



GENESEO
THE STATE UNIVERSITY OF NEW YORK

School of Business

Newsletter

Fall 2021 | Issue 4

DEAN'S CORNER

Dear Geneseo School of Business Community,

I hope this newsletter finds you in good health. After a year spent teaching and meeting with students virtually, the faculty and staff here at the School of Business are very much looking forward to interacting with our students in-person this fall.



Despite pandemic restrictions, students and faculty engaged in numerous activities this past year, many described in this newsletter. Students participated and excelled in competitions and club events. They engaged in internships and succeeded in landing high quality jobs. Faculty worked hard on making curricular changes, including creating new majors in Data Analytics and Finance and new minors in Entrepreneurship and Human Resource Management. Students, faculty and staff all showed resilience, agility and creativity in continuing to learn and move forward during this challenging time. Business Advisory Council and Alumni Connections Council members as well as other dedicated alumni frequently Zoomed in to take part in these initiatives.

A major focus for us this past year and going forward is the role Business school participants play in making a positive difference in society. Our accrediting body, AACSB International, highlights the importance of Business schools making what they call "a positive societal impact" in their new 2020 standards. As a Business School within a public liberal arts college, we have always stressed the importance of being responsible, educated citizens.

But we've also focused even more explicitly on this area by creating a faculty committee on Positive Societal Impact, as well as a Business Advisory Council Committee, chaired by Ed Moore '86, addressing this issue. We also added a 7th Goal to our Strategic Plan which calls on us to Demonstrate Positive Societal Impact in three areas: 1) Diversity, Equity and Inclusion; 2) Sustainability; and 3) Community Engagement.

We are proud of the existing record of faculty, staff and students in making a positive difference in society around us, and are excited to continue and intensify these efforts in the future. We are confident that our alumni are having a positive effect in the world as well!

Stay healthy and stay in touch!

Warmly,

Mary Ellen

*Hear ye
Hear ye*

Beth Fitzpatrick is retiring after **14** years of service to the School of Business students, faculty & staff. As sad as we are that



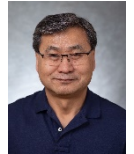
Beth is leaving, we are equally as excited that she will be able to finally follow her passion that she left behind 40 years ago because life happened. Beth will be joining Dogwood Floral in Dansville, NY as a floral designer.

Beth has been an integral part of the continued success in the School of Business. She has seen many changes in those 14 years, and always held strong and kept the School of Business thriving.

Beth, your dedication and commitment to the school will certainly be missed. All of us wish you much joy and happiness in this next chapter of your life.

Retirement Congratulations to....**Christian Shin**

for **8** years of service to the School of Business. Your dedication to the Computer Science/Data Analytics curriculum was remarkable. Even on the wake of his retirement, Christian put forth much time, expertise and energy to be sure that our Data Analytics minor would be able to hit the ground running in the Fall of 2020 with hopes of a future major coming soon.



News from Career Development

School of Business Professional Development redesign award... The redesign of the School's Professional Development program won a SUNY-wide award! The redesign was driven by collaboration between our alumni, employers, faculty and staff. Mary Cannon, our Career Development Counselor, led this effort. This "Excellence in Career Development Services/Programming Award" recognizes the "creativity, innovation, and effectiveness" of the PD program. We are excited that our students all benefit from this required, forward looking and well-designed program.

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

Madison Mulder: When one meets Madison, you are immediately drawn to her easy smile and walk away grateful for her attentiveness and positive perspective.



Perhaps Madison has more hours in her day than the rest of us as she is an exceedingly accomplished Business Administration major (Marketing & Biology minor) student, friend, and leader in a variety of clubs and teams.

In June 2020, we asked Madison to collaborate with 4 other students to manage our SoB instagram account and as such she has volunteered numerous hours each week to pitch ideas, research stories, and curate posts. She and her team have increased our SoB geneseobusiness instagram followers to >500 students, alumni, and prospective students. Madison is also a Founder, Communications Chair, and currently Co-President of the Women in Business Club. As the current Co-President she and her E-Board focus on supporting their 65+ members building camaraderie and offering professional development opportunities, presentations, and events. She is also a SoB Ambassador in which she is asked to represent our program and to connect with incoming students.

