



If I could teach one thing about life, it would be my passion, fly-fishing. It has taught me several lessons such as how to adapt, persevere and keep life in perspective. These lessons are also illustrated in this issue of the *Baylor Business Review*, which focuses on the workforce.

You will read how several alumni have **persevered** along career paths by using creativity in job searches and taking new directions to discover a career passion. You will see how several alumnae are **keeping life in perspective** as “mompreneurs” – while raising their children, they are also running successful businesses.

Through our new Nonprofit Technology Internship Program, Management Information Systems students are helping local nonprofits adapt to technological demands. Assistant professor of Marketing Ann Mirabito’s research discusses how employers are **adapting** to employee healthcare needs by establishing on-site clinics. Additionally, job seekers can learn to adjust to workforce requirements as alumna Heather Gray shares employers’ hiring criteria.

The *Baylor Business Review* has adapted in order to communicate with readers on an additional content platform with our new BBR iPad app. The BBR app offers an enhanced magazine experience with videos, audio podcasts, interactive features and extra photos not published in the magazine. Search “Baylor Business Review” on the iTunes App Store or visit bbr.baylor.edu/app to download the free BBR app today.

Fly-fishing has also taught me that the pleasure is in the journey. I hope you make the journey back to campus in November to celebrate Homecoming with your Baylor friends and family.

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