

BUSINESS MATTERS

Spring 2022

The State University of New York at Fredonia

Volume 13, Issue II
School of Business

Notes from the Interim Associate Dean

- Welcome to the Spring 2022 issue of this newsletter. It is now twelve consecutive years that Business Matters has been published every semester for the benefit of our students, alumni, and other stakeholders. This online publication provides for communication among our diverse populations, and it is also a conduit for an exchange of ideas among faculty, students, alumni and employers.



- It is with mixed feelings that I announce the retirement of Professors Amar Parai (Economics) and John Olsavsky (Accounting) effective fall 2022. They are going to be missed dearly by their students and faculty colleagues. We congratulate them on this milestone and wish them the best in the next chapter of their lives.

- The faculty tirelessly worked this past year to put forward two innovative degree programs for consideration by the university. One is an MBA in Accounting and the other is a cutting-edge BS in Financial Economics and Data Analytics.

- In terms of student recruitment, I am happy to report that the school is a full participant in the university's new initiative, JCC+Fred: BOLD program. Through "Bachelor's Opportunities Locally Delivered" students can now earn a SUNY Fredonia degree on the Jamestown Community

College campus. They have an opportunity to earn both two-year and four-year degrees in Business Administration, for example, without moving from one campus to the other:

<https://www.fredonia.edu/admissions-aid/admissions/jcc-fred-bold>

- Alumni, please mark your calendars! We are going to have a reception for you during Homecoming this fall semester on Saturday, October 15, from 3-5 PM in W301 Thompson Hall. Come and catch up with your old friends and mingle with your favorite professors over some finger foods and refreshments.

- Dr. Moj Seyedian

Kenneth Plucinski Memorial Scholarship

The Business Administration Department has created a new scholarship in honor of Accounting Professor, the late Kenneth Plucinski. It will be available to all departmental majors of any class, including new students, with an overall GPA of at least 3.0 and extra-curricular achievements.



Kenneth Plucinski

Professor Plucinski, who passed away in October of 2021, was a long-time member of the accounting faculty until his retirement in 2017. He joined the department in 1984 to teach Principles of Accounting, Intermediate Accounting, and Auditing.

Indeed auditing was his forte. To accounting students who graduated during his tenure, the word auditing will always be synonymous with Professor Plucinski.

Anyone interested in making a monetary contribution to the scholarship can do so by contacting the Fredonia College Foundation at: (716) 673-3321 or fredonia.edu/foundation

Thanks a Million, Alumni, Faculty, and Friends!

The following list indicates those alumni, faculty, and friends of the School of Business whose donations were received during the 2020-21 fiscal year (*Note: the gifting categories listed below are not the official ones designated by the Fredonia College Foundation*). Please know that only the donations specifically designated by the donors for use by the School of Business can properly be credited. Also, be sure to notify your place of employment of your contribution as many companies have a policy of matching employees' donations.

For detailed information on giving to your alma mater, you may call Fredonia College Foundation at (716) 673-3321 or go to their website at: fredonia.edu/foundation

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Robert's Rules: The Accounting Classroom as a Business Meeting

Being able to participate in and lead an efficient group meeting is a valuable skill in modern business, and students should be exposed to experiences in which they can practice and develop appropriate group behavior. Along with teamwork skills, students need to develop communication, critical thinking skills, and professionalism.

My work explores how utilizing Robert's Rules of Order in an upper level accounting course can help develop those skills.



Justin Mindzak,
Assistant Professor

Robert's Rules can be briefly described as a normative guide to conducting meetings and group decision-making with the intention of accomplishing goals fairly. This particular pedagogical strategy

was chosen in order to more accurately resemble a business environment - specifically with respect to the way meetings are often conducted in a diverse range of organizations - including, but not limited to, the business community. Action research guided the methodological approach towards better understanding of how Robert's Rules might impact teaching and learning in a post-secondary classroom. Overall, this method significantly increased student engagement, while also helping mimic and maintain professional behavior. Also, this approach, when applied with other classroom activities, enforces skills that students need when going into the field.

