Not only is giving back important in itself; it is also important to recognize the benefits you receive from others. I was able to attend Syracuse University on the G.I. Bill; attendance at Syracuse contributed mightily to my future good fortune. Being able to give back financially, as well as through the sharing of my work and life experiences, is a cornerstone of my philosophy towards philanthropy.
— Martin J. Whitman ’49 BS
STUDENT SCHOLARSHIP SUCCESS

FROM the fresh-faced alumni who eagerly return to campus to recruit our students to work for their firms, to the prominent executives who masterfully impart their wisdom during class presentations—we are making Whitman a better place.

From the newly-minted graduate who donates $20.11 to the school to celebrate the year she earned her degree, to the proud alumnus who includes Whitman in his estate plans—we are making Whitman a better place.

In these pages, you will learn about some of Whitman’s supporters and beneficiaries. You’ll also hear our alumni share their thoughts about supporting our school. Despite the nation’s tenuous economic climate, donations to Whitman remain strong. Your generosity continues to strengthen our academic programs and research efforts, helping us mold Whitman students into America’s top business leaders.

Feel confident that you are making Whitman a better place.

On behalf of the Whitman community, we thank you for your continued support.

With much gratitude,

Melvin T. Stith
Dean

Thomas J. Foley
Executive Associate Dean for Institutional Advancement

TOGETHER WE ARE MAKING WHITMAN A BETTER PLACE.
The Whitman School of Management prides itself on developing meaningful and long-lasting relationships with its alumni.

As the nation climbs back from one of its worst economic crises, donations to the Whitman School remain strong, says Thomas J. Foley ’81 MS, executive associate dean for institutional advancement. “Our alumni have many organizations soliciting them for donations,” Foley says. “We make Whitman one of their priorities by graduating students whose academic and civic accomplishments make them proud.”

In 2011, supporters donated $8.1 million to Whitman, more than double the $3.8 million contributed in 2010 and the largest amount amassed in the past four years. About 10 percent of Whitman’s alumni make donations to the school.

Foley notes that a $3.5 million gift from the estate of Walter S. Kiebach provided the largest boost to the funding total. That generous donation will be used to continue the groundbreaking global scholarship at the Walter and Olivia Kiebach Center for International Business at Whitman. (See story, page 12.)

Benefactors like Kiebach “give back” because of their personal history at Whitman, Foley says. But in reality, he says donors are “giving forward,” through support that helps secure the future success of Whitman’s top notch students, stellar academic programs and cutting-edge faculty research.

Donations are not the only reason why Whitman’s high-caliber graduates are sought after by the nation’s leading businesses.

The support students receive from alumni—mentoring, internships and class presentations—won’t show up on financial charts, but Foley stresses that in-kind support plays a crucial role, continuing to push Whitman’s students, faculty and staff to strive for excellence in the classroom and the boardroom.

The development team thanks all donors for their generous support and encourages them to continue their philanthropic efforts at Whitman.
Kossar notes that the council’s members have donated funds above and beyond their prior financial commitments. That means donors to the WAC Professorship triple their gift. Through their teaching and research, faculty are the intellectual engine that drives Syracuse University forward. That’s why a key goal of the “Campaign for Syracuse University” is securing the world’s best faculty, and why the Board of Trustees established the faculty today gift challenge program in 2008.

The Whitman Advisory Council (WAC) has raised 75 percent of its $1 million goal to establish an endowed chair, the Whitman Advisory Council Professorship. WAC co-chair Bernard R. Kossar ’53 BS, ’55 JD (LAW) says the costs of attracting and retaining talented professors are considerably greater than in the past. Increasing the number of endowed professorships at Whitman will ease the strain on the school’s operating budget, he says.

The WAC Professorship is part of the University’s Faculty Today gift challenge program. The SU Board of Trustees has set aside $30 million from the University’s endowment to match the earnings generated by newly endowed faculty positions of $1 million or more for five years. Whitman will match those earnings as well. Through their teaching and research, faculty are the intellectual engine that drives Syracuse University forward. That’s why a key goal of the “Campaign for Syracuse University” is securing the world’s best faculty, and why the Board of Trustees established the faculty today gift challenge program in 2008.

