STUDENT SCHOLARSHIP SUCCESS

Students come to Whitman with big dreams, and you can help make those dreams happen. As Whitman alumni, you understand the importance of giving back and helping the next generation. Without the benefits of your financial support, mentoring and lending of expertise, we can’t provide our students the best experience. So, thank you for all that you continue to do to help make a difference in the lives of our students.

whitman.syr.edu/giveback

EXPERIENCE ESSENTIAL
Practically Preparing the Next Generation of Business Leaders
A Sampling of Events & Activities at Whitman

MOSDAY, JANUARY 12
→ First Day of Spring Classes
To view SU’s full academic calendar, visit www.syr.edu/registrar/acadcalendars/index.html

WEDNESDAY, FEBRUARY 4
→ Spring Career Madness/Career Fair Week
The Whitman Career Center actively promotes the School to global employers and offers venues to these employers for the recruitment of Whitman students. Contact Angela Petrucco at apetrucc@syr.edu or 315-443-4140.

TUESDAY, APRIL 21
→ WISE Symposium
The annual WISE Symposium draws more than 1,000 aspiring and existing entrepreneurs to Syracuse to learn how to start and grow their dreams into reality.

SATURDAY, MAY 10 & SUNDAY, MAY 11
→ 2015 Commencement Weekend
Get all of the latest commencement information, announcements, reminders and more by following the SU Commencement Facebook page (facebook.com/sucommencement) and the Syracuse U Twitter account (twitter.com/syracuseu).
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My first year as dean of Whitman has been challenging, fulfilling and very busy. I have met so many wonderful people and enjoyed participating in some of the many events that are uniquely Whitman. I am also happy to report that orange is my new favorite color.

Within my first few weeks, I established our goal at Whitman—to be recognized as a premier global school with all programs ranked in the top 35. Since Whitman is already recognized as a great school with a proud history and strong emphasis on experiential learning, I knew leveraging those strengths would be critical to the school’s future.

You can feel the energy while walking the halls of Whitman as the entire community has risen to the challenge in helping to realize our goal. People have worked tirelessly on enhancing and improving Whitman academic programs, research and administrative functions.

For example, Whitman changed its undergraduate admissions strategy. We provided merit aid to our Whitman Leadership Scholars resulting in a record enrollment for fall 2014 with a 44-point increase in the average SAT score. Our undergraduate program increased academic rigor by enacting a new grading policy and increasing the GPA requirement to be named to the dean’s list. It also launched and funded the Goodman IMPRESS program and began delivering new business courses. Finally, the program’s Businessweek ranking increased from 72 to 55.

Whitman’s Masters Programs also experienced record enrollment and increased quality (GMAT averages moved up). We added an additional masters program in marketing. The school entered into an agreement with 2U, a software company that specializes in online degree programs, to create the MBA@Syracuse and Accounting@Syracuse. Work is currently under way to begin delivering the MBA@Syracuse courses. Finally, our military program changed its strategy of offering on-campus programs by successfully offering them remotely.

Whitman enhanced its faculty research support by increasing summer and database funding. The school’s doctoral program policies have been reviewed and updated.

As I begin the second year of my tenure as dean, there are a number of initiatives that will require significant effort. For example, we are developing strategies to help better translate research to share it more effectively with more people, and we are implementing methods to digitally measure our research efforts.

The undergraduate curriculum revision is under way. Our students will now graduate with stronger majors and enhanced communication and analytical skills. At the graduate level, our focus is on helping international students with placement efforts and developing executive education programs with Syracuse University’s College of Law and SUNY Upstate Medical University.

It is hard for me to do justice to the hard work and effort put forth by the Whitman community of alumni, faculty, staff and students. I can’t thank everyone enough. Our hard work is paying off. It is evident that Whitman is on the move and the future looks bright.

Kenneth A. Kavajecz, Dean
This fall, Whitman launched the Goodman IMPRESS Program for the school’s incoming freshman class of approximately 400 students. The goal of IMPRESS is for students to take advantage of extracurricular opportunities that enhance the knowledge and skills they attain in the classroom and help them develop into well-rounded young professionals.

In today’s job market, companies seek candidates who have a high GPA but who also demonstrate leadership, engagement and professionalism. The media—and recruiter feedback—has well documented the lack of these desired skills in many students graduating from four-year colleges.
In the fall of 2013, Whitman decided to take a strategic and leadership approach in bridging the divide between academic know-how and business sensibilities. A task force of Whitman staff, faculty, students and alumni was assembled to create a system that would encourage students to acquire these “soft skills” that provide not only a competitive edge for internship and job placement but also add a level of professional preparedness for excelling in the work world.

In a nod to the “house” system used in traditional British public schools, and made famous through J.K. Rowling’s “Harry Potter” series, incoming Whitman students are now assigned to one of four teams, or houses (named for neighboring streets)—Adams, Harrison, Marshall and Waverly—that serve as the basis for the program. Each house is led by a faculty housemaster (Professors John Petosa, Alex Kostakis, Ray Wimer and Pat Penfield, respectively). Housemasters are appointed based on demonstrated excellence in teaching and commitment to student success, and each is supported by a team that includes an academic advisor, career advisor and student peer mentors. Together, the house leadership team works to promote the spirit of friendly competition and ensure students receive the most comprehensive business education possible.

Throughout their four years at Whitman, students will utilize gamification technology to accumulate points in a variety of ways, such as attending a speaking event, completing a certification program or participating in a networking roundtable. Point-earning activities are centered on five learning objectives—personal and professional leadership development, major and industry exploration, certifications, global context and community engagement.

Points are added to both student’s individual IMPRESS scores and the total score for the house. At the end of each academic year, the house with the most points will win the Goodman Cup, named for the program’s benefactor, Kenneth Goodman ’70. Over four years, students can earn up to 1,870 points—reflecting the year that Syracuse University was founded.

“Focusing particularly on soft skills and extracurricular experiences, our goal was to develop a program that would ensure our undergraduates leave Whitman with a sustainable competitive advantage throughout their lives and careers,” says Amanda Nicholson, associate dean of undergraduate programs and professor of retail practice. She expects students to list IMPRESS scores on their resumes alongside their GPA, as a quantitative measure of their engagement in Whitman throughout their education. This will be another measure by which recruiters may gauge the promise of new hires.

“During a recent trip to campus, I told Professor Petosa’s Adams House students that in a few years as a prospective employer, I will not only look at their GPAs, but I’ll also pay attention to their IMPRESS scores to see how much they contributed to their own development outside of the classroom,” says Michael Cyran, partner at Ernst & Young (EY) and Syracuse University’s campus coordinating partner for the firm.

Although still in its debut stages, the IMPRESS program’s innovative approach to business education has already garnered significant attention. IMPRESS was announced at an event in Whitman on Sept. 11, during which Goodman was recognized as a guest of honor. Several prominent business media outlets, including and Bloomberg Businessweek, have since covered the program’s launch.

“When we sat out to determine a solution to this pervasive problem, I really didn’t know how the solution would take shape,” shares Whitman Dean Ken Kavajecz. “This thoughtful, dedicated group came together and created what I feel will be a game changer for our school. I am exceedingly proud of their efforts and this program, which I believe can put Whitman in a position to influence the future of undergraduate business education.”

Participation in the program has exceeded early expectations and feedback from students is overwhelmingly positive. Many, including freshman Nicole Anna Dementri, already see the advantage the program will provide.

“Landing a job is more than just being proficient in your field of study. It’s mandatory that I can present myself well, interact with others gracefully, give back to others and know what is going on around me,” Dementri says. “Not only am I learning all of that through IMPRESS to improve my chances of getting my dream job, but those skills will help me achieve success throughout my lifetime—no matter what the situation may be.”

Whitman’s industry partners are also confident about the positive impact of this new initiative and have expressed willingness to be actively engaged to enhance the program. Cyran says EY is committed to helping, be it providing curricular support, brining in subject matter experts or any other way the firm can support this program, which he feels is going to yield significant gains for students, the School and employers. “Whitman was already doing great things in terms of academic and extracurricular opportunities, but this program is a significant expansion of those offerings that will give students the tools to start on day one of their freshman year taking control of their professional preparedness and developing the soft skills that will truly differentiate them in the marketplace.”
Leadership Scholars Bring an Abundance of Achievement

This fall, 37 accomplished freshmen from across the United States were welcomed as the inaugural class of Whitman Leadership Scholars. Selected for their high school academic success, rigor of courses, standardized test scores, and level of community engagement, these students bring a diverse set of talents and high caliber of achievement to the Whitman School.

Whitman Dean Ken Kavajecz, Associate Dean for Undergraduate Programs Amanda Nicholson and Director of Undergraduate Recruitment and College Relations Carol Heil developed the Leadership Scholar program last spring to attract exceptional students to Whitman and enrich the quality of the student body.

“By attracting and retaining academically competitive students to Whitman through this program, we hope to enhance the quality of learning and engagement inside and outside of the classroom for all students,” says Nicholson. “This first class of scholars is extraordinary with a myriad of talents, interests and leadership experiences. We believe they will bring a new dimension of excellence to the Whitman School.”

After their selection as scholars, students were notified through a personal phone call, a letter from Kavajecz and Nicholson, and a congratulatory video sent by e-mail. They also received a custom-designed Whitman Leadership Scholar sweatshirt. Scholars were invited to attend a special dinner at Whitman on Apr. 10, invited to attend a special dinner at Whitman on Apr. 10, and later were greeted with a “Welcome to Whitman” luncheon.