References:

Rassuli, A., Bingi, P., Karim, A.R., & Chang, O.H. (2012). A Survey of Critical Knowledge and Skills of Business School Graduates: Employer Perspectives. *The Journal of International Management Studies*, 7.

Winter, J. K. (2000). Student evaluation of a learning exercise designed to develop effective meeting skills. *Journal of Education for Business*, 75(4), 210-214.

Meet Professor Stuart Shapiro

1. What courses do you teach?

MUSB 301 - Copyrights, Trademarks and Rights of Publicity

MUSB 320 - Music Business Contracts

MUSB 350 - Financial Planning for the Gig Economy

MUSB 435 - Contemporary Issues in Music and the Marketplace

2. If you could teach a new course, what would it be?

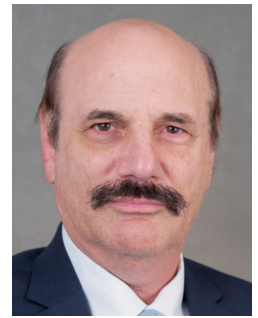
I have been thinking about a course delving into other ways that people in the music industry get in legal trouble, aside from problems with intellectual property and contract disputes.

3. Tell me a little about your teaching style.

Our classes require lots of student participation, with back and forth discussion of theories, and I often use humor (as well as war stories) to make a point.

4. What suggestions do you have for students to be successful in your courses?

They need to read. I give them lots of reading of complicated case law for homework, and impress upon them that they sometimes have to read it over multiple times to gain an understanding of how the cases were decided and why.



Stuart Shapiro,
Assistant Professor

5. What are your pet peeves in the classroom?

Students who are paying attention to their phones instead of paying attention to the lecture. It does not happen very often, but when it does, they are sure to get the next question from the professor to force them to pay attention.

6. What are some of the extra-curricular activities that you are involved in?

I serve on several committees promoting the welfare of the University, including overseeing Trademarks, clearing rights, and producing guest speakers.

7. How long have you worked at Fredonia?

14 years, starting as an Adjunct.

8. Where were you before joining Fredonia?

I was a partner in a 23-member law firm in Buffalo, New York, in charge of their Litigation and Intellectual Property departments.

9. What are your favorite hobbies?

I spend lots of time playing music. I currently play in three different bands (guitar and banjo in one, and drums in the other two). I have won several song-writing contests. I buy old guitars, repair them, and donate them to charity. I am also an avid sailor. I have a 42 foot, 3 cabin sailing yacht. My other sports are archery and fencing.

10. Why did you decide to come to Fredonia?

I started as a guest speaker for some of the Music Industry classes, and found that I enjoyed teaching.

11. Who has been your biggest influence in life?

Hard to say - there have been so many: Law School Professors, Musicians, Artists, and authors.

12. What kind of research are you working on?

I am researching whether newly available technology can replace the traditional business model of collecting and paying royalties for public performances.

13. What advice do you have for graduating Music Industry seniors?

Knowledge is power. You need to stay current - reading industry journals and periodicals, and you need to be flexible to be able to take advantage of opportunities as they arise. This is an exciting time to be involved in the rapidly changing Music Industry.

14. What do you like about our Music Industry Program?

I like the entrepreneurial spirit and the variety of interests of the students. We have students who are Musicians, as well as students who want to be Managers, want to operate venues, want to work on festivals, want to be Agents, Producers, and who have interest in myriad other career opportunities within the Music Industry.

15. Which universities did you receive your academic degrees from?

SUNY Fredonia, Buffalo State College, and the University of Buffalo.

16. Is there anything else you would like to share with our readers?

I think I have bored you enough.

challenging. Working in teams was something that I enjoyed as well because everyone was able to learn what their own talents and skills were, so they knew how to best contribute to their role on the team.

Where are you from?

I am from Jamestown, NY.

What do you plan to do in the future?

In the future I plan to graduate with my bachelor's degree in Public Accountancy and Finance as well as pass all four parts of the CPA exam within my first year after graduation. I also plan to obtain a full-time staff accountant position at a public accounting firm that is best fit for me.