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Kossar notes that the council’s members have donated funds above and beyond their prior financial commitments to support the WAC Professorship. The council hopes to reach its $1 million goal by spring 2012.
LACHOWICZ GUIDES VETERANS ON THEIR QUEST FOR BUSINESS SUCCESS

When Justin Bajema called Whitman alumnus Ted Lachowicz ’72 BS seeking advice regarding a real estate problem in 2008, he didn’t expect more than a few kind words.

Instead, Bajema, a Marine severely wounded in Iraq and graduate of the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) program founded at the Whitman School, ended up with a loyal mentor, a business partner and unprecedented access to leading corporate executives.

“Ted doesn’t make it happen for you,” emphasizes Bajema, president and founder of Access Property Management Group in Allendale, Mich., and a 2007 EBV alumnus. “You have to make it happen for yourself.”

Lachowicz, a semi-retired private equity investor, has devoted his extensive business expertise and considerable corporate contacts to ensure that more veterans can attend the EBV program nationwide and that its graduates receive support to launch their own businesses.

Founded at the Whitman School in 2007 and offered under the auspices of the University’s Institute for Veterans and Military Families (IVMF), the EBV is an innovative business training program for post-9/11 veterans with service-related disabilities. The EBV is offered free of charge to veterans through a national consortium of schools that in addition to SU includes The Florida State University, UCLA, Texas A&M University, Purdue University, the University of Connecticut, Louisiana State University and Cornell University, which joined the consortium in November.

In 2009, Lachowicz and his family created the EBV Foundation which has raised about $1.5 million for the EBV Consortium. Lachowicz pays for all of the foundation’s administrative costs, ensuring that 100 percent of all donations directly benefit the consortium. His daughter, Tia, is the foundation’s director.

“The dedication Ted Lachowicz has shown to help American veterans realize their business potential in the EBV program is unparalleled,” says Mike Haynie, founder of the EBV, executive director of the IVMF and Barnes Professor of Entrepreneurship at Whitman.

Lachowicz describes the EBV as a “unique charity” because its purpose is to give veterans the skills and tools to help themselves. EBV graduate and Operation Iraqi Freedom veteran Drew Wyatt believes the program’s unique qualities can be found in the unwavering support and guidance of benefactors like Lachowicz.

Wyatt, a medical device sales representative and a 2009 EBV alumnus, likens Lachowicz to a coach, providing tough criticism along with motivational pep talks.

“Ted always takes the time to listen and share his experience and intellect with me,” says Wyatt, who is developing a software application that would allow physicians to track, maintain and increase the number of patients into their practice. “He honestly just wants to help veterans succeed.”

The former SU football standout has made charitable donations to a variety of causes over the years, including the University’s football program. However, Lachowicz says receiving letters from veterans describing the EBV as “life changing,” makes the work he does more meaningful.

“I get to help veterans start out on the right path with their dream, give them a little guidance and then watch their business take off,” Lachowicz says. “To me, that’s more exciting than writing a check.”

LACHOWICZ GUIDES VETERANS ON THEIR QUEST FOR BUSINESS SUCCESS

TED LACHOWICZ ’72 BS
You did it. You are a proud graduate of the Whitman School. And although much of your paycheck is already spent on student loans or your New York City apartment, you still want to support Whitman.

You can rest assured, supporting Whitman isn't only about writing big checks—it's also about making a difference.

Amanda Basler ’11 BS has attended new student recruiting events in New York City and Boston. From earning internships to gaining employment contacts, Basler says she’s a proud product of Whitman’s strong alumni network. “I got so much out of the school while I was there that I want to make sure students coming in to Whitman get as much out of it as I did,” says Basler, who works as a consultant for Ernst & Young. “Whitman is only as strong as its students.”

