



School of Business

DEAN'S CORNER

Dear Geneseo Business School Community,

During these challenging times, it is a pleasure to bring you this newsletter which recounts some of the exciting activities we've undertaken this semester. The faculty, students and staff have adapted to our virtual and socially distanced learning environment, continuing to bring our students excellent education and enriched co-curricular opportunities. Our amazing alumni stepped up to assist with classes, panels, mentoring and club presentations, as well as dispensing wisdom and ideas for navigating this transformed world.



The virtual world provided new opportunities. In our 2nd Annual Marketing conference, created in a virtual format by Professor Ian Alam, we were not constrained by room size, so hosted over 100 student participants. In our fall BAC Wall Street panel, ably moderated by Professor Bob Boyd, the virtual event allowed us to draw speakers and participants from across NY State to talk about the effect of the pandemic on business. We pivoted our usual New York City Finance/Accounting trip into a four week series on careers in accounting and finance, led by a different set of alumni each week and coordinated by BAC member, Graham Bailey '88.

Our focus on excellence remains strong. We welcomed our first cohort of "Business Excellence" students, nine freshmen selected for their academic strength and commitment to business careers. Our "high touch" mentoring program, created and overseen by Alumni Connections Council member Steve Barth '13, embarked on its second year. Professor Liz Felski and her student Tyson Empey co-authored a paper accepted for presentation at a national conference elected "accepted for presentation".

As we move toward our AACSB reaccreditation visit in late February 2022, we are working to meet AACSB's new 2020 standards. The biggest shift in those guidelines is an emphasis throughout on business schools as a positive force in society. One of our VentureWorks entrepreneurship students, Carter Benton, embodies this concept of doing good through doing good business. Learn about his business Johnnie's Blankets on the 2nd page where you can also click to see an interview with Carter.

Adaptability, resilience and compassion have been our watchwords since the pandemic began. We are thinking creatively and looking forward, as we imagine where business education is going in the future. In our activities we don't always know the "right" answer, so we know that we must assess, change and persist. We do this assuming the best of our students, faculty and staff, providing support where needed, understanding that these unusual conditions are causing stress for all.

I'd like to close by thanking NYC BAC Chair, Bob Murray '83, for all his leadership and support. Bob led the NYC BAC for two and half years, playing a pivotal role in moving the School forward. Luckily, Bob will continue to serve on the BAC. Current BAC member John Olert '88 has taken on the role of NYC BAC Chair, joining Michelle Cain '94 who leads the Western NY BAC.

As always, please reach out with any questions or thoughts. With all our best wishes for your health and safety,

Mary Ellen

2nd Annual Marketing Conference...SUCCESS!!

Please join me in congratulating Professor Ian Alam on a highly successful second annual Marketing conference. While the first conference featured live panels and an in person keynote speaker, this year's conference was virtual. Ian put together 4 panels and a keynote, totaling 12 speakers. To organize this virtual conference, gaining agreement of professionals to participate in these tumultuous times, required enormous time, energy and persistence. The outcome was an excellent conference, rich in information about various marketing careers, tips about job and internship searches and predictions about the future. Our students, and all those who attended (reaching at least 110 at its height) benefited enormously.

Thank you Wall Street Panelists!!

The Eight Annual Wall Street Event: Business and the Pandemic

This event offered the opportunity to learn about how businesses are pivoting in the pandemic, the road to recovery and growth, and work trends that are here to stay. **Panelists:** Robert Bailey '92, CEO/Founder—Truth Collective; Michaela Alissandrello Gascon '06, President/COO—KJT Group, Inc.; Shaunastar Douglass Hyle '02, Executive Vice President of Consumer Lending—NBT Bank; Steven Mattus '92, Managing Director/Head of Advisory and Planning Products—Americas UBS; Robert Walley '83, Principal—Deloitte & Touche LLP; **Moderator,** Robert Boyd—School of Business Lecturer. View this event on [Youtube](#).

New Business Excellence Program

The School of Business welcomed its first cohort of Business Excellence students this fall. For this honors type program students are selected based on their high school record and essay describing their interest in business. The program is designed to admit between 5 and 10 incoming freshmen each year. This year nine outstanding students were chosen.



The program provides special mentoring, enriched career opportunities, interaction with alumni and skill development. The Rochester Alumni Connections Council (ACC) works with program participants.

The program kicked off with a virtual induction ceremony led by Dean Zuckerman. Students and their families joined Professor Jim Quinn, Career development counselor Mary Cannon, and Greg Tedone '10 and Jacquie Kopp '14, co-chairs of the ACC, for this event. Once on campus, an outdoor, socially distanced orientation was held where students introduced themselves to each other and learned more about program opportunities. Over the next week Professor Quinn provided one-on-one advising outdoors, using a "have table, will travel" model. Participants also engaged in a Zoom event with a panel of ACC members focused on careers. Working with Professor Boyd, each Business Excellence student has been assigned a mentor.