Upon their arrival in Syracuse this fall, the students were greeted with a “Welcome to Whitman” luncheon. To challenge and engage them in the Whitman community, scholars were offered research opportunities with faculty, work-study positions within the School, and special opportunities to meet visiting executives and speakers. Additionally, the students will be involved in leadership initiatives, including participation in tutoring and student committees. W

...Their Proudest Achievements

The Whitman Leadership Scholars were asked to share their proudest achievements. These responses showcase the varied achievements and interests of this impressive group.

Brooke Baevsky – Massachusetts
Founding a volunteer youth group and enhancing teen involvement in her greater community.

Timothy Barclay – New York
Receiving the Nassau County Comptroller’s Achievement Award for excellence in finance and economics.

Jess Behr – Pennsylvania
Being selected to leadership positions in academic and service clubs as well as captain of a varsity sports team.

Garet Bleir – New York
Organizing a festival and 5K race to raise funds for a local charity.

Timothy Cairns – Connecticut
Winning a weeklong stock analysis competition.

Jenn Castro – Massachusetts
Finishing in the top 10 percent of her class as a three-sport varsity athlete.

Danielle Clark – New York
Achieving the rank of a third-degree black belt.

Alexa Cloud – California
Being accepted into OrangeSeeds, a highly-selective mentoring program.

Samantha Collins – Pennsylvania
Founding Imagine No Hunger, a year-round food donation campaign.

Kyle Davis – California
Earning his private pilot’s license.

Lauren Dishman – Virginia
Making her Syracuse dream a reality.

Harrison Dittrich – Pennsylvania
Receiving the Whitman Leadership Scholarship this past year.

Alexandra Dodge – Massachusetts
Receiving first place at DECA district competition for an entertainment promotional plan.

Kyle Driscoll – Massachusetts
Being chosen as captain of his cross country team his senior year.

Daniel Fogarty – New Hampshire
Graduating from the St. Paul’s School Advanced Studies Program with the “superior” grade.

Taylor Foster – California
Traveling to 12 states to provide new clothing for underprivileged teen girls.

Samuel Green – New Jersey
Achieving National Honors Society at his high school.

Marisa Joachim – New York
Receiving second place nationally for an essay.

Brigid Kennedy – Pennsylvania
Overcoming stage fright to be a lead in the musical.

Betty Lazis – New York
Becoming co-captain of her school’s tennis team despite health obstacles.

Samuel Norton – California
His accomplishment was assisting in an accident—he helped save a life.

Caitlin O’Hara – New York
Speaking up and saving an outreach program from being cut.

Kimberly Portes – New Jersey
Fully completing and posting her first story online.

Harris Rothfeld – Pennsylvania
Taking first place in the Pennsylvania Future Problem Solving State Bowl.

Jan St. Clair – New Jersey
Achieving the rank of Eagle Scout.

Stephan Selevitch – Massachusetts
Staying involved in and bringing pride to his community of Revere, Mass.

Lindsay Swanson – Vermont
Receiving the Principal’s Award senior year for her grades and character.

Chris Thomsen – Massachusetts
Organizing and running a four-day live local television auction.

Devin Tidwell – New York
Speaking at graduation as one of the top students in his class.

Kristen Unangst – Pennsylvania
Affecting change in needy areas on six mission trips.

Taylor Vill – New Jersey
Being elected to student council four consecutive years.

Jessica Zoine – New York
Being captain of a four-year undefeated swim team.

Jason Zou – New York
Graduating high school as a high honor student and decorated athlete.
Whitman Announces Strategic Partnership to Enhance and Expand Graduate Online Degree Offerings

In partnership with 2U Inc., Whitman will relaunch its online MBA program as MBA@Syracuse in January and Accounting@Syracuse, a rebranded and strengthened online master of science in professional accounting, in July 2015. As a leader in distance learning, Whitman is committed to enhancing the student experience and creating growth through additional and improved programming.

Whitman’s online MBA program has been consistently ranked as one of the best by various publications, including U.S. News & World Report, Financial Times and Best Colleges. Through the relaunched MBA@Syracuse, students will attend virtual live classes while completing supplementary coursework at their own pace. The courses will continue to be designed and delivered by Whitman professors, featuring dynamic videos, interactive content and multimedia.

Accounting@Syracuse is designed to prepare students for accounting roles in business strategy, consulting, information management and other business fields. The program will provide a platform for students to receive their M.S. in accounting without relocating or resigning from ongoing employment. Based on their undergraduate degree, students will fulfill course requirements in one of three separate educational sequences. Upon completion of the program, graduates will be prepared to excel in accounting careers.

“By partnering with 2U to deliver MBA@Syracuse and Accounting@Syracuse, we will enhance the online learning experience while maintaining access to a relevant and rigorous curriculum and accomplished faculty,” says Ken Kavajecz, dean of the Whitman School. “Through these online offerings, students can pursue specialized knowledge and skills to propel their careers regardless of their geographic location.”

Working with 2U, a leading provider of cloud-based software solutions for colleges and universities, will allow Whitman to enhance the technological capabilities and accessibility of course content. 2U has joined many other top colleges and universities across the country, including the University of North Carolina, University of California Berkeley, The George Washington University and Northwestern University, to develop comprehensive online degree programs.

“Through these online offerings, students can pursue specialized knowledge and skills to propel their careers regardless of their geographic location.”

Readers Respond

The staff of Whitman magazine welcomes your suggestions for features, regular columns or other content you would like to see included in the publication. We also enjoy hearing from readers who write to share opinions on articles that strike a chord, bring back fond memories or inspire them. From time to time, we may ask you to respond to a quick poll or survey to keep us apprised of your information wants and needs … or to find out your favorite on-campus eatery. Please write to us at whitcomm@syr.edu.
IWMF Director and Barnes Professor of Entrepreneurship Selected for University and Federal Appointments

J. Michael Haynie, founder and executive director of the Institute for Veterans and Military Families (IWMF) and Barnes professor of entrepreneurship at Whitman, has been named vice chancellor for veterans and military affairs at Syracuse University. In this newly created position, Haynie will provide strategic leadership to the University’s campuswide portfolio of veteran and military-connected programs, partnerships and research, and he will work to develop new veteran and military-connected initiatives across the institution.

Additionally, Haynie was recently appointed by U.S. Secretary of Labor Thomas Perez to serve a two-year term as chairman of the department’s Advisory Committee on Veterans’ Employment, Training and Employer Outreach. This committee is responsible for evaluating the employment and training needs of the nation’s veterans and assessing whether the Department of Labor is adequately meeting those needs.

Haynie’s expertise in military and veteran affairs stems from his 14 years as an officer in the U.S. Air Force. He also served as a professor of management at the U.S. Air Force Academy in Colorado Springs, Colorado, before joining the Whitman faculty in 2006.

Cindie Adams
Executive Director of Alumni and Corporate Relations

Cindie Adams has joined Whitman as the executive director of alumni and corporate relations. In this role, Adams will facilitate and maintain connections with more than 25,000 Whitman alumni and their various places of business around the world. She will be responsible for coordinating and executing programming events, communications initiatives and other methods of outreach for connecting alumni with faculty and students to develop a comprehensive network of Whitman graduates. This will be critical for the career development of students and new graduates looking to network with potential future employers around the world.

Before her arrival at the University, Adams worked as the director of the Nicholas Center for Corporate Finance and Investment Banking at the University of Wisconsin-Madison’s School of Business. She has also worked in various management positions in higher education as well as in the private sector. Adams received both her bachelor’s degree and MBA from the University of Wisconsin-Madison.

Kerri Howell
Director of Communications and Media Relations

Whitman has welcomed Kerri Howell as the director of communications and media relations. She will be responsible for managing all internal and external communications with students, faculty, staff, alumni, members of the business community and other key stakeholders. By forging relationships with local, regional, and national media outlets to showcase the school’s programs and academics, Howell will play a critical role in strengthening the reputation of the Whitman brand. Howell comes to Whitman with extensive experience in strategic communications, most recently as director of public relations and marketing for St. Joseph’s Hospital Health Center in Syracuse. She has also worked in management roles in public relations for various large companies and nonprofit organizations, including Lockheed Martin Corporation. After receiving her B.A. from State University of New York at Geneseo, she earned her M.S. in communications management from Syracuse’s S.I. Newhouse School of Public Communications, where she has served as an adjunct professor in the public relations department since 2004.
Adam Capozzi

Assistant Director of Graduate Recruitment and Student Life

Adam Capozzi has been appointed assistant director of graduate recruitment and student life at Whitman. He will serve as the interface between the Whitman Graduate Programs Office and student organizations, taking a lead role in activities that enhance the student experience. Capozzi will also support recruitment for Whitman’s graduate programs, supervising tours and visits for prospective students. A graduate of Keuka College, he worked as a marketing coordinator for an advertising agency and as assistant director of graduate admissions and recruitment at the Simon School of Business at the University of Rochester.

Denise Lytle

Undergraduate Program Coordinator

Denise Lytle has been promoted to undergraduate program coordinator, which will allow her to expand her role and responsibilities for the Whitman School. In this new position, Lytle will plan and organize all events for the undergraduate program and will provide continuous support to initiatives of the IMPRESS program. She will also manage most aspects of the class setup and scheduling process as well as coordinate academic integrity hearings. Previously, Lytle worked at the University’s Gebbie Speech-Language-Hearing Clinics as an office coordinator. She holds an associate’s degree in humanities from Onondaga Community College.

