of her experience was receiving her own professional mentor. Mentors go over resumes, Handshake and LinkedIn profiles, as well as cover letters for new members.

“I would not have gotten my internship without my mentor and the support of PNG,” Kiss said. In addition to trips and mentors, each fraternity holds a professionalism event, with topics ranging from “Intro to Investment Banking” to “What’s Consulting?”

Kefalas also took advantage of the professionalism events within her fraternity and saw extraordinary results. “The growth I made and the knowledge I have learned about business structures and etiquette have been exponential,” Kefalas said.

Bridget Rhodes, a junior on the executive team of DSP, said, “I have gained a ton more confidence [through] public speaking.” As the chapter’s recently elected Chancellor, Rhodes facilitates each chapter meeting to help operations move along smoothly. Her biggest event is voting at the end of recruitment and mediating the last round of cuts. She has found that her communication skills and ability to voice her own opinions have greatly improved. These skills are guaranteed to help in one’s professional career. An executive position in a business fraternity is a very hands-on and purposeful way to gain crucial professional and life skills.

Kiss, Kefalas and Rhodes had nothing but the utmost positive things to say about what they have gained socially throughout each of their business fraternities, specifically regarding the lifelong friendships they have made.

“I know when I ever need help with anything, someone would reach out and help me in a heartbeat,” Rhodes said.

The social atmosphere within a business fraternity is a very supportive and uplifting environment. “They just speak so highly of each other,” Kiss said when referring to the way members in her chapter feel about one another.

Business fraternities have date parties, a built-in system with bigs and littles and intramural softball, soccer and volleyball. One of the biggest social days for business fraternities occurs in their time after their Thursday chapter meetings.

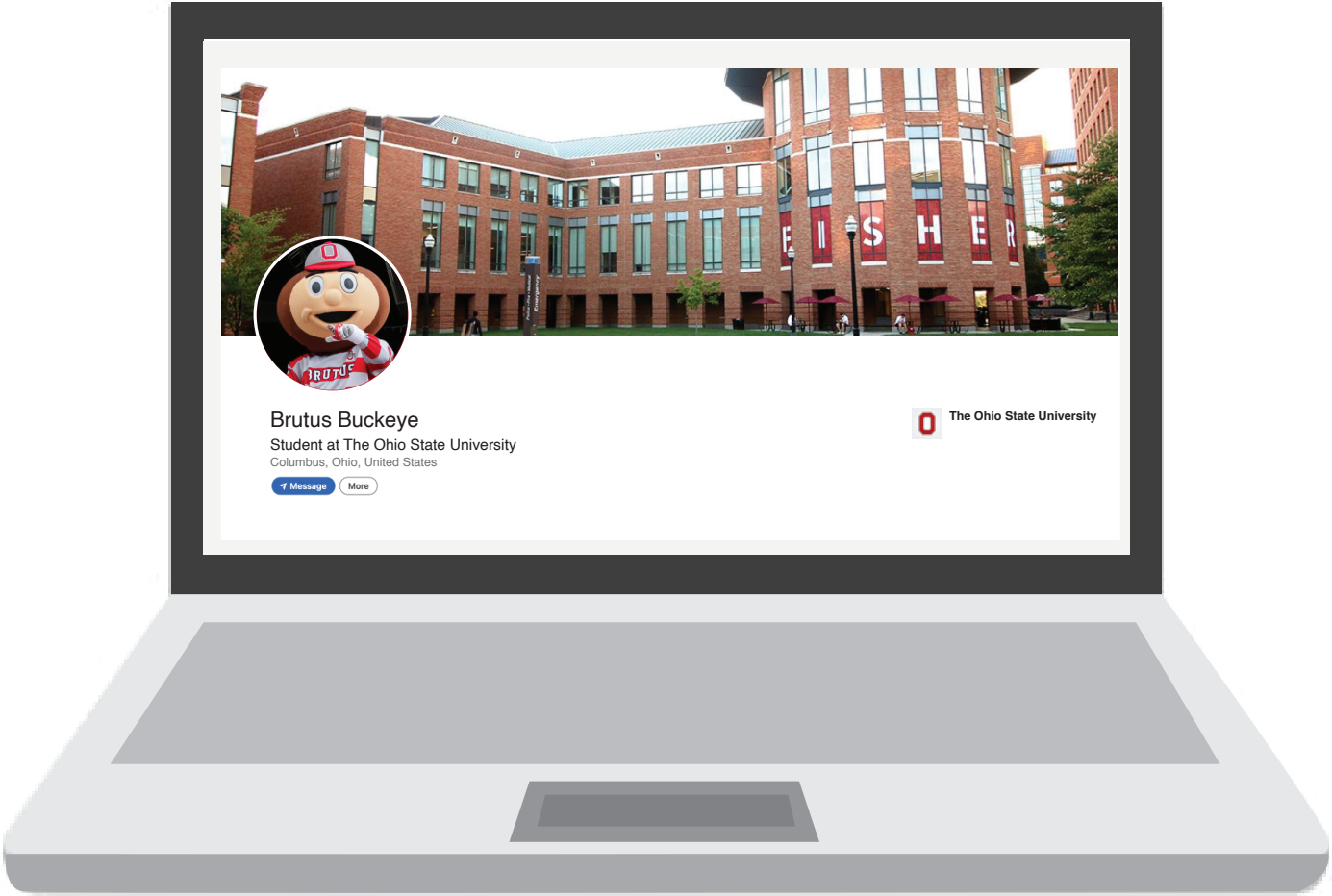
“The growth I made and the knowledge I have learned about business structures and etiquette have been exponential”
— Lydia Kefalas