William B. Cass ’08 BS, an investment banking associate for Needham & Company, LLC, urges recent graduates to become involved in recruiting Whitman alumni to work for their companies. Cass established Needham & Company’s job recruiting efforts at SU. He’s also made presentations to students seeking careers in finance. Four generations of Cass’ family have attended and supported SU, including his grandparents, Emanuel “Manny” Shemin ’52 BA (A&S) and Rhoda Zisman Shemin ’53 BFA (VPA), who support the Barnes Family Entrepreneurship Bootcamp for Veterans with Disabilities, among other SU programs. You could say giving back is in Cass’ genes.

Cass, who is 26, acknowledges that it’s difficult to consider making financial donations when you’re just starting your career. Still, he says, as students face rising tuition costs, smaller donations from young alumni can be amassed and applied to meet student needs.

Michael R. Guttag ’10 BS, ’10 BA (MAX) suggests that young alums become active givers, donating funds for specific programs, professors or initiatives. Guttag made a donation to support the research of a professor he admired, Michael R. Ebner, assistant professor of history in the Maxwell School of Citizenship and Public Affairs. The Irwin and Marjorie V. Guttag Foundation (named after Guttag’s grandparents) endowed a fund to support faculty excellence at Whitman. Irwin Guttag ’37 BS was an alumnus of the Whitman School.

“My paycheck doesn’t afford me the ability to have a building named after me to prove where my money is going,” Guttag, 23, says. “So it’s nice to know that my donation is making a difference.”

Basler knows that Cass is making a difference, too. As a student, Basler met Cass when she participated in the Stuart Frankel & Company New York Stock Exchange Scholars Program, which exposes students to financial markets through meetings with investment bankers, traders and analysts. The 22-year-old says that meeting graduates like Cass and Martin J. Whitman ’49 BS on that trip made her realize how strong the bonds of support are for the school of management.

“I’m grateful and I want to continue that orange pride,” she says. “Whitman is a part of me now.”
KIEBACH’S $3.5 MILLION GIFT EXPANDS INTERNATIONAL BUSINESS CENTER PROGRAMS

Walter S. Kiebach knew the future of business lay beyond America’s shores. And he believed the key to fully exploring those opportunities was educating Whitman School of Management students about the challenges and prospects found in international business markets. This year a $3.5 million gift from the estate of Walter S. Kiebach ’36 BS and Olivia B. Kiebach will ensure that Whitman remains an elite international business training ground, preparing graduates to become global industry leaders and encouraging regional businesses to export their goods and services to foreign countries.

“As an investor, I find it necessary to trade both in the U.S. and overseas,” Kiebach said in a University Campaign Chronicle article in 1991, the year the Walter and Olivia Kiebach Center for International Business was founded at Whitman. “I’ve discovered an urgent need for better-trained financial specialists, people who can think and operate globally.” Walter Kiebach died in 2007.

Throughout his life Kiebach was extremely generous to Whitman, making annual donations to strengthen the center’s international efforts, says Thomas J. Foley, executive associate dean for institutional advancement. Foley says estate gifts, like the one given by the Kiebach’s, have an enduring effect on the school.

“The ultimate gift is to leave your legacy to the school,” Foley says.

From Africa to Asia, the Kiebach Center has successfully exposed its students and faculty to international business sectors, boosting the Whitman School’s visibility overseas. On campus, the center sponsors courses and research in international business. In the community, the center’s faculty has trained more than 100 regional businesses to assist them in exploring the global business market. Currently, the center is gearing up for its third annual Entrepreneurship in Africa conference which will be held at Université Laval in Québec City, Canada, in May.

Peter E. Koveos, director of the Kiebach Center and the Kiebach Chair in International Business, says the Kiebachs’ gift will help the center establish an international visiting scholars program, an international business executive in-residence program, an international business student symposium and a lecture series. Additionally, more students and faculty will be able to study and teach abroad.

“My objective,” Koveos says, “is to make Mr. Kiebach’s wish about creating a world class international business center at Syracuse University come true.”
MIKE HAYNIE, founder of the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) and executive director of SU’s Institute for Veterans and Military Families, was named the Barnes Professor of Entrepreneurship.

