



**GENESEO**  
THE STATE UNIVERSITY OF NEW YORK

# School of Business

# Newsletter

Spring 2022 | Issue 5

## DEAN'S CORNER

Dear Geneseo School of Business Community,

I'm pleased to let you know that we returned to face-to-face classes this past fall, a modality greeted with great enthusiasm by students and faculty alike. Both groups truly cherish the deep relationships that are created in the learning environment of our classrooms. We are also strategically offering some classes online, and due to the ongoing cases of COVID and/or quarantine, faculty offered hybrid pedagogy to ensure that students stayed up to date with their class material.

We are finishing our preparations for our AACSB continuous review visit, slated to occur February 28-March 2 this year. AACSB is our accrediting body. These reviews occur every five years to ensure that we are upholding standards of excellence for business education. The visit will be virtual. This was not our first choice, as we wanted to showcase the Geneseo campus and students, but it is the safest mode right now. We will be sure our team gets a full picture of our School community. Check out the [video](#) of our facilities that we created for the team, wonderfully narrated by Kya Primm '23.

We are also starting work on a new Strategic Plan. The College is developing a new Strategic Plan as well, which we will be in alignment with. We welcome feedback from our external constituents: BAC and ACC members, alumni, employers, and internship sponsors. We want our students to be prepared for the workplace of the future and your input helps us do just that.

Our mission remains focused on providing excellent business education to our students. That includes co-curricular activities that enrich students' experience, interaction with alumni, internships, participation in competitions, VentureWorks and Adopt A Business, as well as other experiential learning activities. We also are providing the opportunity to certify in professional credentials such as Bloomberg and Salesforce.com. Our students must be agile to meet the ongoing changes in today's workplace; students must also have a robust understanding of DEI issues, which we are including in both our curricular and co-curricular activities.

I can't finish without thanking from the bottom of my heart all the alumni who have contributed so generously over the past year. It has been a difficult time for the School and the College, and please know that your dollars are making a critical difference in our ability to provide that excellent business education for our students. Thank you!

Stay healthy and stay in touch!

Warmly,

Mary Ellen



### **Congratulations.....Dr.**

Avan

Jassawalla recently received the SUNY promotion to Distinguished Professor. This designation is conferred upon faculty who have achieved significant contributions to scholarship. Dr. Jassawalla's exemplary research earned her this award.

Dr. Jassawalla has been with the School of Business since 1999 and is a Management Professor. She is the faculty advisor for the SHRM Chapter, the advisor for our Graduate School 4+1 MBA programs, and led in the creation of the Human Resource Management minor in the School of Business.



### **School of Business Annual Golf Tournament was a success!**

On May 24, 2021, over 120 alumni, faculty, staff, and businesses who support the School of Business gathered at the Ravenwood Golf Course in Pittsford, NY for our annual golf tournament fundraiser.

*"The Geneseo School of Business Golf Tournament has been one of the highlights of my alumni experience. It has been a great opportunity to get together with my friends and classmates but also to raise money for the School of Business. This event provides the Dean and her staff the resources needed to support the students and their experiential learning experiences. We help the students with internships, competitions, transportation to events, and research. The school is under extreme financial pressure and enrollments are down, state funding is down and costs are going up. So now, more than ever, participation in this event will provide some golf, old stories and reminiscing, catching up with old friends and building new relationships with our younger alumni. Most importantly a great event to raise funds to support the students."*

**Bob Walley '83, Principal – Deloitte**



**\*\*SAVE THE DATE – May 23, 2022\*\*  
(this year's tournament date)**

### **FOLLOW US ON SOCIAL MEDIA**



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## What's Happening in the School of Business.....

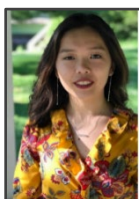
### School of Business Excellence shines through again!!!

Two students, **Natsuki Takata** and **Jocelyn Haines**, won College Student Ambassadorships. These Geneseo Student Ambassadorship awards provide up to \$5,000 to support change-making, student-designed projects combining independent learning, innovative approaches to problem-solving, and community-based action. The projects can take place on campus, in the region, or even internationally: wherever the student wants to make an impact that matters to others.



