

# SUNY FREDONIA

## Department of Business Administration

# NEWSLETTER

### Notes from the Chair

•Dr. Donald Barnes, Marketing Professor, will be leaving us for the more temperate climate of South Carolina. This will be a great loss to our department. "DB" is a highly effective teacher, a bright researcher, and a tireless contributor to the affairs of the university. He will be missed. However, efforts are currently underway to hire a temporary replacement for the 2012-13 academic year.



•Another big loss to the department is the departure of Mr. James Connors, our Internship Coordinator. Mr. Connors has been with us for the past 15 years. Under his watch, our internship program has grown from a few summer unpaid positions to almost 75 paid and unpaid during this academic year. We will miss him. However, until a replacement is hired to fill his position, students may contact me regarding all internship matters.

•I am pleased to report that starting with fall 2012, Dr. Sue McNamara will be employed as a full-time Assistant Professor of Management, filling Dr. Shah's vacancy. "Dr. Mac" has been with us on a part-time basis since 2008, teaching excellent courses in business communications, strategic management, and entrepreneurial studies, to name a few.

•A new graduation requirement for all the department's majors admitted fall 2012 or later is that they must have some academic credits in "Experiential Learning," such as an internship. Business Administration is a professional discipline and, as such, any hands-on, real life work experience will go a long way in preparing students for the after-college job market.

•A big thank you to Jennifer Zelasko, Marketing major, who has done a professional job editing this newsletter for the past two years. As Jen will soon join the ranks of alumni, let's give a big welcome to Noelle Panepento, Music Industry major, as our new editor.

-Dr. Moj Seyedian

### SIFE Brings Home a Win from NYC

I am delighted to report that the 2011-12 Students in Free Enterprise (SIFE) team has won a regional championship in New York City. I am especially proud of this group as they have doubled the impact of SIFE from last year and have improved from finishing 5th to 1st. Of course, this win qualifies us to compete for the national championship title in Kansas City, Missouri, in May of this year. After the presentation, one of the judges came up to me and said how incredible our team was. Although the competition was pretty tough (we beat teams from University of Southern Maine, Worcester State University, CUNY Medgar Evers College, Boston College, etc.), he stated emphatically that "their decision was unanimous" and "most judges gave us perfect scores".



Top Row: Chris Schilling, Heather Wohaska, Clair Wisniewski, Stephany Zambito, Shannon Keefe, Ashley Post, Raul Lopez; Bottom Row: Dr. Barnes, Justen Floss, Charlie Callahan, Emily Bird, Nate Zager, Matt Rockow

I am also really proud of the team because NYC is considered one of the toughest regionals. The amount of time and effort these students put into memorizing the script and packaging our team profile was very impressive, especially when you consider the amount of activities that most of these students are involved in. Other team members who are not pictured above include Sharon Malfesi, Kristen Schoenbeck, Elise Wilkin, Kemoy Wright, Brian Ziolo, William Fuller, Jordan Bernstein and Marissa Imiola. Many of these students are well known on campus as excellent ambassadors for SUNY Fredonia. They lived up to their reputations in NYC.

-Dr. Don Barnes

## Accreditation Means Continuous Improvement

For over five years, SUNY Fredonia's School of Business has been gearing up for accreditation with The Association to Advance Collegiate Schools of Business (AACSB), a specialized accreditation for programs in business and accounting that is recognized worldwide. It is difficult for a School to earn accreditation, but it helps to ensure that students will receive the best business education possible.



As part of this process, the School has developed a Strategic Plan that leads to continuous improvement of its curriculum, faculty, and resources.

The School of Business is raising the bar to meet the standards of the best business programs in the world. You may not have noticed the gradual improvements taking place, but you can find evidence of the process in each of your business courses. Each course in your School of Business curriculum has been reviewed carefully, and general and specific objectives have been developed that will be covered by your professors. Achievement of these objectives is measured by your professor through your course assignments and activities. Also, you may have even been part of special assessment activities that were designed to measure your performance in one or more of the Learning Goals that have been set in the Strategic Plan. Our goals are clear: when you graduate from the School of Business we want you to possess excellent written and oral communication skills, solid critical thinking skills, and to be future business leaders who are both ethically and globally aware. In pursuit of these goals we have been assessing student performance, correcting and perfecting the curriculum, and enhancing the School's resources.