“People treat Thursdays as a day to hang out within their chapter,” said Kiss. “Members usually end up at dinner or a study spot.” It is clear that the people within each organization have a sought-out priority

to care and be present with other members, who become family.

Beyond professional and social growth, business fraternities give back in huge ways. The philanthropy efforts of each fraternity vary, but they all share a common goal of bettering their surrounding communities. Business fraternities across campus have partnered with Clean Up Columbus, Buddy Up Tennis, Hoops for Hope and the Ronald McDonald House. This just touches the surface of the philanthropy efforts and organizations these fraternities have worked with.

The business fraternities at Ohio State are nothing but beneficial, motivating and full of opportunity for undergraduates at Fisher. Saying it creates well-rounded students is an understatement. From professionalism, to social skills, to philanthropy, the fraternities check the boxes. When finishing my casual investigation, I left each member with one question: What is your favorite part of being in a business fraternity? Without a second of hesitation, I received the same answer across the board: “The people.”



Midwest Munchies

Discover three unique restaurants only found in the Midwest

story Jane Overbey design Adrianna Juarez

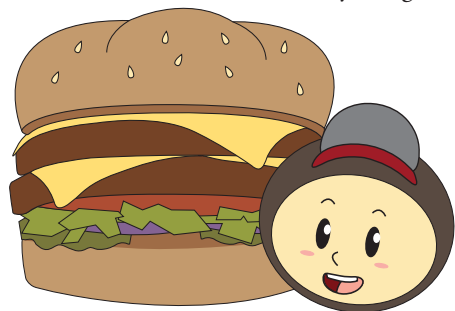
Have you ever thought of putting chili over hot dogs and then adding cheese on top? Or adding cayenne to your chocolate ice cream? If not, you've probably never been to the Midwest.

Whether it's eating chili the "Cincinnati way" at Skyline Chili, trying a unique flavor of Jeni's Splendid Ice Cream or indulging in the Culver's famous pairing of the ButterBurger and Fresh Frozen Custard, nearly every Midwesterner has a special story to share about each classic Midwest favorite.

For Hannah Zimmerman, a Powell, Ohio native and freshman at The Ohio State University, her experience at Jeni's birthday celebration, (an event giving out free ice cream and goodies for customers), a few summers ago stood out to her.