What has your club done so far this semester and what is coming up/planned?

The Business Club so far has done a golf tournament fundraiser to provide a scholarship for the school of business, which they can award to a new incoming business student. We have also conducted speaker point events to provide students with information from business professionals about several future career plans and what life is like after graduation. We have our Business Person of the Year event and Meat Raffle fundraiser coming up in the spring semester as well as more speaker point events. We are also involved with the Snack Shack that is a 100% student-run store on the third floor of Thompson Hall, and we have about five interns that manage the store every semester.

How did you become a student leader?

I became the president of Business Club in spring 2021 when the former president was graduating and I wanted to be more involved at the college and in my major.

What have you learned in your role(s)?

I have learned how to become a better leader in my role as president and gain more confidence in my public speaking skills. I learned how to better communicate with other students, professors, and business professionals while also learning how to plan and coordinate events and fundraisers.

Student Leaders Profile

What are your Majors, and when are you graduating?

My majors are Public Accountancy and Finance, and I graduate in May 2023.

What was your favorite class?

My favorite class was Organizational Behavior with Dr. McNamara because it got me out of my comfort zone and each class we did something new and



**Olivia Gates,
Business Club
President**

What advice can you give to students about student clubs and leadership roles?

The advice I can give to students about student clubs and leadership roles is to get involved as much as you can so you are able to learn more about your major, and get to know other students that have similar interests as you. Joining a club and even taking on a leadership role, will lead to many opportunities while giving you more connections with professors, and professionals in your future career field. Leadership roles are great for your resume and show employers that you are involved in extra-curriculars while also maintaining your class work. Student clubs are a great way to make the most of your time at Fredonia and obtain more leadership skills.

- Rae Hubal

What are your Majors and when are you graduating?

I am a senior double majoring in Public Relations and Music Industry. I will be graduating in May 2022.

What were your favorite classes?

My favorite classes have included Dr. Shapiro's Music Copyrights and Contracts, as well as Communication Law and Ethics with Professor Igoe.

Where are you from?

I am from Buffalo, NY.

What do you plan to do in the future?

After graduating, I plan on taking time to prepare for the LSAT so I can attend law school.

What has your club done so far this semester, and what is coming up/planned?

I am very proud that the Music Industry Club has been able to bring back nearly all of our events after a year of not being able to do any of them. We started the year off with Amp It Up in Dod's Grove, had

some outstanding guest speakers, and two small acoustic events in Tim Hortons called Rhythm n Brews. Our biggest event of the semester, Battle of the New Bands, will be happening on Friday, December 3, and we have been working super hard on it!

How did you become a leader in your club?

I wanted to be on the executive board of Music Industry Club because of how welcoming the executive board members were to me when I first joined during my freshman year. They taught me many useful skills and ended up becoming my good friends that I looked up to. It only felt right that I carried on what they provided for me.

What have you learned in your role?

I have learned a lot by being a student leader. I have learned how to better delegate responsibilities, handle conflicts, and problem solve quickly. Also, since most of my E-Board are people I have known for a long time, I have also learned the balance of working with friends while also getting business taken care of.

What advice can you give to students about student clubs and leadership roles?

If I can offer any advice to students who are interested in taking on a leadership role in a club, it would be to be very present in those club's activities and offer help/input anywhere needed. This way, you are making a great effort to know what the club is all about while also displaying dedication and a good work ethic. Being a student leader can be stressful but it provides you with a lot of life skills that will not go unused. Being on a small campus with a diverse array of clubs gives the opportunity to nearly anyone to take on a leadership role, and I would definitely recommend taking advantage of that opportunity.

- Emily Rodriguez



**Emily Rasulo,
Music Industry Club
President**

NBA All-Star Weekend for Fredonia Teacher and Student



From left to right: Charles Marshall and Dr. Sungick Min at the NBA's 75th anniversary celebration.