Erica Gromny Volino

Administrative Specialist – Undergraduate Programs

Erica Gromny Volino has joined Whitman as an administrative specialist in Whitman’s Undergraduate Programs Office, where she will provide first-level support to undergraduate students and other staff members and will aid in the maintenance of student records. A Syracuse native, she graduated from Syracuse’s S.I. Newhouse School of Public Communications in 2008 with a degree in television, radio and film. She has worked for the University in various colleges and departments, most recently serving as an office assistant in the College of Law’s Professional and Career Development Office.

Jenny Henderson

Administrative Specialist – Graduate Programs

Jenny Henderson has been hired as an administrative specialist in Whitman’s Graduate Programs Office, where she will be managing all administrative operations for the school. This role includes developing and administering operating budgets and coordinating the processing of financial paperwork for all graduate programs. She will also be responsible for planning and coordinating the residencies for the MBA@Syracuse program. Henderson received her MBA from Le Moyne College and previously worked at the George Mason University School of Public Policy in Fairfax, Va.

Jenny Henderson
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At the Martin J. Whitman School of Management, experiential learning is not a concept; it is the cornerstone of business education. “We are committed to forging and leveraging corporate and community partnerships to offer meaningful real-world experiences that practically prepare our students,” says Whitman Dean Ken Kavajecz. “These opportunities do more than differentiate resumes in a pile on a recruiter’s desk. They are essential to the early and continued success of our graduates in the marketplace.”

From an internship in supply chain management at a leading aircraft engine manufacturer to a semester-long sustainability consulting project, the following programs are just a few of the myriad opportunities that help Whitman students develop market-ready skills, confirm their intended career path, establish a career network and gain a sense of life as a contributing, accountable member of the global business economy.

Pratt & Whitney: Practical Preparation and Career Prospects

Interns are paired with acting supervisors or “mentors” who shepherd them through the program. Williams, who had one sales and one non-sales mentor, says the value of mentors is infinite. “I learned from my sales mentor how work was managed and delegated. It was nice to have a seasoned expert to ask questions about processes and problem solving,” shares Williams. “My non-sales mentor taught me business etiquette and helped polish my presentation and interview skills. It was great to have a different perspective outside of the sales group and to see how other managers operate.”

Carlye Eder ’10, a fellow Whitman alumnae and materials analyst at Pratt & Whitney, has been heavily involved in intern recruitment and mentoring. She sees how the internship powers the progression of students into young professionals. “We give students a holistic perspective by coupling job functions with career and social networking,” explains Eder. “Collectively, these experiences expose students to the Pratt & Whitney culture, supply chain as a profession and post-graduation work life.”

In addition to practical skills and real-world perspective, Williams counts networking as a significant benefit. “My supervisor and mentors introduced me to co-workers and created opportunities to work with people in other departments,” shares Williams. “Seeing familiar faces was great, but, more importantly, the networking skills I developed—asking meaningful questions and acclimating to new people—proved useful when changing jobs every six months during the rotation program.”

The internship helped Williams confirm that supply chain management and P&W were the right fits and gave her tools to hit the ground running. “Interning showed me that the business world is not textbook,” adds Williams. “Experiencing the unstable nature of the market and learning to mitigate risk in a real job setting was invaluable. After years as a student, the internship helped me understand the standards and expectations of having a job. And the people I worked with were invested in passing on their knowledge.”

As a recruiter and mentor, Eder recognizes the mutual benefits of the internship for students and P&W. “Students develop skills, gain confidence and establish connections. Having that experience and familiarity makes for an easier transition and allows recent graduates to more readily add value to the company.”
Five years ago, Ross Stores, Inc. (“Ross”) took a “grow our own” approach to staffing by re-creating and enhancing an intern program for the buying and planning divisions in New York City and Los Angeles, identifying students through college recruiting efforts. The program was launched at Syracuse University and quickly proved successful.

Previously, Ross hired 10-12 interns each summer. In 2014, 125 interns participated in this competitive program for which thousands of candidates were considered for positions at the Ross Dress for Less and dd’s DISCOUNTS organizations.

“We look for candidates with a passion for product and retail who are analytical, self-critical, yet humble,” says Alan Krisfalusi, vice president for human resources/college relations at Ross. “We want people who are a good fit for our organization, so former interns who have experienced the Ross culture are ideal.”

Students are paired with a buyer or planner and a “buddy” who is an assistant buyer or location planning analyst. They gain real-world skills through hands-on work—the same job as their buddies.

Interns are urged to experience working and living in NYC and LA. “Can they see themselves thriving in this industry, working for this Company and living in this city?” says Krisfalusi.

Full-time offers are given to a high percentage of students shortly after the internship ends, and Krisfalusi says the Company has a high acceptance rate.

In addition to the intern program, Ross partnered with Whitman in May to launch an externship for sophomores. A group of students referred by faculty and staff mirrored positions in Ross’ buying, planning and direct imports areas for two weeks. This program forged an early connection to the Company and provided practical experience.

Whitman’s Kara Sciscente ’17 feels the externship was an invaluable exercise in real-world retail scenarios. “I engaged in hands-on activities with employees and acquired knowledge of and insight into career paths in retail that I could not have obtained in the classroom.”

Whitman looks forward to continuing the extern and intern programs with Ross and building on this relationship to offer buying and planning career opportunities for students.

During my Launch internship at EY, I was given tasks of first-year staff and worked side-by-side with assurance and tax professionals,” says Natasha Caminero ’15, an accounting and finance major.

The EY Launch program is a two-year student learning experience for underrepresented minority freshmen and sophomores. “Through Launch, we make early connections with students and expose them to the professional services industry,” shares Joe Wehle of EY, who manages the SU partnership and diversity initiatives of EY’s New York-based Financial Services practice.

“We want first-year Launch participants to leave with a practical perspective of business, tangible skills and a sense of where they want to be placed in their client-serving internship the next year.”

Launch is just one of the firm’s many early-ID diversity initiatives and the myriad of experiential learning opportunities EY offers Whitman and Syracuse University students.

SU was recently selected as one of six national partner schools where EY will expand recruitment efforts to increase employment levels. “We have the opportunity to bring many promising young professionals onboard to contribute to our continued growth,” says Wehle, who is optimistic about the program. “Last year, we interviewed 130 SU students. This year EY interviewed more than 240.”

EY has long been a strong Whitman partner. The firm created a Syracuse-exclusive Launch program and sponsors the internship for rising juniors. EY brings executives to campus for speaking engagements and offers other avenues for exposure to the organization and industry.

“We want students to see the resources and opportunities at EY and intern with us to experience our high-performance teaming environment and our people culture,” adds Wehle, who see the internship program as a vital mutual screening. “We make offers to students we feel will be successful at EY, and we think those who accept are confident we are the right fit for them as well.”

Caminero also believes in the value of the internships. “I gained so much insight through Launch. I experienced teamwork in a real business environment and networked with EY leaders. It was an opportunity I never thought I would have as a student.”
Syracuse University is one of General Electric’s 27 executive partner schools. Whitman is a core recruiting source for GE’s Financial Management Program (FMP), which offers a 10-week internship and a two-year full-time rotation.

According to Royal Simmons, global financial planning & analysis leader, GE Lighting, the relationship with Whitman is a fruitful one. “Whitman offers a tremendously competent and diverse pool of candidates,” says Simmons. “The faculty and staff do an exceptional job training students beyond the classroom. I can put them in front of the CFO of the company and be confident they’ll represent Whitman and GE well.”

FMP interns are placed in one of GE’s eight business units. The internship is a microcosm of what they would experience in the full-time FMP. It is project focused with defined financial responsibilities. Extracurricular activities provide opportunities for social and career networking.

At the end of the internship, students present their accomplishments and interview with GE leaders. Within two weeks, they know if they’re invited back for the full-time program.

Whitman’s Scott Rebhun ’15 interned in GE’s Energy Management business in Atlanta, where he helped prepare the digital energy team for a system upgrade. “The internship stretched my skills ahead of my comfort zone. I had direct contact with different functional teams and was given the opportunity to present to upper management, including the CFO of grid automation,” shares Rebhun.

Rebhun’s exposure to GE leadership showcases another benefit of the program. “We strive—in both the intern and full-time program—to give unparalleled access to people. The CFO of GE Capital is an officer of the company and well regarded in the industry, but he will take the time to have a round table discussion with interns and FMPs.”

The skill and career building opportunity of the GE internship is a key component of Whitman’s experiential programming to prepare students to exceed the expectations of their employers. “The internship tested my ability to detect problems, understand their impact on stakeholders and identify solutions,” adds Rebhun. “It truly transformed the widgets in my textbook into real life scenarios and outcomes.”

Though many experiential learning opportunities at Whitman are systematic (e.g. internships), faculty and staff proactively seek collaborations to provide unique projects to practically prepare students. A recent project with Honeywell International Inc. is one such example.

According to Assistant Professor Todd Moss, faculty director of Whitman’s Sustainable Enterprise Partnership, sustainability is no longer a fad. “It is a necessary part of the core business model and an avenue to better compete in the global economy and improve corporate image by addressing social, economic and environmental challenges.”

Faculty in Whitman’s Certificate of Advanced Study in Sustainable Enterprise (CASSE) program developed a project to help showcase Honeywell’s commitment to sustainability at its new headquarters in Morris Plains, N.J. CASSE is a cross-campus collaboration between Whitman, the College of Engineering and Computer Science, SUNY College of Environmental Science and Forestry and the Syracuse Center of Excellence.

“We worked directly with the global sustainability director of a Fortune 100 company,” says Preston Oakley ’14 MBA. “Our interdisciplinary student team brought diverse backgrounds, skills and perspectives to the challenges and opportunities that arose during the study.”