"We went and waited out in the cold at eight in the morning until they opened, so I always think of that whenever I think of Jeni's," said Zimmerman. "It was really fun."

Events such as this are what make Midwest chains stand out to their loyal customers. People expect to receive exceptional service when they go to these places and welcome the sense of community they bring.



According to the Culver's website, creating a community-orientated environment was a crucial value to Craig and Lea Culver in 1984 when they opened their first Culver's location in Sauk City, Wisconsin. "[Lea] believed in taking care of every guest, every time. Her way of treating people continues to inspire us today." They elaborated that the foundation of an excellent restaurant is not only superior food, but hiring excellent employees.

Culver's keeps the tradition of taking care of their customers and employees alive today

by staying involved in its communities, hiring the best of the best and treating their employees like family.

The first Culver's menu consisted of two items: the ButterBurger and the Fresh Frozen Custard, both of which are still fan favorites today. These staples have stuck with people when they visit the stores, providing customers with a sense of nostalgia.

When asked about her experience at Culver's and other Midwest chains, Zimmerman said they are "usually more comforting, and you're more familiar with them so it feels more welcoming to go there."

Another favorite Midwest staple of Zimmerman's and countless Midwesterners alike is Jeni's, known for its one of a kind flavors.

Founder Jeni Britton opened her first Jeni's location in the North Market, located in Columbus, Ohio, in November of 2002. Since then, her business has expanded. Jeni's has locations all over the Columbus area. Her ice cream is shipped all over the United States, available for purchase in grocery stores.

According to the Jeni's website, their Jeni's Ice Cream journey started when Britton added a little cayenne to her chocolate ice cream. This distinct combination drove her to experiment with flavors that no one would expect, but ones that everyone is certain to love. Jeni's parlors pride themselves on their commitment to making ice cream with quality ingredients, such as using milk from family-run dairy farms. These small touches make a big impact on the communities Jeni's is involved in. Zimmerman and others notice "you get better service there, since it is more local and they're actually trying to connect with the customers," Zimmerman said. Jeni's not only gives back to their communities though their food but by giving back with their ingredients.

An additional Ohio-native food chain is Skyline Chili. It is known for its distinct taste and for its unique combinations of chili on spaghetti and hot dogs, some that people seem to either love or hate. As found on Skyline's website, founder Nicholas Lambrinides' inspiration derived from watching his mother cook in their home



in Greece. He carried this inspiration with him, and after he and his family moved to the United States, Lambrinides decided to share the family recipe with the city of Cincinnati in 1949. Today, there are more than 150 locations within the Midwest.

Each of these restaurants tend to bring a sense of community and belonging to those who dine there. This stems from the familiarity and comfort of continuing to receive exceptional food and hospitality.

"Since they're Midwest companies, it's all food that's common and popular, and people's favorite foods [so] it feels more welcoming compared to some of the other places"

— Hannah Zimmerman

While the Midwest is known for many things, these distinct culinary options seem to be a common topic of conversation. Each Midwest chain presents something unique to their community, not only through food but through their culture.



Source: Unsplash

Meet Matcha Me

The Cafe Stirring Up a Green Revolution

story Isabella McClintock design & photo Ally Wolfe

Coffee shops have been around for centuries, and while the purpose of them may have changed over the years, the drinks stayed the same. This was until recently, when business owners from all over the world began tapping into uncharted markets, one of which is matcha: a Japanese green tea leaf that is ground into a fine powder. With the rise in popularity of the matcha latte, cafes centered around matcha began to spring open, even locally.

Matcha Me, which opened over the summer, is Columbus's first matcha cafe. The owner, Gardenia Gomez, graduated from The Ohio State University in December of 2022 with a degree in microbiology. She shared that her biggest inspiration behind opening a matcha cafe stemmed from her love of matcha.

"I've always liked matcha and I find that everytime that I travel, the first thing I do is go to a matcha cafe," said Gomez. "One day I was like, you know what? I love matcha. I can't find a good matcha cafe here in Columbus, so I decided to go for it."