**Natsuki** – working locally to find ways to reduce food waste generated on local farms and educating people about sustainable cooking.

**Jocelyn** - Uganda, to work with the community to address issues of hunger and misrepresentation and develop ideas to combat hunger.



### Alumni Make a Difference



**Tiffany Canaday '02** hosted a professional development event (*Discover and Follow Your Own Journey*) for School of Business students in October 2021. Tiffany shared her career story and mentoring advice. Tiffany is currently the Senior Vice President and Chief Financial Officer at PIDC. PIDC is Philadelphia's public-private economic development corporation whose mission is to "spur investment, support business growth and create jobs".



**Dwayne Brown '03** hosted a professional development event (*Connect with one of our Talented Alum*) for over 40 School of Business students in November 2021. Dwayne is an accomplished Senior

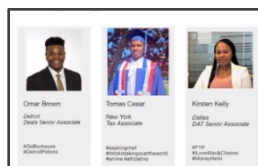
Manager in the CFO & EV, Strategy & Consulting, Practice at Accenture. Dwayne has more than 15+ years of experience in management consulting, accounting operations, mortgage industry transactions, and intelligent automation knowledge, allowing him to expertly bridge the worlds of finance, risk mitigation, process improvement, and finance transformation. He is an authentic and driven leader with the ability to lead teams through complex projects and initiatives to achieve their best results.

### Annual BAC Wall Street Panel

On Thursday, October 28, 2021. BAC and ACC members, Geneseo alumni, and some students joined a zoom to hear about and discuss *"What the Workplace of Today and Tomorrow will be"*. Three of the panelists are BAC members (Tom Condon '97, Michaela Gascon '06 and Ed Moore '86), and the others (Mike Kaufmann '84, Denise Reed Lamoreaux '84) are successful alumni who have been highly engaged with the School of Business. They all bring perspectives from diverse workplaces. School of Business Professor, Robert Boyd, served as the Moderator.

### DEI Training in the School Assisted by PwC

The School of Business and PwC worked together to create DEI awareness sessions for over 150 Introduction to Business students. Two Business Advisory Council members who are partners at PwC (Tom Henk '92 and Dan Book) moderated the two Zoom sessions and stressed the importance of DEI awareness at their organization. The session first featured DEI awareness training by a PwC staff member, focusing on developing self-awareness among the students about differences. The second session featured a panel of PwC employees, including Geneseo alum Tomas Cesar ('20) who talked about their experiences as persons of color at PwC. Student leaders from SOB clubs also participate in the PwC DEI awareness training at the beginning of the semester.



### 3<sup>rd</sup> Annual School of Business Marketing Conference



On October 22, 2021, the School of Business held its 3<sup>rd</sup> Annual

Marketing Conference. For the last two years, the students have used this conference to network with marketing practitioners and experts and learn about new developments in the field of marketing. This year the theme of the conference was *"Marketing in the Age of Disruption"*. Indeed, recently, marketing has been affected by disruptions: from big data to social media to artificial intelligence to augmented reality to sharing economy. These disruptions raise novel questions that require new thinking about product innovation, advertising, pricing, branding, and distribution strategies. This conference provided a forum for insightful and engaging discussions among students and practitioners covering a range of contemporary marketing themes.

A total of 12 marketing experts including advertising agency owners, brand managers, public relations professionals and digital and social media marketing experts presented the seminars. In addition, a panel of five recent school of business graduates (class of 2020) attended the event. The conference concluded with a keynote address by Elizabell Marquez '98, Chief Marketing Officer (CMO) of Dreyer's Grand Ice Cream. A total of 148 students attended the conference and participated in the event enthusiastically.

According to the conference chair Dr. Ian Alam, the students enjoyed the event immensely and learned about the challenges of marketing from the experts who are current in their field. The practitioners also praised the enthusiasm, curiosity, and motivation of the Geneseo students.