The students examined trends and challenges and performed a SWOT analysis to comprehend the evolving global challenges confronting Honeywell. “The project broadened our understanding of the economic and environmental issues facing global corporations and provided an invaluable experience in dealing with those issues from a management perspective,” adds Oakley.

The partnership was mutually beneficial for the students and company. The team completed the project on time and under budget, providing detailed recommendations for Honeywell site planners and engineers for implementation.

“Sustainability is a key element of our new corporate headquarters in New Jersey,” says Evan van Hook, vp of health, safety, environment and sustainability at Honeywell. “To achieve the best in landscape design, we leveraged our partnerships with SU and SUNY-ESF. The CASSE students brought expertise and creativity to the table. The result was a design that would help manage storm water, utilize native plants and fit harmoniously with the building and the surrounding area. The Sustainable Enterprise Partnership is a great program that provides real value.”
Whitman MBA students are required to participate in two experiential learning opportunities. Many are built into elective courses chosen by students based on their specialization or concentration. Whitman partners with local and national companies, such as Wynit, National Grid, St. Joseph’s Hospital, Upstate University Hospital, M&T Bank and Crouse Hospital, for projects that range from financial analysis to inventory management. The Crouse partnership has provided many invaluable practical learning experiences for MBA students as well as beneficial outcomes for the hospital.

Sandeep Ramachandran ’15 recently concluded a Crouse project. His team was tasked with developing a standardized patient discharge process for the hospital’s 6 North Irving nursing unit that could be implemented throughout the hospital to decrease discharge time.

“We worked closely with our faculty advisor and our enthusiastic client partner at Crouse to comprehend nuances of health care and fully understand the myriad of factors that contribute to fluctuations in discharge times,” shares Ramachandran. “Once issues were identified, the team collected and analyzed data then developed recommendations to improve the situation and sustain the changes. These included strategies for staff communication, incorporation of display systems and IT modifications.

“We recognized the incredible value of working within a large, intricate healthcare organization,” adds Ramachandran. “The critical thinking skills we gained could not be obtained in the classroom. We worked to make recommendations that could provide cost benefits and achieve higher customer satisfaction.”

According to Crouse Chief Quality Officer Derrick Suehs, Whitman MBA students consistently add value to the organization. “They extend our ability to do more and in a timely fashion. They help us solve operational problems across various departments—work flow in the OR, equipment provision in central supply or inventory efficiencies in the pharmacy.”

Suehs is committed to making the benefits reciprocal. “It’s important to give students real business scenarios and support to be successful. I coached one team through working with a very busy manager. The ‘people’ element is one that’s difficult to replicate in a textbook. They were able to overcome the obstacle, and I think the experience gave them a skill they’ll use time and again in their careers.”

In the six times EEE420/621 “Corporate Entrepreneurship” has been taught at Whitman, 44 companies and more than 200 students have reaped immeasurable benefits from this experiential learning course open to upperclassmen and graduate students.

The objective of EEE420/621 is for students to understand the entrepreneurial behavior of corporations. Student teams are assigned to local companies and examine a number of important issues, such as growth, organizational structure, culture, employee compensation, knowledge management and human resource issues. Students are expected to understand the industry, market and competition by reading reports, conducting interviews and surveying employees to provide concrete suggestions for improvements.

This spring, Katherine Desy ’15 took the course. Her team was assigned The Events Company. She feared how the client would receive a group of students. “We weren’t sure if they would take us seriously, but they gave us many hours of their time and were very receptive to our ideas,” Desy shares. “We applied what we learned in the classroom to an actual business instead of just writing a paper or taking a test.”

Steven Pincus ’15 also took Corporate Entrepreneurship last spring. His team was matched with Pioneer Warehousing & Distribution, LLC. “I am grateful to Lisa Conway of Pioneer for providing our team this real-world consulting experience to gain practical perspective and confidence in our ability to positively impact an organization,” shares Pincus.

Conway is also appreciative of the opportunity. “It was a valuable exercise for our company. We had five bright and committed students learn our business, think strategically about what we can do differently and provide a fresh perspective and recommendations for continued success.”

Conway said the students were motivated, inquisitive and attentive. “I was impressed from start to finish,” she adds. “They were very professional in their presentation and provided fantastic suggestions, several of which we have already begun implementing.” Conway says they’ll continue to carry out other ideas over time.

Pincus sees the benefits of this project as long lasting. “It provided a platform to put theory into practice, and I gained a repertoire of skills that I will use well into my career.”
THE IMMEASURABLE VALUE

There may be a quantifiable monetary value in the pool of scholarship funds available to Whitman students, but the impact of those funds is immeasurable. Not only does scholarship support make the pursuit of a Whitman degree a reality for high-achieving students who might not otherwise have the chance, the inclusion of these students in the Whitman student body raises the standard of excellence and enriches the educational experience for all.

Hundreds of alumni consistently and generously give to the general scholarship fund or establish separate funds for distinct uses. Most who contribute are Syracuse University alumni, children of alumni or parents of alumni. Many are all three. Five of the largest scholarship donors are SU alumni who have done great things with their education and natural talents. They feel strongly about enabling students the same opportunities and advantages they received, so the students may also enjoy a successful career and a lifelong connection to their beloved alma mater.

**John A. Couri**

John A. Couri earned his bachelor's degree in economics and business administration from Syracuse University in 1963. He went on to co-found Duty Free International, Inc., and retired as chairman of the board in 1994. For his esteemed and accomplished career, Couri was awarded SU’s George Arents Pioneer Medal for Excellence in Business. This award is the university's highest alumni honor.

Couri is committed to sharing his success to help further the mission of causes he holds dear. In 1988, he started the Couri Foundation to operate programs for underprivileged children and senior citizens. He has long been a loyal and generous alumnus of the Whitman School. He donated funds to establish The Couri Hatchery, a student business incubator that provides supportive co-working space and mentoring to help student ventures develop and grow.

In addition to providing this invaluable resource for budding entrepreneurs, Mr. Couri and his wife, Elaine, contribute considerable funds to provide scholarship support for deserving students who are pursuing an MBA.

**David M. Flaum** '75 is CEO of Flaum Management Company Inc., of Rochester, N.Y. He is well regarded in business, service and philanthropy. Syracuse and the Whitman School are fortunate beneficiaries of Flaum’s generosity in both time and financial support.

Flaum was a member of the Syracuse University $300-million Commitment to Learning Campaign Executive Committee and co-chaired the establishment of the Winnick Hillel Center for Jewish Life. He currently serves on the Hillel board of governors as well as the SU Board of Trustees academic affairs and facilities committees.

Flaum and his wife, Ilene Birnbaum Flaum ’76, jointly received the Whitman School of Management Alumni of the Year Award in 1997. As graduates of Whitman and the parents of two Whitman alumni, they know first hand the value of a Whitman education. They endowed a chancellor’s scholarship to provide financial assistance to deserving undergraduate students.
OF SCHOLARSHIP SUPPORT

In 1988, Robert A Miller ’52 established an endowed scholarship fund to support a junior finance major at Whitman who is in need of financial assistance. Following his death, Miller’s family, friends and colleagues provided additional support for the scholarship fund. Today, it is one of the largest endowed undergraduate scholarship funds in the school.

Miller graduated from the School of Management in 1952 and began his career in public accounting with S.D. Leidersdorf & Co. In 1959, he joined Congress Financial as an assistant controller. He rose through the ranks and, in 1986, assumed the role of president, which he held until his death in 1994.

Miller lived in the company of fellow orange alumni. His wife, Gerda ’53, and their three children all graduated from Syracuse University.

When Theodore “Ted” Spall Jr.’69 daughter joined Spall Realty Corporation in 1999, it became a third-generation family business. His father started the business in 1949 fortuitously. He started his career as a jeweler. After the storefront caught fire and he began to do the repairs, Spall Sr. realized he was more suited as a building craftsman.

Spall began working with his father in eighth grade. While attending Syracuse University he obtained his real estate license. At age 21, he was the youngest real estate broker at the time in New York State. After graduation, he joined the family business and, in 1971, became its president. He has since shepherded the company through significant growth.

Spall recognizes the value of his Whitman degree in preparing him to lead the family business. Ted and his wife, Suzanne, established two undergraduate scholarships at Whitman to help others receive the same career preparation. One scholarship is earmarked for a graduate of Bishop Kearney High School in Rochester, N.Y., and the other is designated for a disabled veteran.

Martin J. Whitman’s ’49, ’08 (Hon) name may be on the school, but he has many other meaningful connections to Whitman. After attending SU on the G.I. bill following World War II, he graduated magna cum laude in the class of 1949. He went on to achieve significant success in the finance industry.

A chartered financial analyst, Whitman serves as chairman and chief investment officer of Third Avenue Management LLC. He is also director of Danielson Holding Corporation and serves on the board of Nabors Industries, Inc.

Whitman has enthusiastically shared his knowledge and experiences in finance as a Whitman professor of practice. He has taught a course on distress investing with Professor Fernando Diz, with whom he authored one of two books.