On Feb. 20, Dr. Sungick Min, Associate Professor of Sport Management, and Sport Management student, Charles Marshall, went to see the NBA All-Star game as well as the NBA's 75th-year anniversary celebration at halftime in Cleveland, Ohio. The duo had the best view of the event in the first row of the second deck in club seating.

Dr. Min usually takes students from his different sports management classes to professional games two or three times per semester. These games include the Buffalo Bills in the fall, and the Cleveland Cavaliers and the Buffalo Sabers during the spring.

In the future, Dr. Min hopes he can continue to take students to events like these as they can be once in a lifetime opportunities. In his view, taking students to professional games helps to show them possible career paths through the sport management major as well as getting to relax and enjoy a day watching a game with good seating.

Workshops at Technology Incubator



Dr. Mark Nickerson (left) and Jack McGowan

Two impactful workshops designed to educate aspiring entrepreneurs on the first steps of starting a business and developing an effective investor pitch were held as part of the ongoing entrepreneurial education series at the Fredonia Technology Incubator.

In "So You Want to Start a Business," held on March 9, School of Business Accounting Lecturer Mark Nickerson covered topics such as laying out the steps of starting a venture and processes that need to be considered such as choice of entity, payroll registrations, sales tax registration, obtaining a business account and QuickBooks subscriptions.

"Developing an Effective Investor Pitch," also held on March 9, by Jack McGowan of Insyte Consulting, covered topics that included the importance of being investor-focused, tailoring a pitch to the situation and audience and key elements that a pitch should include as well as common mistakes and things not to say.

Faculty Symposium



Above is a screen shot of the March symposium with Drs. Moj Seyedian, Linda Hall, Julie Fitzpatrick (top row, left to right), Lisa Walters, Justin Mindzak (presenter), and Reneta Barneva (middle row, left to right), and Shazad Mohammed (bottom row).

Established back in 2017, the School of Business Faculty Symposium has been organized non-stop every month during fall and spring semesters. It is a forum for discussing faculty research projects in a supporting atmosphere. Although it is mainly for the benefit of the school’s faculty, often the faculty and staff from outside the school have attended the symposium as either a presenter or just an audience.

Here are the research topics and their presenters during the spring 2022 semester: “A Holistic Approach to Managerial Decision Making,” (Dr. Jeffrey Forrest, Professor of business at the Pennsylvania State University - Slippy Rock), “Robert’s Rules: The Accounting Classroom as a Business Meeting,” (Dr. Justin Mindzak, Assistant Professor of Accounting), and “Re-Envisioning the DMAIC Framework in Project-Based Learning to Enhance Statistical Confidence in Data Decision Making: A Case Study to Improve Business Curriculum Research Design,” (Dr. Lisa Walters, Associate Professor of Management and Dr. Reneta Barneva, Professor of applied professional studies).



Above is a screen shot of most of the 28 participants, including Dr. Tshipursky in the upper-left corner.

“Future-proofing Success Using Neuroscience.” In his engaging, interactive, and entertaining presentation, Dr. Tshipursky taught the audience how to improve their future-proofing skills for a post-pandemic world - the capacity to forecast and address dangerous threats while also anticipating and seizing golden opportunities.

- Dr. Lisa Walters,
Fredonia’s ASQ Adviser



Preparing for CPA Exam

Among the many presentations that the Accounting Society organized this past semester for the benefit of all students there was one that the Public Accounting majors found especially informative. On April 19, Mr. Jason Ormsbee, Account Manager at Becker Professional Education, spoke to a full room of future public accountants about the process of preparing for and taking the CPA (Certified Public Accountant) Exam, including the recent changes to the examination.

- Dr. Justin Mindzak,
Accounting Society Adviser

Future-proofing Success Using Neuroscience

On April 12, students in Fredonia section of the American Society for Quality (ASQ) in cooperation with ASQ of Erie, PA, organized a talk (via Zoom) by Dr. Gleb Tshipursky on the subject of

Alumni Update

Linda Harris, '80 (Accounting), has joined the accounting firm of Johnson, Mackowiak & Associates, LLP as a partner.

