



DEAN'S CORNER

Dear Geneseo School of Business Alumni,

We're delighted to share with you recent activities from the School of Business at Geneseo. We continue to provide our students with an up-to-date business education, that blends theory and practice. The initiatives described in this newsletter in different areas of our curriculum illustrate the active learning and practitioner engagement that we are emphasizing.



Connections between our current students and our alumni is a constant throughout all that we do. Alumni help recruit new students and provide feedback on our curriculum. Alumni spend time mentoring students, reviewing resumes, conducting mock interviews and hosting students for internships and group visits.

Two very special groups of alumni work even more closely with the School. Our Business Advisory Council (BAC), a group of senior alumni, provide feedback, support and business connections for the School. Michelle Cain '94 and Bob Murray '83 co-chair the Western New and New York City branches of this group.

A younger group of alumni, our Alumni Connections Council (ACC), also is composed of two geographic groups. Jacquie Kopp '13 and Greg Tedone '10 co-chair the Western New York ACC, and Cristina Cianciabella '14 and Alex Romanowski '14 co-chair the NYC branch. These more recent graduates provide invaluable feedback on necessary workplace skills and job search strategies.

We welcome connections with all our alumni! To contact us or to see what is happening with the Geneseo School of Business community, view our website, follow us on Facebook, join us on LinkedIn and like us on Instagram. We look forward to hearing from you!

Warmly,

Mary Ellen Zuckerman, Dean
School of Business, SUNY Geneseo

Follow us on



geneseo.edu/business



Facebook.com/
[geneseobusiness](https://www.facebook.com/geneseobusiness)



SUNY Geneseo School
of Business



@geneseobusiness

FACULTY HONOR



Professor Harry Howe has been awarded the SUNY status of **Distinguished Teaching Professor (DTP)**. The "Distinguished" rank is SUNY's top level, a promotion over Full Professor. The Distinguished Teaching Professor is awarded by SUNY for outstanding teaching over a number of years. Harry fulfills and exceeds the criteria for this DTP rank. His teaching inside and outside the classroom, many pedagogical innovations, vision for the accounting programs (undergraduate and graduate) and devotion to excellence in the curriculum for students has been evident throughout his career at Geneseo. Harry also has demonstrated a true commitment to Geneseo's interdisciplinary focus by regularly teaching and co-teaching classes in other departments. Harry embodies the ideal of a teacher/scholar, imparting his wisdom and knowledge to students as well as his belief in their capability.

Harry with five of his former students at DeJoy, Knauf & Blood



Entrepreneurship News

We welcomed a new VanArsdale Endowed Professor of Entrepreneurship, Steve Brookstein, this fall. In addition to overseeing the Ventureworks new business start-ups, Steve and Business Law Professor Jim Quinn have created a new Living Learning community for incoming students, Entre House, focused on Entrepreneurship. Entre House will accept its first participants in the Fall of 2020.



BAC Executives in Residence

Many of our Business Advisory Council members return to the School to spend a day as Executives in Residence. Thanks to those BAC members who participated in this program.

Mark Shepard '03

John Grassia '93

Kwame Taylor—Hayford '05

Padraic McConville '04

Tim Ostrander '03

Tom D'Angelo '00

Bob Walley '83

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

New Activities for Marketing Students

Students interested in marketing were able to participate in three new activities this year. In spring 2019 we put on our first ever New York City Marketing Trip (following in the tradition of the long-running Fall NYC Accounting/Finance trip). Twenty-three students visited alumni at GrubHub, CityMD and Condé Nast. They also heard a panel of young alumni in marketing fields, hosted at DataDog. To see the [Marketing Trip](#) video, check out YouTube.

This fall, Marketing Professor Ian Alam put on the first-ever marketing conference at the School. With a theme of Marketing at the Crossroads, this event featured four panels with 19 presenters, as well as a keynote speech by alum Bob Bailey '92, Business Advisory Council Member and CEO of the Rochester-based advertising agency Truth Collective.



.....
Students in marketing revived their affiliation with the national American Marketing Association. This allows them to participate in regional Rochester AMA activities, including a case competition and conference this spring.

Accounting Updates

Once again the students in our Accounting master's program had a 100% placement rate, attesting to the excellence of this program.

The NYC Accounting-Finance trip offered three tracks for students to meet with NYC alumni, including visits to KPMG, Deloitte, and EisnerAmpner. To view the [Accounting Trip video](#), check out YouTube.

Long-time accounting professor Rick Gifford is retiring at the end of the Fall 2019 semester. He will be greatly missed for his outstanding teaching, collegiality and dry humor!

Data Analytics Minor Created

Students entering the School of Business in Fall 2019 are now required to take a data analytics course. Professor Christian Shin and Professor Weizhe Weng have created a data analytics minor that will be available to business school students and others, effective Fall 2020. We're excited to provide this new minor for our students and appreciate the feedback that we received from Business Advisory Council members and others from the business world.

Mentoring Programs

This fall the School initiated two mentoring programs. One paired 17 female students with managers at Atos (an international technology company where Geneseo alumna Denise Reed Lamoreaux '84 works; Denise set this partnership up for us). Students first engaged in an exercise using the StrengthsFinder technique to learn about their particular talents. Then they communicated with the manager/mentor about career development issues.



.....
Our NYC Alumni Connections Council (ACC) created a pilot mentoring program targeted toward career-focused younger students with the aim of preparing them early for the competitive job market they want to enter. The ACC plans to expand this program in the future.

Golf Tournament

We held our 20th Annual Golf Tournament this past June. Over 120 alumni and friends turned out for a beautiful (although windy) day at Ravenwood Golf Club. A raffle, silent auction and



dinner finished a festive and fun occasion, which raises money for School of Business student activities.

Economics Happenings

Economics Day once again featured alumni from a variety of professions related to economics. Students heard about research, job advice and an understanding of the various careers that economics prepares you for.

Once again, Geneseo fielded a Fed Challenge Team, coached by Professor Lee Stone. The team traveled to NYC to present its strategy to top judges at the NYC Federal Reserve. The team then enjoyed a dinner with NYC economics alumni.



.....
Professor Pallavi Panda is offering a new economics elective on Women and Economics.

Finance Events

Our students interested in finance continue to gain their Bloomberg certifications and successfully manage the Student Managed Investment Fund (SMIF). We held our 3rd Annual Finance Conference in Spring 2019, which featured dynamic panels of experienced financial professionals and a variety of networking opportunities spread over a day and a half. A team of students once again participated in the G.A.M.E. conference in NYC.

We've started a Finance Immersion program for first-year students who know they want a career in business. They get training on the Bloomberg machines, opportunities to meet with visiting finance alumni and special mentoring. These students will be prepared to enter the competitive market for finance internships and jobs!

.....
Long-time finance professor and former Dean of the School, Michael Schinski, retired last spring. We are sorry to see him go, but wish him well in his retirement, some of which he plans to spend in Florida, undoubtedly on a golf course. Luckily, Mike is still teaching part-time for us, so we still benefit from his expertise.