Lastly, Madison is a member of our Women's Track and Field Team, and as a NCAA Athlete, she is a 5x All-American in the 400m and 4x400m relay team. This past June she placed 4th in the nation in the 400m dash breaking the school record with a time of 55.15 seconds and placing 1st in the 4x400 m relay with another school record coming in at 3:43!

We are all looking forward to having her back on campus as life is just a bit more fun with Madison in the house!



The School of Business **SHRM** chapter received the **"Superior Merit Award"**. The award recognizes student chapters that complete a variety of activities and

provide opportunities for growth and development to its members - the Superior Merit Award recognizes going above and beyond. Congratulations also to Benjamin Bosak and Walden Grady (SHRM officers) and Professor Avan Jassawalla (faculty Advisor).

Meet our CFA Research Challenge student team who placed second in this year's virtual competition, Kiersten Colvin, Alphonse Sicignano, Nathaniel Richardson, Jakob Hellman and their advisor, Professor Harry Howe. They did a great job and demonstrated outstanding skills, especially in this unique venue! They competed against institutions such as UR, Syracuse, Buffalo, Oswego, Ithaca, Niagara and Canisius. Congratulations as well to advisor Harry Howe and all the faculty who helped prepare our students for this competition.



The School of Business Marketing chapter was recognized at the AMA Virtual International Collegiate Conference as a winner for the following competition/ award: Case Competition. Congrats to Professor Alam and his team for a job well done!!!

The School of Business is delighted to announce that **SUNY Geneseo's Marketing Team** is ranked 3rd in the inaugural **Marketing Madness challenge** sponsored by HP. Participants will receive a cash award and the opportunity to network with HP's manager.



Congratulations to Professor Stone and her four-member team of students (Kiersten Colvin, Tyee MacDonnell-Miller, Ian Merrihew and Oliver Stordahl) on **WINNING** the inaugural Federal Deposit Insurance Corp. **FDIC Academic Challenge**, a national competition among university and college students concerning the U.S. banking sector. The team presented a thoughtful examination of the "relationship banking" services community banks offer to individuals, small businesses, and farmers, particularly in rural, low-income, and minority communities.

2020 Fed Challenge Team:

This team competition is usually held in New York City; however, due to COVID this year the competition was held virtually, which meant our team had to figure out how to work differently. The Fed Challenge is intended to encourage students to learn more about the U.S. macro economy, the Federal Reserve System and the implementation of monetary



policy and financial stability policy. Excellent Job Professor Stone and her team (Hannah Ueshiro, Josef DiGiorgio, Kiersten Colvin, Tyee MacDonnell-Miller and Roisin O'Neill on adapting to compete virtually!

Business Excellence Program Update.....

Our inaugural Business Excellence Program (BEP) class finished their first year this past spring, thriving and exceeding our expectations under the challenging conditions of the pandemic. These 9 motivated and high achieving students met with alumni, explored possible careers, landed internships and supported one another. To see what they had to say about the program, view their slide show on our [website](#). These students will continue on to the second year of the program, even as we welcome our 2nd class of 12 talented BEP students to this honors type program. Professor Bob Boyd will be advising and guiding both groups.



New Student Ambassador Program

Last year the School of Business selected and trained a team of accomplished students to serve as Student Ambassadors in a new School program. This group of 10 Ambassadors began working the Spring 2021 semester. They focus on two main areas of communication. First, they assist the School recruiting new students. They meet with the prospective students, provide the point of view of a current student, answer questions and truly convey what it's like to be a student at Geneseo, give tours and participate in recruitment events.



These Student Ambassadors also serve as representatives of the Business School student body. They meet regularly with the Dean, who solicits their opinion on topics. And they raise issues of concern that students have. This was particularly helpful in a semester with social distancing and remote learning. They provided helpful feedback on DEI communications, issues with virtual learning and recommendations about academic advising, among other topics.

Our first group of Student Ambassadors were amazing in all that they did. We're delighted that all but the one Ambassador who graduated will be returning to continue these beneficial activities in Fall 2021.