Whitman is committed to expanding access to education. He has established numerous undergraduate and graduate scholarships at Whitman that give special consideration to minority students. His generosity has afforded many deserving students the opportunity to obtain a top-notch education at a place that bears his name so they can make a name for themselves in their career endeavors.
The Alumni Vine: {Class News & Notes}

At Whitman, we continuously look for new ways to strengthen our community of students, faculty and alumni. Reading about the accomplishments of classmates is one way to stay connected. We encourage you to share news and photos of marriages, births, adoptions, board appointments, promotions, new jobs and other announcements. You may provide the details via email or by visiting our website. EMAIL: whitcomm@syr.edu • ONLINE: whitman.syr.edu/alumni

→ Whitman alumnus Madan Agarwal ’50 MBA of New Delhi, India, passed away this August at the age of 85. For the past 25 years, Agarwal had served as a member of the governing council for the Rajiv Gandhi Cancer Institute and Research Center in New Delhi. Agarwal was an avid fan of Syracuse University.

→ Naima Cook ’03 has been appointed as the principal of the Murry Bergtraum High School for Business Careers in lower Manhattan.

→ The Connecticut Society of Certified Public Accountants (CTCPA) has appointed Matthew Piechota ’00 (WHIT/NEW) as a member of its advisory council for the organization’s 2014-2015 activity year, representing the Not-For-Profit Organizations Committee. Piechota currently serves as the chief financial officer for the Chase Collegiate School in Waterbury, Conn.

→ David Keller ’89 was named senior vice president and chief risk officer at Salem Five Bank, a regional bank based in Salem, Mass. Keller also currently serves as a commercial credit committee member for the Massachusetts Bankers Association and as a board member of CDC New England, a nonprofit company that provides loans to small businesses throughout the region.

→ Richard Jones ’92 G’95 L’95 of Bedford, N.Y., has received Syracuse University’s Arents Award for Excellence in Financial Law. The Arents Award is the university’s highest alumni honor. Jones currently serves as executive vice president, general tax counsel and chief veteran officer for CBS Corporation. A member of the American Legion and Disabled American Veterans, Jones serves on the board of various organizations that advocate for the rights and well-being of veterans, including SU’s Institute for Veterans and Military Families. He was appointed by Congress to serve on the Advisory Committee on Veterans’ Employment, Training and Employer Outreach at the U.S. Department of Labor and U.S. Veterans Administration.

→ Catherine Leonard ’14 MBA and Carlos Paniagua Ferrari ’14 MBA received the Louis Vivenzio Memorial Award at the 2014 awards ceremony of Whitman’s chapter of Beta Gamma Sigma, the national business honor society. This award, given to graduate students in recognition of exemplary contributions to the Whitman community, was renamed in honor of Louis Vivenzio ’06. Vivenzio of Sharon, Conn., who passed away in October of 2013. An actively involved member of the Syracuse alumni community, Vivenzio served as the keynote speaker for the 2010 Whitman graduate program convocation and frequently participated in events and alumni organizations at Whitman. He was employed as the senior vice president and chief marketing officer at General Re Intermediaries.

YOUR HELP, PLEASE

DO YOU KNOW A PROSPECTIVE STUDENT YOU’D LIKE TO REFER TO WHITMAN?
If your child, niece, neighbor’s child or another bright, dynamic high school student you know would make a great addition to an upcoming class at Whitman, please contact Director of Undergraduate Recruitment and College Relations Carol Heil at 315-443-9222 or caheil@syr.edu.

ARE YOU A WHITMAN ALUMNI DELTA SIGMA PI (DSP) BROTHER?
The Whitman chapter of DSP is looking to enhance its connection to DSP alumni and share ways you can support your brothers, participate in upcoming activities and gain access to the Whitman DSP student and alumni database. If you are a DSP alumnus, please email Sean Fernandez, chapter president, at smfernandez@syr.edu or Patrick Duffy, vice president of alumni relations, at paduffy@syr.edu.
Dean Ken Kavajecz hosted a VIP breakfast to recognize seven alumni who are excelling in their fields: Daniel Arty ’81, CPA, managing partner of Arty Cohn Feuer in Miami; Blackshear, senior vice president and North American chief compliance officer at ACE USA; Gisele Marcus ’89, global operations and Americas group account leader for Johnson Controls; Shawn Outler ’89, group vice president of multicultural merchandising and vendor development at Macy’s; Reinaldo Pascual ’85, partner, corporate department of Paul Hastings and chair of the firm’s Atlanta Corporate practice; and Rice Jr., managing partner at NorthStar Risk Solutions Group, LLC.

Marcus and Outler were two of the five SU alumni honored during the weekend with the Chancellor’s Citation award, which acknowledges outstanding achievement and contributions to the university through research, service, academic support or other accomplishments. Marcus was honored for distinguished achievement in global business management. Outler was recognized for distinguished achievement in retailing and multicultural development.

The university hosted an evening reception to kick off the CBT weekend. The event raised money for scholarships for African American, Latino and other minority students. Cindie Adams, executive director of alumni and corporate relations for Whitman, described the reception as a powerful and emotional experience.

“I was extremely impressed by the loyalty and strength of connection to SU exhibited at the reception and throughout the weekend,” said Adams. “This is a group of energetic and accomplished people who believe wholeheartedly in the value of education and who want to create a significant and sustainable scholarship program to help African Americans and Latinos attain the advantages associated with a college education.”

Whitman hosted two events, coordinated by Adams, Professor Kira Reed, faculty CBT chair; Joanne Gocek, senior director of development, and Whitman’s CBT alumni co-chairs, Michael Blackshear ’81 and Mack Rice Jr. ’82, to welcome its alumni back to campus. All the school’s returning graduates were invited to a luncheon, followed by a dessert reception where current Whitman students joined to meet, learn from and network with alumni.

To learn more about Whitman CBT alumni involvement and activities, contact Cindie Adams at 315-443-3834 or csadams@syr.edu.
Taylor Farris ’16 has come to realize the immeasurable valuable of a mentor. A double major in marketing and finance, Farris has a solid source of marketing advice and guidance from her father, who has been a marketer for 20 years. But she was hoping to get some insight into the world of finance by signing up for the Whitman Alumni Club of CNY (WhitmanCNY) Mentor Program.

Farris was paired with Kim Michalak ’70 (A&S), ’73 MBA. In addition to being the president of WhitmanCNY, Michalak is a certified financial planner at Wells Fargo. “He is everything I could have asked for in a mentor,” says Farris. “We meet once or twice a month for lunch to catch up. He shares his perspective and experiences working in finance and asks about my life and interests to guide me to the kinds of jobs that are best suited for me.”

Last fall, during the application and interview phase for an internship at PepsiCo, Farris told Michalak about the program’s requirement to do field work in local accounts, such as TOPS grocery stores, where she would communicate with managers to pitch new ideas and develop business. “Kim knew how much I wanted the internship, and he was instrumental in helping me get it,” says Farris. “After my experience with Mr. Rocco, I had a third interview,” says Farris.

Michalak takes his mentor role seriously, as he understands the value of experienced guidance and networking in helping students establish and attain career goals. “Taylor is a bright and motivated student,” he says. “I knew how much she wanted the internship and I had no doubt that she would do well. I was happy to make connections to help her advance in the selection process.”

Farris worked with PepsiCo and Frito-Lay from May to August in Albany as a future sales leader. The internship preceded a semester abroad in Dublin, Ireland, where she is currently studying. Farris credits Michalak for helping with that as well. “Kim was the one who informed me about the WhitmanCNY scholarship program and encouraged me to apply. I was honored to be awarded the scholarship, which helped fund my trip to Ireland, where I am enjoying unimaginable life experiences.”

Farris and Michalak have remained in touch during her time overseas. “I am excited to see Kim in person when I return to Syracuse and tell him all about my internship and time abroad. I feel so fortunate to have been matched with him. He is a genuine mentor, and I look forward to having his guidance as I make my way from Whitman to the business world.”

For more information about the club, visit www.whitmancny.com or contact Kim Michalak at kim.michalak@wellsfargoadvisors.com.

To learn about becoming a member, contact Dan Buddie at cassdan@att.net.

The 24th Annual Whitman Alumni Club of CNY (WhitmanCNY) Golf Tournament was held June 2 at Drumlins Country Club in Syracuse, with 30 foursomes participating. This event is the primary fundraiser of WhitmanCNY. Proceeds support seven $1,000 Russell J. Hamilton Whitman Student Scholarships annually and the club’s Student CNY Business Start-Up Award, which provides $3,000 in cash and $7,000 in pro bono services to a promising student CNY-based business startup. WhitmanCNY also plans many other events throughout the year, including pre-game tailgates, speakers, cultural outings and basketball game socials.
WhitmanNYC Lessons Learned in the Making of a Membership Organization

As the Whitman Alumni Club of New York City (Whitman-NYC) enters its sixth year, in typical business fashion, its leaders have evaluated strengths and challenges over the first half-decade. They continue to share their best practices for the benefit of any group looking to converge around the common bond of their alma mater. Joe Bednar ’97 (VPA), ’00 MBA, G’00 (NEW), club president, says the lessons learned are universally applicable. “Whether it’s a few people in Chicago who want to start a Whitman alumni club or a group of dual Whitman-Newhouse graduates in New York City who would like to form an offshoot that offers specialized programming, I believe what we have learned can serve as a valuable guide.”

1 Gather a charter group of dedicated leaders with diverse skills. A range of skill sets is a must. No one person can do everything. Even if two alumni want to begin a club, as was the case for WhitmanNYC, it is important to assess skills and assign duties. If the charter group is missing key skills, recruit through the grapevine until the fundamentals are covered. WhitmanNYC immediately recruited a webmaster, secretary and treasurer (who compiles the annual financial report required by Syracuse University).

2 Analyze the market and your target audience. Whether your club will be headquartered in a major city or smaller town, you should gather information about your audience. Your university’s alumni relations office can provide a count of alumni by zip code and may send out mailings and e-mails on your club’s behalf. In a large metropolitan area like New York City, with more than 7,000 alumni, people travel up to an hour for events. Therefore, WhitmanNYC accounts for commuting time and rotates event locations to encourage attendance.