So here's where your help makes a difference: while you are a student, and even after you graduate, you may be asked to participate in surveys, evaluations, or other assessment activities. Please contribute to the best of your ability. Your input is valuable and critical to our success. It's all part of improving the quality of the education that you and future graduates receive here at SUNY Fredonia's School of Business. Being a graduate of an AACSB accredited program adds value to your degree now and in the future – as you go on to graduate studies, or as you progress along your chosen career path. You should be proud of your achievements in the School of Business, but like us, continuously strive to make yourself even better.

*-Dr. Linda Hall*

## VITA Summary

For the 32nd year the Fredonia State Accounting Society sponsored the Volunteer Income Tax Assistance (VITA) program. VITA is a chance for students to volunteer their time, energy and expertise to help low-income, elderly, and non-English speaking taxpayers to file their federal and state income tax returns. This year they prepared and e-filed tax returns on Saturdays from January 28 – April 14 at the SUNY Fredonia Technology Incubator in Dunkirk. Over 360 volunteer hours were served. This year our VITA volunteers prepared 270 federal and state returns. The following is a list of coordinators and tax assistors who provided six or more hours of service:

Coordinators:

Matthew Moran, Ashley Post, Jessica Wagner, Xun-Jie Yang

Tax Assistors:

Rejean Archambeault, Lisa Artymowicz, Ross Bradigan, Emily Braun, Lauren Braun, Rich Burlett, Victoria Cuva, Christopher Dean, Diana Derr, Cole Gelen, Yiting Guo, Megan Hawkins, Monica Hopkins, Daniel McCue, Maria Milanesi, Tiffany Place, Eric Vohwinkel, Nikoleta Vujovic, Emily Wallace, Elise Wilkin, Andrew Zwick

*-Dr. Linda Hall*

## Congratulations!

Delta Mu Delta would like to extend congratulations to its newest members, inducted on April 27, 2012:

Caitlin Ballerstein, Ross Bradigan, Diana Derr, Ryan Edens, Andrea Fabbio, Alexander Foster, Joshua Kashmer, Jaclyn Kramer, Keith Mackowiak, Benjamin Mink, Noelle Panepento, Ajaye Pattison, Kristen Schoenbeck, Rushton Siggins, Maxine Tresino, and our honoary member, Dr. Tai Yi

*-Jenn Zelasko*



Delta Mu Delta officers and new inductees.



## Business Club News

On March 25th, the Business Club hosted a bowling night at Fredonia's very own Lucky Lanes. This event provided students to engage in some friendly competition with their colleagues and some faculty. Six professors attended the event, with around 20 students. The top scores were earned by Vinny Gambino with a 158 and Matt Mahoney with a 156. The event was full of laughter amid fierce comradry, although, some ended up competing for the lowest score.

*-Jenn Zelasko*



From left to right: Dr. Barnes, Ryan Smith, Matt Mahoney, Matt Grabowski, Sean Donahue, Mike Santoli, Jim Murgillo, Lee Lomenzo, Andrea Fabbio, Caitlin Welc, Vinny Gambino, Jenn Zelasko, Jeff Jureck, Dr. Batabyal, Dr. Hall, Dr. McNamara

The Business Club had a very successful academic year of fundraising, by raising over \$5,600 that went towards our annual trip in the spring semester to NYC. The trip highlighted life as a business major in the financial district, visiting the New York Stock Exchange and networking with Fredonia alumni. The experience at the stock exchange was both educational and exciting for all the students, from the opening bell to hanging out at a live trading booth and running around with a broker specialist. Afterwards, as a reward for all of their hardwork, students gave themselves a chance to explore and tour the city that never sleeps, and visit some of the world's most popular tourist destinations. The hustle and bustle of the city proved to be not only thrilling but tiring, the students were excited to return to Fredonia to finish up another successful semester for the Business Club.

*-Heather Wohaska*

The Business Club selected Sue and Jeff Briggs for the Business Person of the Year Award this year. The couple started Destinations Plus, a touring company out of Silver Creek, NY in 1987. They provide tours and tour packages for large groups of people in the Western New York, Southern Ontario, and Northwestern Pennsylvania area. Their company has had a huge impact on the local economy as well. Fredonia State's Business Club has been recognizing local entrepreneurs for decades, and is pleased to announce this selection.