PJ WILMOT ’99 BS, president of Wilmore Construction, was named Whitman Young Alumnus of the Year in May.

CLINT B. TANKERSLEY, associate dean of undergraduate programs and associate professor of marketing, and GARY LA POINT, assistant professor of supply chain practice and co-director of the H.H. Franklin Center for Supply Chain, were recipients of the Whitman School’s 2011 Oberwager Award. The award was established in 2000 by Washburn S. Oberwager ’68 BS (LCS) and Susan Oberwager to honor faculty who have positively influenced students outside of the classroom.

DONALD CARDARELLI, assistant professor of management, was given the Whitman Faculty Teaching Award and JOHAN WIKLUND, professor of entrepreneurship, received the Whitman Faculty Research Award for 2011-2012.

ALEXANDER McKELVIE, assistant professor of entrepreneurship, received the Guttag Junior Faculty Award for 2010-12.

RAJA VELU, professor of managerial statistics, will serve as the University’s first JPMorgan Chase Faculty Fellow.

MIKE HAYNIE, assistant professor of entrepreneurship, received the Guttag Junior Faculty Award for 2010-12.

SUSAN ALBRING and JOSEPH COMPRIX, assistant professors of accounting, were named Lubin Research Fellows for 2011-12.

STEVEN W. BARNES ’82 BS, managing director at Bain Capital and Whitman Advisory Council member, was named Jonathan Holtz Alumnus of the Year. Barnes has demonstrated outstanding loyalty to Whitman and the University throughout the years, and in 2010, lent his support to the EBV by presenting Whitman with a generous donation to endow the program.

STEVEN R. BECKER ’73 BS, executive vice president and treasurer of Southern Wine and Spirits, and KATHLEEN S. MILLER ’94 MBA, assistant deputy chief of staff G-4 (logistics) for the U.S. Army, were awarded the Dean’s Citation for Exceptional Service in May.
I’m fortunate to be able to give to the Whitman School, but I find it is even more rewarding to be involved on a personal level by sharing my experiences with students and faculty. My interaction with them helps keep me fresh.

Robert H. Pearlman ’64 BS
We gratefully acknowledge those contributors of $100,000 or more to the Whitman School.

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George H. Balikian ’53 and Mary Ann Balikian ’52 (SIA)
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Robert C. Bantle ’94 (EDU)
Steven W. Barnes ’52
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It’s such a great feeling to participate in the growth of Whitman. The school’s commitment to students and alumni is unparalleled. To be part of this evolution is very rewarding.

— Deborah B. Leone ’86 BS, ’87 MBA

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— Deborah B. Leone ’86 BS, ’87 MBA
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The Orange Value Fund gave me with the exposure I need to work with financial analysts on Wall Street. Through my connections with OVF, I was able to secure a job as an investment banking analyst prior to graduating.

— Borja Kitay ‘12 BS

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— Borja Kitay ‘12 BS
Leading health care company Humana Inc. pledged a corporate sponsorship of $1 million to the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) in August. Over the next two years, Humana’s sponsorship, which includes direct assistance, means more post-9/11 servicemen and women will attend EBV’s innovative training in entrepreneurship and small business management for free.

The donation is part of the new Humana Veterans Initiative to support our nation’s veterans. The Louisville, Ky.-based company also intends to hire 1,000 veterans or their spouses over the next three years.

Founded at Whitman in 2007, the EBV is offered through a network of world-class schools, that, in addition to SU includes The Florida State University, UCLA, Texas A&M University, Purdue University, the University of Connecticut and Louisiana State University and Cornell University, which joined the consortium in November.