Learn more about the program and meet the participants, [click here](#).

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

Outstanding Students

In 2018, Tyson Empey was awarded the Edward Pettinella '73 Ambassador in Business. This ambassadorship funded Tyson's research on blockchain, how it is used in accounting, and if it is a subject that should be taught in business programs. Tyson worked hard to complete this research and presented his findings at a blockchain specific American Accounting Association conference all while balancing his time as an integral member of Geneseo's Ice Hockey team. Together with Professor Elizabeth Felski, Tyson's research was crafted into a research paper that was recently accepted for publication in *The Accounting Educators' Journal*. Tyson graduated in May '20 with his MS in accounting and plans to start his accounting career at PwC in Rochester after playing professional hockey.



Carter Benton, is a senior Business Administration major. He is also a member of the VentureWorks Entrepreneurship Program at Geneseo. He wanted his business, called "Johnnie's Blankets," to make a difference. "Somebody buys a blanket that they purchase online," Benton explained, "and I send them a blanket and then one blanket gets donated to a family in Western New York."

Johnnie's Blankets come in 17 different options from Johnniesblankets.com. To make his idea work, Benton learned how to make the website, copyright the logo and even learned to sew. The overhead costs came from working all summer. The idea for Johnnie's Blankets came from Benton's time volunteering in the City of Buffalo. He mentored one young boy whose family didn't have access to heat.

The donated blankets go to [Saint's Place](http://SaintsPlace.org) in Pittsford. All of the blankets, a little bit larger than some are used to. "The reason why I went with a bigger blanket is this boy hates blankets that his feet can come out of."

The whole experience has been incredibly fulfilling for Benton as he has been selling the blankets online and at farmers markets. He hopes the orders keep coming to provide blankets all over Western New York.

[See Interview with Carter.](#)



Outstanding Students continued:

Student receives Business Internship in Freshman

Year: Kya Primm '23 did something that often doesn't happen to a freshman—she landed a summer internship with a Fortune 500 company.



Primm, who plans to major in economics, had attended a networking event on campus last fall when she met a representative from Constellation Brands. She interviewed at the company's headquarters in Victor, NY, and received an offer in January.

"I'm aware that I'm really young," Primm says. "But it's really exciting because I'll be able to explore where the world of business can take me."

The opportunity to intern at Constellation Brands would not have happened without the help of faculty and staff at SUNY Geneseo, Primm says. She credits Robert Boyd, a lecturer and internship director for the School of Business, with encouraging her and other freshmen to attend the networking events. And she thanks Mary Cannon, a career advisor for the School of Business, for preparing her and driving her to the interview.

During her first semester, she immersed herself in a number of activities, and one of her favorites was the Student Managed Investment Fund (SMIF). The group met every Wednesday night in the Edward Pettinella '73 Trading Room, where it researched investment strategies and traded real securities.

Another unique opportunity for Primm was meeting her mentor Peter Borgesi '16, an investment banking associate at Société Générale, during a tour of banks in New York City. The two were matched through a finance mentorship program at the School of Business.

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News from Career Development...

The Show Goes On...

We are grateful that our employers continue to partner with us as we implement innovative solutions to replace on-campus recruiting fairs such as alumni video introductions and virtual information sessions.

More impressive however, is that our students have showed up at these virtual events, professionally presenting themselves in this new modality, inspiring all that have the privilege of joining.

Early accounting recruiting numbers indicate that the student number of applications are similar to last year which is impressive in the midst of transitioning to new campus procedures, remote classes, and a new virtual interview process. 65% of our applicants earned interviews (an increase over last year by 8%).

We are also grateful to our professors who continue to support our students in the midst of this process as well as take the time to share opportunities, personal recommendations, and introductions to past students.

Demystifying Business and Finance

A year ago, while in a BAC Career Development meeting, we shared our concern regarding our students' limited understanding of the range of roles associated with business and finance. Our 11 member committee, led by Graham Bailey '88, began to focus on resolving these misunderstandings in an interesting, authentic, and engaging way. In the end, the committee created a 4-part series entitled, *An Introduction to Business Career Alternatives*.

The series topics included introductions to 11 different roles (from data analytics to consulting) as presented by 15 experienced alumni and moderated by Professor Boyd.

50 students, 1st yr. - 5th yr., from a range of majors, attended each session. They left with a renewed understanding of the possible roles, vocabulary, and organizational structures, but also with a sense of community, belonging, and connection.

We are most grateful to our SoB staff and professors, Career Development, and our BAC members who came together to create this synergistic experience on behalf of our students.