While her degree may not be a typical background for starting a business, this did not stop Gomez from pursuing her aspirations. Having parents who modeled hard work and supported her dreams, Gomez was able to take the leap of faith and start her own business. "I just learned it and went for it," said Gomez. "I knew that I wanted to open up a business, but I didn't have very much guidance either. It was definitely a learning process. I learned so much throughout. You make mistakes but you really learn from them."



Part of this learning process included many months of research related to sourcing matcha and espresso, as well as crafting a menu. "When I was looking for matcha, I was looking for something that was sourced ethically and of good quality as well," said Gomez. "We source our matcha directly from Japan in Kyoto."

However, Gomez has also faced some set-backs with opening her own business. "I would say the most difficult part of opening was the beginning," said Gomez. "I think that it's kind of a scary thing when you open a new business, especially when it's a new concept because matcha is newer to Columbus."

Despite an overall positive reaction from the community, Gomez isn't immune to criticism. "Sometimes you can get bad feedback, but listen to what you think is best," Gomez said. While receiving negative feedback may be intimidating to people, it's something that every business owner has to face.



The Einspanner Matcha Latte at Matcha Me

"Just do it, even if you've never done it before"

— Gardenia Gomez

To anyone who is looking to open their own business, Gomez's best piece of advice is: "Just do it, even if you've never done it before. I haven't even worked in the food industry before, so everything was absolutely new for me."

With the rise in business and popularity Matcha Me has been getting, Gomez already knows where she would like to take Matcha Me in the future. "I can see myself at another location. Our space is small and it gets crowded, so I would love to expand," Gomez said.

To anyone who may be new to matcha and wanting to indulge in something unfamiliar, Gomez recommends the strawberry matcha. However, if you're looking for something that is more familiarly found in cafes, the Einspanner latte, which includes a hazelnut cream top and cocoa powder, is a great option.



The **Business** Behind the Bands

story Sabrina Khurshe design Asmita Kulkarni photo @tunnelvision_band_ & @funky.ducklings

Learn more about our local bands on campus featuring Tunnel Vision and Funky Ducklings

Hidden within The Ohio State University's campus is a diverse music scene made up of local students. Student-led bands and organizations can be found right here on campus, playing at club events, local bars or nearby venues. However, these bands are not just about making music but also about building their brands. To gain a better perspective on the business aspect behind bands, I interviewed two local bands: Tunnel Vision and Funky Ducklings.

Tunnel Vision is a new indie rock band that formed this fall. They are inspired by musicians such as The Backseat Lovers, Radiohead and the Goo Goo Dolls. The band features Lea Almahameed as lead singer and guitarist, Jake Gearheart on rhythm guitar, Pedro Souza on drums, Logan Cronenwett on lead guitar and Brady Rowe on bass guitar. The band currently performs covers and has plans to

release a few original pieces soon! Funky Ducklings is a band that blends various types of rock, spanning from funk to punk. They have been playing for over two years and have had a mix of different Ohio State alumni members throughout that time. Inspired by bands like Red Hot Chili Peppers, Death Cab for Cutie and Scary Pockets, they currently perform both covers and original tracks. The band is made up of Nina LeBlanc as lead singer, Stefan Sholtis on drums, Ethan Redelberger on keyboards and Sydney Petz on bass guitar. A fun fact about the band is that sometimes they'll bring along toy ducks to their shows! Marketing, bookings and funding are integral to a band's success and play a crucial role in its overall development. Tunnel Vision and Funky Ducklings give us some insight into these components.

Marketing

Marketing is essential for business growth. Understanding how to market effectively allows businesses to expand their brand and build relationships with potential customers. For bands, this varies only slightly, as they promote themselves rather than a physical project. In conversations with both bands, there was often overlap in their promotional strategies. Both emphasized that social media and word of mouth are the two most effective marketing methods. Tunnel Vision members highlighted the importance of using platforms like Instagram (@tunnelvision_band_). One tip they shared is to be so persistent with your posts that you might come close to being annoying. Similarly, Funky Ducklings also relies on Instagram (@funky.ducklings) as its primary marketing tool. In addition, they use both digital and physical flyers to spread the word, posting them around campus and in local spots like Kafe Kerouac.