“Humana’s generous financial and resource support of the EBV will help fulfill the moral obligation our nation owes to those who have put on the uniform and pledged to defend it,” says Mike Haynie, founder of the EBV, Barnes Professor of Entrepreneurship at Whitman and executive director of SU’s Institute for Veterans and Military Families.
SPECIAL GIFTS

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THE EntrePreNeurship Bootcamp for Veterans’ Families (EBV-F) program is the final link in our family’s entrepreneurial dream. Entrepreneurship is not just about starting a business, it becomes part of your identity. The EBV-F program has strengthened our family relationship and entrepreneurial venture by teaching us the same language as well as inspiring new dreams that will soon become a reality. — Michelle Raftery, 2011 EBV-F graduate
Becoming a double major in advertising and marketing management was an easy decision for senior Corey Leshansky ’12 BS. Paying for a fifth year at Whitman and the S.I. Newhouse School of Public Communications to accomplish that goal proved to be the real challenge.

The ailing economy has taken a toll on the Leshansky family’s catering business. So Leshansky considered sitting out his fifth year. While he could have earned a bachelor’s of science degree, the senior had not completed enough credits to graduate as a dual-major.

“It really stinks when you are so close,” says Leshansky of Valley Stream, N.Y. “But I felt bad for my parents.”

Leshansky’s father had one answer for his son: “You are going back to finish.”

So, the Leshansky family reached out to Thomas J. Foley, the executive associate dean at Whitman, who in turn tapped into the D’Aniello Annual Account, a fund used to award scholarships to deserving high performing juniors and seniors on a case-by-case basis. Daniel A. D’Aniello ’68 BS, managing director of The Carlyle Group and a Whitman Advisory Council member, established the fund.

Thanks to the scholarship award, Leshansky, who wants to pursue a career in sports marketing, will graduate as a dual-major this spring. Unless you’ve been the recipient of someone’s generosity, Leshansky believes that most people don’t consider how a donation can change someone’s life.
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Michael L. and Rosemary W. Somich Accounting Scholarship Fund

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Morris Merker ’50
Paul A. Kuhnle ’60
John R. Kranik ’92

* deceased

William and Jean Menner Endowed Scholarship Fund

Estate of Joshua A. Stein

Charles I. Stein and Adrienne N. Stein
Toby Ross and Steven M. Ross

Whitman’s Dean’s Fund supports a variety of notable programs—scholarships, faculty research and the school’s publications.
NEW BEHAVIORAL LAB PROVIDES NEEDED RESEARCH TOOL

B regan K. Riley relishes dissecting the mind of the American consumer. This fall, Riley, assistant professor of marketing in the Whitman School, has been conducting social psychology experiments to examine which factors influence consumers’ purchasing decisions in the school’s new behavioral lab. Her research explores the theories associated with social interaction, psychological power, and advice acceptance to better understand drivers of consumer behavior.

The lab, located on the Whitman School building’s concourse level, allows Riley to ensure that experiment participants are not affected by external elements. The lab was financed through the Dean’s Fund and features 12 Dell laptop computers, provided by an anonymous donor.

Riley, who also is an affiliated faculty member in the psychology department at SU’s College of Arts and Sciences, says the lab will continue to raise Whitman’s research profile, giving professors the ability to conduct cutting-edge behavioral research that makes meaningful differences.
Knowing that each alumnus of the Whitman School of Management is an ‘unofficial ambassador,’ representing the power of education inspires me to continue making donations to the next generation of Syracuse University students.

I gladly give back to Whitman because of what someone did for me and to continue the chain of helping those in need when you are fortunate enough to do so.

— Carol A. Campbell ’52 MBA
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While donating money to a great cause is always fun, I get so much more out of
putting my time and expertise in addition to financial support.
— Steven W. Ballentine ’83 BS
Being a member of the school’s Advisory Council aligns with my personal philanthropic philosophy that my support of excellence in higher education. The Whitman School is a perfect example of such excellence.

Alex G. Nason '81

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Whitman School of Business
Earning my MBA at Syracuse University was one of the best things that ever happened to me. It opened the door to a career I had previously never imagined; one I have successfully enjoyed for 20 years now. My parents were instrumental in supporting me in my educational pursuits. Debra A. Wronkowski

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