

spotlights

Alumni spotlight: Bryan Schaaf

The journalist turned chef liaison for Certified Angus Beef

ZACH READ
Managing Editor

By the time four years comes to a close, college students like to think they know what their career path will look like for the next 40 or so years.

However, according to the U.S. Department of Labor, individuals born in the latter years of the baby boom age (1957-64) have held an average of 12.3 jobs in their lives. The report continues on to say that people today are subject to changing jobs more often.

Bryan Schaaf, a 2002 alumni of Ashland University has discovered this statistic to be true in his own life to where it is his life's advice to college students today.

"Even if you think you know exactly what you want to do in life, make sure you keep your blinders off because you never know what opportunities may come up that will take you down paths that you never in a million years would know you would ever be interested in," Schaaf said.

Schaaf attended AU from 1998-2002 where he earned his Bachelor of Science in sport communication and journalism. Schaaf was a writer for the Collegian, held a DJ shift on 88.9 WRDL and was a goalie for the men's soccer team.

Although his minutes were limited, Schaaf said he was able to learn from former AU coach Brad Evans, who he said was one of the best young minds in the country at



SUBMITTED BY BRYAN SCHAAF

Bryan Schaaf at a speaking engagement for Certified Angus Beef in Asheville, N.C. the time.

Schaaf used his passion for soccer to continue coaching later in life with the Ohio Strikers United, a premier soccer club, which he is still a coach for.

Furthermore, this past fall, Schaaf put a period on his 13-year stint as the head girls soccer coach at local Northwestern high school. During his 13 years, Northwestern won 115 games and Schaaf was named the District Coach of the Year three times.

"It was definitely hard to walk away from, but the time commitment and my work schedule from a travel perspective is pretty intense and it got to the point where some-

thing had to give," Schaaf said.

Flash back to right out of college, Schaaf utilized both of his degrees and became a sports writer for the Daily Record in Wooster for six years. He covered a lot of professional sports in Cleveland including the early LeBron James years, but then transitioned as the business and government beat writer for four more years before moving into a different journey in his career.

In a career change he describes as a weird story, Schaaf was hired by Certified Angus Beef as a food writer where he became really interested in food and meat science.

Schaaf's official title is chef liaison, but he travels and learns how to cook alongside the chefs, all while learning and writing for Certified Angus Beef's website about the science of meat.

"It has been an intensive, kind of hands on learning experience about meat science, carcass breakdowns and the culinary science behind it," Schaaf said. "The easy way to put it is it armed me with enough knowledge both from a culinary standpoint and a science standpoint to be dangerous."

Certified Angus Beef, a company that is in 55 countries around the world, has their world headquarters based in Wooster.

Schaaf's job has taken him to some of the biggest meat/cooking conventions in the country including Pebble Beach Food and Wine,

the Louisiana bayou and the James Beard in Chicago every year.

"At one point I remember sitting on a bench at Pebble [Beach] Food and Wine sharing a bucket of Coors Light with Guy Fieri," Schaaf said. "There are a lot of surreal



SUBMITTED BY BRYAN SCHAAF

Schaaf alongside Jonathon Sawyer, a nationally known chef and James Beard Award recipient for best chef. Sawyer was born in Cleveland and currently owns four restaurants in the area.

moments that I have gotten to enjoy."

In fact, on Feb. 2, Schaaf had the opportunity to be in Miami for Super Bowl LIV for work related purposes.

Schaaf met his wife Becky while they were both students at AU, and they now reside in Ashland with their two children Ward (10) and Elliot (7). Becky was recently

always goes back to his advice.

"While you're there go out and explore the town, get to know the local businesses, the restaurants... Things that really connect you to what's going on there because there's actually a lot more going on in Ashland than I think anybody ever gives it credit for," Schaaf said.



SUBMITTED BY BRYAN SCHAAF

Schaaf posing with former MLB and NFL star Bo Jackson at Certified Angus Beef's world headquarters in Wooster.

Department chair spotlight

Dr. Robert Stoll: Chair of management within the college of business

CHRISTINE JENKINSON
News Editor

The second piece in the series of College of Business and Economics is the management department.

Good news for management students: not only are you are in high demand after graduation, companies are willing to pay good money. Dr. Robert Stoll is an associate professor of supply chain, and chair of the management department.

Within the management department, there are four majors: entrepreneurship, supply chain, international business and business management.

"We have more demand than we can actually fill with students," Stoll said.

In business management, the focus is on human resources; learning things such as employment law, legal and illegal hiring processes and negotiating union contracts.

Stoll describes supply chain as

"everything that Amazon does." Everything to do with inventory is taught: how and when to inventory, logistics, such as moving product "efficiently and effectively," and computer systems. Robots play a

huge part in shipping products, so students learn analysis.

"International business is the global perspective," Stoll said. "Most companies are global in nature, even if they're not located



SUBMITTED BY ROBERT STOLL

Dr. Robert Stoll, chair of management in the college of business.

globally, a lot of their suppliers that they buy from and also their customers live globally. We have a little bit more international perspective on that."

About half the students in the entrepreneurship program are there so they can learn how to take over their family's business. They learn skills such as writing business plans and going to the bank to get loans.

As mentioned in the previous article, all students in COBE are required to complete at least one internship. Some students do two, even three.

After graduating, students have gotten jobs at Smuckers, IMCD in Cleveland, insurance companies in Columbus and Bendix in Elyria, just to name a few. However, sports-interested students are generally not from the Ohio area. Those students have been placed in Texas, Lockheed Martin, in West Palm Beach, Florida.

This is Stoll's fourth year as chair and has been at Ashland Univer-

sity since 2012.

"I actually came out of the industry after 30 years and I completed my doctorate," Stoll said. "I was an adjunct professor for many years prior to that and I was a lecturer at Cleveland State for two years. I saw the job posting and I wanted a tenure track position and I applied, interviewed and got the position."

Stoll stressed the need for more students to enroll in the management department.

"A lot of people do not understand what entrepreneurship is and teaches," Stoll said, "but it is really the chain of companies that supply the final finished goods, manufactured, taking it all the way from raw materials all the way to selling it and the retail store and there is just a lot of opportunities for our students will great futures and great paying jobs."

If students have questions, they can contact Stoll at rstoll2@ashland.edu.