Booking

Bookings are a smaller yet important part of business operations. While regular bookings often involve appointments, for a band, the focus shifts to securing performance venues. Whether it's finding local spots or clubs to host a show, bookings provide bands with opportunities to showcase their talents and music. To navigate bookings, Tunnel Vision pointed out that finding the right opportunities often comes down to knowing the right people. Whether through bars, networking or music clubs, building connections is the key to securing gigs.

Funky Ducklings, on the other hand, reaches out to local venues by calling or emailing to find places to perform. They also use connections with local clubs, such as the Arouse Club and collaborate with other bands to discover more opportunities.



Funding

Funding is one of the most crucial aspects of starting a business. It forms the foundation for everything. Without funding, there is no business. The same applies to bands: they must fund themselves before they can make any potential profit. Tunnel Vision advises that if you can make money off the band, you won't need to invest your own funds. However, building a band can be expensive. It's important to view those costs as an investment. They recommend not skimping on your gear, as it won't last in the long run. Funky Ducklings' approach to funding involves keeping their instruments up to date independently, meaning only they are in charge of their own instrument. However, they also mention that in a non-monetary sense, they often have to sacrifice work hours or study time to find time to collaborate, which means losing out on personal time and income to invest in their careers.

Tunnel Vision and Funky Ducklings highlight the lively music scene at Ohio State, blending their musical talent with essential business skills. Through effective marketing, networking, and careful funding, both bands are making a name for themselves on campus. Be sure to check out their music and experience the energy they bring to local venues!



Funky Ducklings drummer and keyboard player perform at a Halloween event in October 2024



Tunnel Vision band performs at their 2024 Halloween show in costume



Lead singer and bassist of Funky Ducklings perform at their October 2024 Halloween gig



Members of Tunnel Vision dress up as Gru and his minions for their 2024 Halloween gig

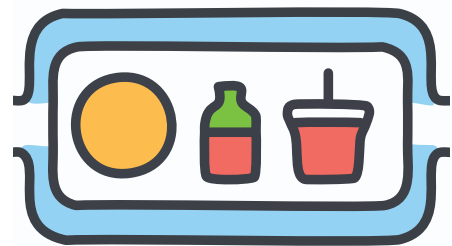
The E-Board Guide



Navigating Campus Play-by-Play

story Alicia Amsel and E-Board **design** Josue Mota **photo** Taylor Matlock, Amanda Srebnik & Josue Mota

What's the most common question that we hear as students at The Ohio State University? "What's the best?" Whether it be dining options or study spots, this question is asked to every student by friends, family and even your weird uncle at your family's holiday party. To save you from those sometimes awkward conversations, the Fisher Ink Executive Board has used personal experiences to assemble this all-inclusive guide to answering what the best of Ohio State is, just in time for the holidays.



Dining Options

We've tried dozens of dining options on campus and provided our favorites for you below, chosen based on the following criteria: availability of options, quality, quantity provided, hours of operation, cost, speed and ease of getting a table.

Marketplace on Neil

Marketplace on Neil offers a wide variety of salad toppings, which I think is missing from a lot of on-campus dining places. They also have options for when you're in a rush, but it's also very nice to sit down and eat something while studying! I have always

enjoyed customizing my own pesto pizza and frequently buy the multigrain sandwich there. I think it is a staple for students that live on South Campus.

Curl Market

Providing diverse options with four stations to choose from (Sushi, Sandwich, Burrito and Pasta and Choolaah Indian Barbeque). While most of these are pretty good, they can get repetitive. In terms of quantity, there is enough for a good-sized dinner. Cost is a huge plus, since most meals are only one swipe, but it is often impossible to find a table to sit at. Curl is open both early and late, and is normally fast unless it is peak meal time.