*-Aaron Ballagh*



Outside of NYSE, from left to right: Danny Nanula, Lauren Braun, Dave Sifkarovski, Heather Wohaska, Matt Mahoney, Mike Santoli, Caitlin Welc, Marisa Richardson, Mike Leshley, Andrea Fabbio, Paul Steinmetz, Sean Donahue, Matt Grabowski, Aaron Ballagh, Jenn Zelasko, Sarah LaValle



From left to right: Sean Donahue, Mike Santoli, Jeff & Sue Briggs of Destination Plus (the recipients of the 2012 Business Person of the Year Award), Dave Sifkarovski, Aaron Ballagh

## Meeting Dr. Mac

### ***When did you start teaching at SUNY Fredonia?***

I have been working with SUNY Fredonia since I moved to Fredonia in 1994. My first experience involved working with the social work department to develop an internship program with the county as I was Deputy Commissioner for Department of Social Services. As Director of the Workforce Investment Board, I had the chance of working with the university in starting up SUNY Fredonia Technology Incubator as well as being involved with other departments in grant-making. In 2008, Dr. Moj Seyedian brought me in as an adjunct for the School of Business.

### ***What courses do you usually teach?***

I have had the pleasure of teaching Strategic Management, Entrepreneurship, Human Resources, Organization Behavior, and Business Communications.

### ***You'll be full time in the fall, what does this mean for students?***

Strategic Management will continue to be my focus along with opportunities to teach other management courses. As a full-time faculty member, I will be more available to students for advising as well as mentoring students interested in starting a business. It is an exciting time for the School of Business as we pursue accreditation and possibility of starting a Center for Family Business and International Entrepreneurship, both initiatives that promise great benefits for our students.

### ***Are you planning on being more involved on campus? What do you want to be involved with?***

Under the leadership of our new President, Dr. Ginny Horvath, I believe there will be lots of opportunities to further the SUNY Fredonia strategic plan with its concepts of learning communities and innovative teaching approaches, both of which interest me.

### ***You're already pretty involved with the Snack Shack, what effect do you think being full time will have on this?***

The Shack CEOs and interns are self-directed and deserve all the credit for the Shack's success. The interns have consistently taken the Shack to new levels through strategic alliances, enhanced relationships with college associations and creative marketing strategies. As we express our gratitude to our outgoing CEO, Jenn Zelasko, and welcome Ryan Couell as the new CEO, I am once again grateful for the opportunity to work with such committed students and plan to continue to be their advisor. I also plan to become the SIFE advisor.

### ***Where did you earn your degrees from and in what field?***

Bachelors from Miami University in Oxford, Ohio followed with graduate study in the cornfields of Indiana where I received my PhD in Business from Purdue University. My doctoral focus was in strategic planning and organization development with my dissertation focused on CEO Succession. From graduate school I entered the private sector as the Corporate Chief of Staff on Strategic Planning and OD. That work inspired me to become certified as a Gestalt Therapist.

### ***What work were you involved in before becoming full time?***

After playing in the private sector, I moved to Chautauqua to raise my daughter and work on reforming government using the business principles of system and quality change. By working in the County Department of Social



Services, I was able to really get to know our county's challenges, help people and even live a little in the land of kumbya. The county executive asked me to start a new organization, called the Workforce Investment Board (WIB), with the mission of serving local businesses to build a competitive workforce. Working with the WIB, I have been able to work on national and statewide policy as well as help people find jobs and companies find the talent they need.

### ***What suggestions do you have for students to be successful in school?***

Take advantage of every opportunity to learn, engage and form relationships with those that bring out the best in you.

### ***What suggestions do you have for graduating seniors (grad school, job search)?***

Create the brand you want to be known as...through your resume, cover letters and behavior. Network, network, network and go to where you want to be. Believe in your talents and don't be shy in sharing them through detailed examples and creative media.

### ***What made you decide to start a full-time teaching career at Fredonia?***

My passion is teaching and it is such a joy to experience learning in action.

### ***What kind of research are you interested in?***

Leadership, successful and innovative learning strategies top the list as well as most topics connected to the world of entrepreneurship.

### ***What type of new courses would you like to teach in the future?***

Topics related to family business, international entrepreneurship, and business leadership.

-Jenn Zelasko

**The Department of Business Administration Newsletter is a student-run online publication of the Department of Business Administration Student Advisory Council, established in Spring 2007. For story ideas and comments contact:**

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