3 Document purpose, roles and processes. The charter group should draft bylaws that include club name, purposes, operations, membership eligibility (including dues and terms), purpose and notice of meetings, voting process and rules, officer and board terms and duties, election rules, committees, financial matters, liability and bylaw amendment process. WhitmanNYC’s bylaws have been amended over time for appropriateness as the club evolves.

4 Leverage technology. The external face of a club is defined, in large part, by its online presence. Designate a webmaster who has technical aptitude and graphic design sensibilities. The website should, at a minimum, share the club’s purpose, offerings and process for joining. Your site does not need not be expensive or complex. Alumni will use mobile devices to access your site, so it should be responsive.

5 Define and deliver value. A self-sufficient alumni club requires paid membership. The lure of value is what converts prospects to members. WhitmanNYC allows members to attend speaker events free of charge and they receive discounts on social events. The club’s mentorship program is offered exclusively to members, as is access to the club’s online membership directory that is invaluable for networking.

   Bednar says that embracing these lessons can make the process less daunting and more effective from the onset. However, he stresses that success will not likely come easy. “A flourishing club takes a critical mass, collective buy-in, hard work and time, but the value of camaraderie and connections is immeasurable.”

For more information about membership and upcoming events, visit www.whitmannyc.com.

To become involved with the Mentor Program or other committees, contact Joe Bednar at president@whitmannyc.com.

\[image\]

\(\text{In August, an orange-clad and hungry horde gathered in Central Park for WhitmanNYC’s annual alumni barbecue picnic. More than 100 guests, including alumni of all ages from the tri-state area, enjoyed Dinosaur Bar-B-Que while reminiscing and reacquainting. The event is open to all Whitman alumni—even those who are not members of WhitmanNYC—however, the event is so popular it often has a wait list. In addition to the picnic, WhitmanNYC plans many events throughout the year, including wine tastings, panel discussions and speakers, holiday parties, “Scotch and Cigar” nights, workshops and community service projects.}\)
Imagine it’s your first day on the job. Your new boss (like second from the top on the org chart boss) stops by to introduce himself. He asks a few questions about your education and past jobs and listens intently as you respond. He then asks about your family. You tell him your mom is a teacher and he tells you to give her a call her right then and there. He’s the boss—and you’re (nervously) curious—so you do and hand him your phone. He speaks to her for several minutes, sharing praise and pleasantries. He ends the call, offers his help should you need it and moves on. Well, that was pretty fantastic.

Now, imagine that org chart is the Executive branch of the United States government and your new boss is Vice President Joe Biden.

Yep, that happened to Jamie Lyons ’07 (WHIT/NEW) thanks, in part, to her tie to Syracuse University and the Martin J. Whitman School of Management—the kind of tie that unbinds you...opens doors to people, places and opportunities that might otherwise be inaccessible. She never dreamed her office would be a stone’s throw from the West Wing of the White House. She and her mom often talk about how different her life would be if she hadn’t chosen Syracuse University.

Lyons grew up in Philadelphia. Her mom, a fifth grade teacher, raised her three daughters to value education and hard work. Lyons aspired to be a broadcast journalist. When it came time to choose a college and a major, her mom—with a propensity for practicality—urged her daughter to consider a complimentary degree that could give her options beyond anchoring the nightly news.

The Whitman dual program with the S. I. Newhouse School of Public Communications met both of their criteria. “I was interested in being a broadcaster, but I recognized that management skills would transfer to a number of other careers,” shares Lyons. Early acceptance into the joint program and a generous scholarship package made the decision easy.

She settled on public relations and...
marketing management as her respective majors at Newhouse and Whitman.

Fortuitously, Lyons’ work-study placement was in the dean’s office at Whitman. Tom Foley, executive associate dean, and Barbara Buske, executive director of administrative operations, provided a haven of support for the next four years.

Before the start of her junior year, Foley and Buske suggested Lyons consider the international relations semester in Washington, D.C., offered through the Maxwell School of Citizenship and Public Affairs. “Tom and Barb really got to know me and my interests. I would not have found out about this opportunity were it not for them,” continues Lyons. “One of the great things about Whitman is the consideration of students’ individual goals and the willingness of faculty and staff to make connections on their behalf.”

Through the Maxwell program, 15 to 20 students spend a semester in D.C. where they work during the day and take evening classes at SU’s Greenburg House. There, Lyons spent her days fundraising for a center-left senator and think tank run by a Syracuse alumnus.

“I wasn’t an international relations major like most of the folks in the program,” she explains. “I was out of my comfort zone, but I had the foundation to do well. The building blocks of management are the building blocks of everything else in life—team work, planning, self-discipline and time management.”

Foley was right about Lyons being well suited for the international relations program. She decided to spend the following semester abroad at SU’s London campus. And just after removing her mortarboard at the SU convocation, she headed back to D.C. where she spent the next four years working at the Democratic Leadership Council (DLC).

After a year in federal government relations for Bristol-Myers Squibb, she decided to pursue a master’s in global politics. And just like her decision to attend SU, the choice of the London School of Economics (LSE) came easily. “I truly valued my experiences studying abroad in London. Being afforded the opportunity to learn with and debate amongst talented classmates from Qatar, Columbia and everywhere in between was incredibly enlightening and challenging,” shares Lyons.

Lyons recalls the application of her Whitman education during her time at LSE. “Statistics classes were the bane of my existence at Whitman,” she says. “But I used those skills at LSE to aggregate data for my dissertation. The ease with which I could work with numbers surprised me.”

Her classmates had backgrounds in the humanities, politics and international relations. Whitman had provided Lyons with a different approach to problem solving. “I would think through scenarios more practically than theoretically, considering feasibility, timetables and resources needed to get things done. Theory is important, but theory alone isn’t going to take you from A to B,” she adds.

After LSE, Lyons went back to D.C. and to Bristol-Myers. A year later, she was offered a position by her former DLC boss who was now the chief of staff for the Vice President—also a Syracuse alumnus. This was yet another tie to SU that afforded Lyons an opportunity she has happily seized since May 2013.

“It’s incredible. Growing up in Philly with my mom and sisters, I never envisioned myself here...working for the Vice President, his hardworking and selfless staff and his genuine, sincere and big-hearted family,” Lyons shares.

She manages the logistics of the very busy 85-person office. “I keep going back to this idea of what you learn at Whitman translates to any job—decision making, synergy, presentation skills. If you are really good at these things, you can make a significant impact within any organization.”

She spends much of her time prioritizing, planning and preparing forecasts for the VP and his chief of staff. “Whitman professors stress the importance of having a plan. You can’t just say we want ‘X’ in three months,” explains Lyons. “I’m able to look at the here and now and figure out how to achieve the intended result in the allotted time.”

And Lyons points to specific classes (including consumer behavior and marketing) that she utilizes to perform daily duties—most importantly the proper tailoring of messages to achieve the desired perception or outcome.

She feels strongly that Whitman gave her the foundation of skills to be successful in this job and the ties to the people who have given her the chance. “It is incredible to think of how my connection to SU has helped get me to where I am today.”

And Lyons says the long hours everyone puts in pale in comparison to the experience of watching meaningful change take place. “This is ground zero for ideas. I get to witness the process as they percolate up the chain from a thought, to a law and everything in between. At the end of the day, I have the honor of working for a man who has been championing ideas for families like mine his entire adult life.”
Our “Five Under Five” column features a Q&A with a Whitman alumnus who graduated from the School within the last five years. For this issue, please meet Jeff Grasso ’09, who double majored in finance and accounting. Grasso currently works in New York City as a senior investment associate at Silverstein Properties, Inc. where he sources, underwrites, finances and executes value-add and opportunistic real estate acquisition and development opportunities in the United States, China, and Central and Eastern Europe.

1 What were the key factors in your decision to pursue a degree from Whitman and/or your major?
I was drawn to the personal attention the faculty and staff paid to individual students. I wasn’t interested in being a number within a large institution, but rather a meaningful member of a close-knit community. Whitman provided a family atmosphere, which was highly beneficial to my education. This has continued through my five plus years after graduation as I still feel my strong ties to the Whitman family.

2 How did Whitman help prepare you to meet the responsibilities of your position?
In addition to the academic education I received, Whitman provided practical opportunities, which helped me hit the ground running in my career. These practical opportunities included advanced Excel modeling and Argus classes that enabled me to underwrite complex real estate transactions by my senior year at Whitman.

3 What do you enjoy most about your current professional position?
Traveling internationally to source new investment opportunities and create new capital partnerships. I enjoy working with different cultures and understanding the various ideals and values each culture upholds. This can be very challenging, yet highly rewarding.

4 What is your fondest memory of Whitman?
Rising to become president of the Real Estate Club during my junior and senior year. It was a tremendous opportunity at a young age to have such a significant leadership experience while the real estate program was in its infancy. This allowed me to work closely with Dean Foley and Professor Yildirim, which helped me mature at an early age in respect to my critical thinking and management skills.