Rohr Café

Rohr has so many drink options and serves high-quality coffee. They have never missed. There aren't as many food options, but the drinks make up for it. One downside to Rohr is their hours, as they are only open from 8 a.m. to 4 p.m. I wish the hours were longer! Additionally, Rohr can be expensive. They don't take Dining Dollars, but they offer some really good deals every day. I love Mondays, when they have \$4 vanilla iced lattes. I don't have many problems finding a table, as I feel like people are constantly coming and going. Sometimes there can be a long line because of classes letting out, but the employees always work quickly

Study Spots

After telling your family about all the delicious food you've been eating, you might share some stories of fun times with friends.

This will inevitably prompt the question of, "Do you even have time to study?" We rated these study spaces based on the following criteria: amount of space, busyness, noise level, availability of food options and available technology.



The Basement of Fisher

There are plenty of seats available here, both against the wall and at community tables. I really like working at the tables because it makes me more motivated to actually do work and not procrastinate. Printers and outlets are also extremely accessible. This area is great because it is rarely busy and is generally quiet, although there is chatter from groups completing projects together.

Mason Hall's Picnic Tables

As there are limited tables, studying here can be hit or miss, so you may have to sprint after class if you really want to claim a table! This area is usually busiest in between classes when students are passing through the Fisher courtyard, but since it is outside, the busyness does not seem as apparent and is not distracting, unless of course

you see people you know! While there are a few outlets on the brick pillars, they are limited, so try to have your devices fully charged before studying here. If you need a break from all that hard work, Rohr Café is just inside of Mason Hall. Nothing pairs better than a seasonal drink and a beautiful outdoor study spot.

Knowlton School

Complete with a rooftop garden and a south-facing side that is entirely outside, the aesthetics of this building are top tier. The studio spaces on the third floor and the large staircase on the first floor provide lots of space, but these can fill up. The building is generally quiet except for when classes are let out. KSA Café is on the first floor and provides a variety of options if you need a study break. This building also has a computer lab and easy access to printers.

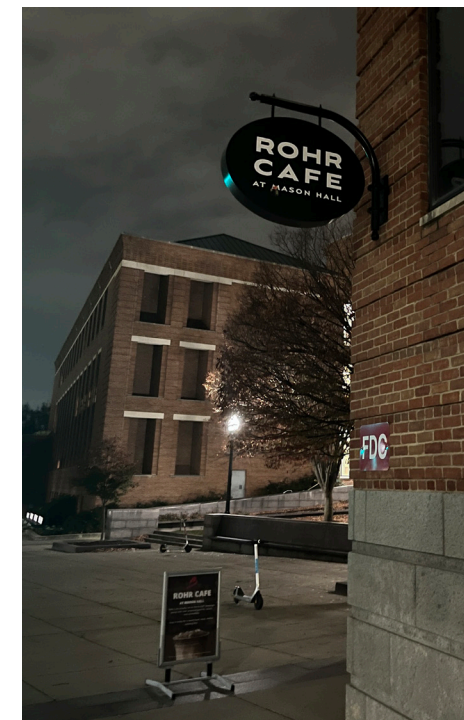
Orton Hall

Orton Hall is truly a hidden gem. It has three floors and a small library inside with plenty of tables for students to sit at. Not too many people are found inside Orton, and plenty of seating is available. Just like any library, it is very quiet. The only downsides are the lack of food options and available tech like printers or computers.

Whether you will be using this information to try new foods, visit new study spots or make small talk with your cousin's new girlfriend, we hope you enjoy the locations in this guide as much as we have. Go Bucks!



Mason Hall's picnic tables



Rohr Café



Study Space in Orton Hall

Look how far you've come. Envision how far you'll go.

At EY, we believe in setting high standards, reaching new heights and empowering high performers. We wish all of the students of Fisher College of Business a great rest of the semester and look forward to seeing what the future holds.

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