Betsy (Van Wagner) Wiesendanger, '81 (Business), is the communication manager for the Chazen Institute for Global Business at Columbia Business School. She earned her M.S. in communications from Columbia University in 2015. Betsy has lived in the Metro New York City area for the past 40 years.

Mark Smeadala, '82 (Business), is Vice President for Intelligent Locations and Living in Naperville, IL.

Paul Ihrig, '83 (Business), has joined the Mergers and Acquisitions team at Agency Brokerage Consultants.

Pat Farrell, '86 (Business), of Garden City Park, NY, represented SUNY Fredonia president Stephen H. Kolison Jr. at the inauguration of SUNY Stony Brook's sixth president, Dr. Maurie McInnis, in October 2021.

Tom Tette, '91 (Accounting), is Managing Partner of Allied Financial Partners with offices across Western New York.

Steven Swanson, '94 (Economics), was named to the Jamestown Community College Foundation Board of Directors.

Ryan Canter, '03 (Finance), has been promoted to Chief Product Officer at Thryv Holdings, Inc., an international software company. He lives in Euless, TX.

Kara (Davis) MacVean, '06 (Marketing), was named Grant Development Specialist II for the senior vice president for research at Augusta University in Georgia.

Amanda Ornowski, '08 (Accounting), joined the firm of Lumsden McCormick Certified Public Accountants as a tax principal.

Patrick Capella, '10 (Accounting), joined Fust Charles Chambers, LLP, of DeWitt, NY, as a partner. Previously, he was a tax principal at Mangel, Metzger, Barr & Co. of Rochester, NY. He lives in Fairport, NY and is a member of the finance committee at Irondequoit Country Club.

Kevan McDonald, '11 (Marketing), is the second assistant to the superintendent at The Country Club of Buffalo.

Kaylei Russell, '19 (Public Accountancy), is a CPA and a senior accountant at Brock Schechter & Polakoff in Buffalo, NY. She works on a variety of assignments including cross border and domestic taxation, audits and attestation engagements.

Emily Sullivan, '19 (Management), is a career services advisor at Bryant & Stratton College and an MBA student at St. Bonaventure University.

Quinn Bankoski, '20 (Sport Management), was hired as the first full-time female worker in the city of Dunkirk Department of Public Works.

Alumni Spotlight

Kyle Leikam, '10, upon graduation from Fredonia with his Bachelor's degree in Finance was quickly hired by AXA Advisors, LLC, Williamsville, NY, as a Financial Consultant. Two years later, he accepted an offer from Community Bank Wealth Management in Dunkirk, NY, to become their regional consultant. After about three years, he took the position of Wealth Advisor with Evans Bank of Hamburg, NY. This position involved implementing diverse wealth management options to meet client objectives, promoting



Kyle Leikam

business and increasing customer base, conducting due diligence and valuation activities to support informed business decisions, and training junior financial and support staff.

In 2019, Kyle formally established his own team with fellow SUNY Fredonia Alumni, Michael Kenline. They established their team with the prestigious wealth management company, Merrill Lynch, in their branch office in Jamestown, NY. Kyle utilizes his Chartered Retirement Plan Specialist and Certified Exit Planning Designations there along with his partner's financial expertise to advise high net-worth affluent households in making the most informed financial decisions they can. His current title is Senior Portfolio Manager and is primarily responsible for evaluating risk, identifying threats, gauging relative valuations, adjusting portfolios due to market trends, and business planning for the affluent.

Kyle currently lives with his family in Fredonia, and has been quite active in community service. From 2017 to 2019, he was the President of the Board of Directors of United Way of Northern Chautauqua County. Currently, he serves as a board member of SUNY Fredonia Campus and Community Children Center and the SUNY Fredonia College Foundation.

Do You Remember?



Business Department scholarship recipients posing for a group picture taken by Professor John Olsavsky outside the Alumni House, May 2004.

**Business Matters is an
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**For story ideas and comments,
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at mojtaba.seyedian@fredonia.edu**