5 Is there any advice you’d like to give current Whitman students?
Whitman provides students tremendous resources and opportunities that are taken for granted on a daily basis. There will never be another point in your professional life where you will have so many people in your corner. Take advantage of everything and anything you can during your studies.
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<td>Ernst &amp; Young</td>
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<td>Joanne Hill</td>
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<td>ProShare and ProFunds Advisors</td>
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WELCOMING OUR NEWEST CLASS OF ACCOMPLISHED & DIVERSE STUDENTS

GRADUATE STUDENTS

- MBA: 46
- MSF: 74
- MSA: 61
- MSE: 9
- MSSCM: 7
- PhD: 3
UNDERGRADUATE STUDENTS

347 FIRST-YEAR STUDENTS
40 TRANSFER STUDENTS

12 STUDENT ATHLETES REPRESENTING

10 COUNTRIES

56% MALE
44% FEMALE

25 TOTAL STATES

TOP 5 STATES
NY - 155
NJ - 58
MA - 34
PA - 24
CA - 24

WHITMAN BY THE NUMBERS
‘15 Tatiana Turner

HOMETOWN: Grayson, Ga.
MAJOR: Accounting
FUN FACT: She had never seen snow before coming to Syracuse, but now she loves it.

While some students dread group projects, Tatiana Turner feels otherwise. For Turner, Whitman’s frequent group work has been one of the most beneficial aspects of her business education and has provided her with experience working with others and the ability to see problems from a different perspective. She says that every team has taught her something new.

“After completing two internships in public accounting, I recognize how important it is to be able to work with people who think differently than you,” explains Turner. “Although it is never easy to work in a group, these projects let me develop both my problem solving and people skills, which are both vital in the business world.”

As a student ambassador and peer mentor at Whitman, Turner enjoys serving as a resource for younger students entering the business world. Just as classmates and alumni have supported her through her education, she hopes to do the same for others and proudly showcase the Whitman name. Upon receiving her undergraduate degree, Turner plans to attend graduate school to pursue her M.S. in accounting, followed by completion of the Certified Public Accountant exam. She hopes this will lead her toward a successful career as an auditor for a large accounting firm, and she feels Whitman has prepared her to achieve these goals.

“A large demand of the business world is confident, professional people who not only do good work but also represent themselves and their organization well,” says Turner. “As a new member of the business world, I will constantly be forced to prove myself as a valuable member to my future employer. Whitman has prepared me to take on this responsibility by raising my overall confidence and self-assurance during my time here.”

‘16 Dylan Weinberger

HOMETOWN: Brooklyn, N.Y.
MAJORS: Finance and Information Management and Technology (IST)
FUN FACT: He was captain of his high school’s varsity bowling team.

Dylan Weinberger has always had a knack for working with numbers. When he learned he could combine his mathematics skills with networking and leadership opportunities as a finance major in Whitman, he knew he had found the right path. For Weinberger, it is the connections and engagement opportunities that set Whitman apart. “Between the career fairs and on-campus recruiting events, I have learned that firms centered in New York City (and more) have strong ties to Whitman,” he says. “If you put in the effort to get involved and seek out those opportunities, you can be in a great spot by the time you graduate.”

Weinberger has certainly put in effort during his time at Syracuse, becoming involved in a number of organizations on campus and adding a second major in information management and technology at the iSchool. He hopes to apply the skills acquired from each of his majors to pursue a career as a business analyst or consultant at a large technology firm.

Not only have the professors and students at Whitman provided Weinberger with connections and experience, but they have also created a positive educational environment. “The sense of community created by the faculty and students has made me feel very welcomed and inspired,” says Weinberger. He encourages students to embrace this atmosphere through involvement in Whitman clubs and events.

“Get involved, and get involved early,” is Weinberger’s advice to prospective students. “Make the most of the opportunities that are available at Whitman and start planning what you would like to ultimately accomplish by the time you are in your last year. But mainly, have fun, because your time here at Whitman and Syracuse flies by too quickly.”
**Saloni Raul, MBA**

HOMETOWN: Mumbai, India  
SPECIALIZATION: Marketing and Supply Chain Management  
FUN FACT: She learned traditional Indian dance at a young age and then trained with India’s biggest dance school in other styles, such as contemporary, hip-hop and Bollywood.

After completing her bachelor’s in management studies from the University of Mumbai in 2010, Saloni Raul worked as a marketing analyst for KPMG in Mumbai before moving to America to pursue her MBA at Whitman. Though she has been living in the United States for just over a year, she says her time at Whitman has already made her feel like a changed person. “Contrary to my experience in India, academics are just one part of the educational experience at Whitman,” Raul says. “The extracurricular activities—such as club memberships, volunteering, career fairs and networking—play an important role in sculpting your perspective and interests.”

This past spring, Raul enrolled in a new Whitman elective, Business Analytics, that provided her with advanced Excel skills and led to an internship with an IT consulting firm in New York. “The real-world teaching methodology of the class and the skills I gained helped me secure the internship and add value to the company,” says Raul.

After graduation, Raul hopes to work for an organization where she can grow and take on new challenges, utilizing her quantitative and analytical skills to develop marketing strategies for clients. Eventually, she would like to assume a managerial role and contribute to strategic business development.

Raul believes her education at Whitman has given her the knowledge and skills to realize her future goals. “The well-rounded curriculum helps us understand each business operation and how it fits into the bigger picture,” she explains. “Working with diverse teams has enhanced my communication skills, and I have truly gained a global mindset. The experiential learning component of the program gives students an avenue to apply academic learning in a real-world setting.”

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**Léa Stern, Ph.D.**

HOMETOWN: La Rochelle, France  
SPECIALIZATION: Finance  
FUN FACT: She loves to invent and build new toys for her 3-year-old and 6-month-old sons.

A n aspiring professor of financial economics, Léa Stern says that her education and academic career have been positively influenced by several of her professors at Whitman. “They took the time to help me realize that this was my path, and I am very grateful for that. As a professor, I aspire to help future students find their own path,” says Stern.

For Stern, the path to Syracuse has been full of surprises and rewarding. She completed her undergraduate and master’s degrees in finance at HEC Montréal in Canada. She then began working toward her Ph.D. at Ohio State University. After the birth of her first son, Stern transferred to Syracuse so her family could be together with her husband, who is pursuing a Ph.D. at Cornell University.

The Ph.D. program at Whitman has proved to be the right choice for Stern, providing the flexibility that she seeks as well as numerous independent research opportunities for students. The many seminars offered present her with insight and industry knowledge that she feels will help her tremendously in her professorial pursuits.

“Research seminars at Whitman are active venues to stay in tune with current developments in financial economics research as well as state-of-the-art research methodologies,” shares Stern. “Seminars also provide crucial networking opportunities.”

Stern advises undergraduate students to be engaged members of the Whitman community by taking advantage of the opportunities to learn outside of the classroom. “Enjoy all that Whitman has to offer, be active, participate and stay in touch with the wonderful people who contribute every day to the success of the university.”
Six of Whitman’s top finance and accounting students recently traveled to New York City as part of the Stuart Frankel & Company NYSE Scholars Program. This program provides high achieving undergraduate and graduate students the chance to spend two days visiting accomplished finance executives. The program is made possible through the generosity of Stuart Frankel ’61, founder and CEO of Stuart Frankel & Company, and his wife, Sharyn. Frankel is a member of the Syracuse University Board of Trustees.

During this annual trip, Frankel scholars typically meet with investment bankers, pension fund managers, hedge fund managers, traders and analysts. Tatiana Turner ’15, one of the 2014 Frankel scholars, felt every alumnus the group met seemed eager to contribute to the students’ future success. “This immense support reassured me of the loyalty and pride everyone takes in being a member of the Whitman community,” says Turner. “Not only did this trip help expand my professional network and teach me about some of the most influential financial institutions in New York, it helped me consider the type of career I want to have given the endless possibilities in the industry.”

To be considered for the program, students must submit an application in early fall. Fernando Diz, finance professor and director of the Ballantine Investment Institute, and Tom Foley, executive associate dean, lead the selection process.

Foley, who has accompanied many of the Frankel groups on their trip to New York City, says he is continually impressed by the level of professionalism and enthusiasm displayed by the students. “These are really top-notch students who take full advantage of this unique opportunity. They are attentive, inquisitive and poised. I am proud of the way they represent themselves and Whitman before many of our most notable alumni.”

“The day one itinerary included visits to Goldman Sachs, Deutsche Banks and LAH, a leading investor relations firm founded by Keith Lippert ’78, as well as a meeting with Richard Haydon ’66 (A&S), managing general partner and founder of Tipp Hill Capital and a Syracuse University trustee. Students also met with Robert Fagenson ’70, co-executive chairman at National Holdings Corporation and president and CEO at Fagenson & Co., Inc., who served as the keynote speaker at the 2014 Whitman Day celebration. Mr. and Mrs. Frankel invited the students to a complementary dinner at Fred’s at Barney’s on the city’s Upper East Side to close out the day.

On the second day of the program, the students met with professionals from JPMorgan and Carlyle Group. They were also introduced to Robert Laughlin ’87, managing director and head of Citi Trust North America, and Will Cass ’08, a successful investment banker. The day culminated with a visit to Third Avenue Management to spend time with Martin J. Whitman ’49, founder and co-chief investment officer of the firm and principal benefactor of the Whitman School.

This year marks the program’s 11th anniversary, and the Frankels are committed to continuing their support to provide this invaluable all-expenses-paid experience for Whitman students. Assuredly, the students recognize and appreciate the opportunities the program affords. “I am so grateful to Mr. and Mrs. Frankel for allowing me to take part in a program that will no doubt be exceedingly influential in my future career,” adds Turner.
The Whitman Career Center saw continued growth in the recruitment and hiring of students during the 2013-2014 academic year. The center posted 5,867 internship and full-time positions targeting business majors. This represented a 38 percent increase from the 2012-2013 academic year. The career center team coordinated on-campus interview schedules for 300 plus recruiter visits, yielding 3,600 individual interview appointments.

While the career center staff works to maintain and expand the many existing corporate relationships, efforts are in full swing to identify and forge new partnerships with companies in the United States and abroad. This increased effort is accomplished through personal calls, direct marketing—including the recruiter newsletter, which is sent to more than 1,000 contacts monthly—and site visits. From April to September, career center and masters programs staff visited more than 120 companies to build new relationships that support positive outcomes for Whitman students.

Whitman alumni are the school’s best ambassadors and often the source of student internships and full-time job offers. The career center team welcomes the opportunity to work with alumni and their companies to explore new opportunities for practical experience and placement for students.

To learn about ways to partner with Whitman, contact Angela Petrucco, assistant dean of career services, at 315-443-9611 or apetrucc@syr.edu.

### Undergraduate Placement

2013-2014

**AVERAGE BASE STARTING SALARY** $55,736

**TOP RECRUITING COMPANIES:**
- BLOOMBERG
- DELLOITTE
- EY (ERNST & YOUNG)
- GENERAL ELECTRIC
- IBM
- JCPENNEY
- JPMORGAN CHASE & CO.
- MACY’S / BLOOMINGDALE’S
- MCGLADREY
- PWC
- ROSS STORES
- TECHTRONIC INDUSTRIES
- THE TJX COMPANIES
- UNILEVER
- ZENITH OPTIMEDIA

### MBA Placement

2013-2014

**AVERAGE BASE STARTING SALARY** $71,564

**TOP RECRUITING COMPANIES:**
- COGNIZANT TECHNOLOGY SOLUTIONS
- DELLOITTE
- EMC CORPORATION
- JPMORGAN CHASE & CO.
- KNORR-BREMSE
- KPMG
- LEVITON MANUFACTURING
- LODESTONE BANKING CONSULTANCY
- MARLABS
- MOTOROLA
- NESTLÉ
- SIX SPOKE MEDIA
- SYRACUSE UNIVERSITY
Whitman’s annual graduation barbecue is a time for good food, camaraderie and celebration.

Graduates of the Defense Comptrollership Program spend 14 months earning a joint MBA and executive master of public administration (EMPA).

Emily Yakawiak, administrative specialist (center), joins Ian St. Clair, a Whitman freshman leadership scholar, and his mother at a spring dinner honoring the scholars.

Beta Alpha Psi students come together for the annual Tracy Halpin Memorial 5K Walk to raise money for an endowed scholarship fund in honor of Halpin ’06 who passed away in 2006.

Associate Dean Amanda Nicholson greets students and families during freshman orientation.

Students take in a wealth of advice during Career Madness.

The end of the spring semester brings the ever popular Whitman ice cream social.
Whitman graduate students and staff enjoy the fall social.

Students earn IMPRESS points by attending a lecture presented by Tim Ahern ’78, principal and founder of Ahern, Murphy and Associates.

Syracuse University Chancellor Kent Syverud greets Whitman’s Belen Crisp ’14 at a Coming Back Together event.

Whitman corporate and community partners gather to celebrate the launch of the Goodman IMPRESS program.

Dean Kavajecz delivers his first remarks to Whitman’s 2014 incoming freshmen class.

Carlos Paniagua Ferrari ’14 MBA (and Catherine Leonard ’14 MBA not pictured) receives the Louis Vivenzio Memorial Award at the 2014 awards ceremony of Whitman’s chapter of Beta Gamma Sigma, the national business honor society.
SUMMER ’14:

NOT QUITE A BREAK IN THE ACTION

The break between the spring and fall semesters may mean no classes or exams, but it doesn’t mean weeks of extended rest for many Whitman faculty, staff, and students. A number of professors spent time this summer attending and presenting at conferences, conducting research, serving as graders for certification exams, and teaching abroad. Several staff members visited corporate partners and college recruitment fairs across the globe. And a bevy of students took advantage of the break from classrooms and curriculum to gain practical experience and encounter the culture of countries east and west.

Though not a complete representation of all the travels, the pinpoints on the map denote many of the ventures of faculty, staff and students.

- Professor Maria Minniti traveled to Oxford University to participate in the 2014 Summer Residence Week for Entrepreneurship Scholars.
- Finance and EEE major Belen Crisp ’15 worked as a retail management intern at Burlington Stores, Inc. in Thousand Oaks, Calif.
- Danielle Goodroe, associate director of graduate recruitment, and Tom Barkley, professor of finance practice, journeyed to Sao Paulo and Rio de Janeiro, Brazil, to recruit prospective graduate students as a part of The MBA Tour. Don Harter, associate dean for masters programs, and Shri Ramakrishnan, assistant director of graduate recruitment, visited NYC in July as part of The MBA Tour. Throughout the summer, Goodroe recruited domestically in Chicago, Houston and Atlanta, with assistance from local students and alumni.
- Professor Lihong Liang served as a discussant and moderator at the American Accounting Association’s 2014 Annual Meeting held in Atlanta. Liang also attended the Accounting Conference at the Fox School of Business of Temple University in Philadelphia.
Kyle Fussner ’15, a marketing and finance major, interned with the Syracuse Chiefs AAA baseball team as a part of the Fan Experience team.

Professor Alexandra Kostakis traveled to U.S. military bases in Vilseck and Ansbach, Germany, and Rota, Spain, to teach the two-day intensive entrepreneurial workshop, Boots 2 Business, offered through Syracuse’s Institute for Veterans and Military Families. The course teaches transitioning service members the skills and knowledge to start their own businesses.

Associate Professor Dinesh Gauri visited Cornell University’s Samuel Curtis Johnson Graduate School of Management, where he attended research seminars and explored staff and student projects. Additionally, he spoke at Babson College’s Retailing Research & Research Methodology Workshop on “Conducting Research with Scanner and Panel Data Sets” and delivered a presentation entitled “A Longitudinal Study of Price Changes in Perishable Goods Market” at the Marketing Science Conference held at Emory University in Atlanta.

Professor Tom Barkley served as a senior grader for the Chartered Financial Analyst Institute in Charlottesville, Va., where he worked with about 700 other professionals to evaluate approximately 27,000 exam booklets.

Professor Scott Lathrop worked in Seoul, South Korea, for five weeks teaching a course at Sejong University in new product development. During this time, he traveled to Changsha, China, to attend the wedding of two of his former students. He also taught Marketing Management in Whitman’s LOGTECH M.S. in Supply Chain Management program in Singapore.

Professor Daniel Rice presented at the Academy of Legal Studies of Business conference in Seattle. He discussed how courts can direct litigants to provide their social media information to their opponent.

Professor Alejandro Amezcua and Professor Johan Wiklund attended a research development workshop on science-based firms in Bodo, Norway. Amezcua also attended a colloquium on business incubation and accelerators in Atlanta.

Professor Alex McKelvie attended the doctoral dissertation defense of one of his students in Jönköping, Sweden, at the Jönköping International Business School, where he received his Ph.D.

Junior marketing and advertising student Douglas Knopf ’16 spent two months studying European integration in Germany. He visited nine countries, including France, Bosnia-Herzegovina, Turkey and the Netherlands.

Students in Whitman’s online MBA program traveled to Dublin, Ireland, for a course taught by Whitman Professors Dennis Gillen and Will Geoghegan. The course included class presentations; visits to companies such as Airbnb, Deloitte, Facebook, Google and IDA Ireland; and cultural trips to historical landmarks, castles, the Guinness Storehouse and Jameson.

Adam Capozzi, assistant director of graduate recruitment and student life, and Mitch Franklin, professor of accounting practice, attended the Beta Alpha Psi conference in Atlanta.
Students in Associate Professor of Supply Chain Management Burak Kazaz’s class learn their subject by reading a book about people taking dance lessons.

The Mambo is Kazaz’s unpublished manuscript that conveys his conviction that his students should care. In The Mambo, he tells stories about young professionals attending a Friday evening dance class and sharing their problems at work and in life.

Kazaz’s methods have drawn Syracuse University’s highest teaching accolade. In 2012, he became the first Whitman faculty member to be named a Laura J. and L. Douglas Meredith Professor of Teaching Excellence. In 2011, he received the first Whitman School of Management Teaching Innovation Award.

“This professor has revolutionized the teaching of supply chain management,” wrote former Whitman Dean Melvin Stith in nominating Kazaz for the Meredith honor.

“Burak is very effective at explaining concepts and making them very easy to understand,” says Noemie Lefebvre ‘11, an appraiser at CoteImmobilière and formerly a supply chain analyst for L’Oreal. “With the help of The Mambo, he truly shows the purpose of supply chain and how to solve real problems seen in various companies.”

Kazaz says he developed The Mambo to teach supply chain management principles to undergraduates, who often see the subject as “a dry and boring topic because of its heavy mathematical content.”

According to Kazaz, who serves as executive director of Whitman’s H.H. Franklin Center for Supply Chain Management, supply chain management—the science of managing the flow of goods—is much more than math. “It can be a matter of life and death,” he says. He cites the hundreds of children who died in Afghanistan’s Charahi Qambar refugee camp in 2012 because aid workers could not get food and fuel there in time to protect them from a severely cold winter.

“While our job is to teach students the mathematics that will prevent negative consequences—for businesses, for humans—my first task in teaching is to get...
my students to care. My goal as a teacher has been to bring the human element back to the teaching of supply chain management," Kazaz says.

A native of Turkey, he came to the U.S. for his Ph.D. at Purdue University’s Krannert School of Management. He completed that degree, in management science, in 1997. He holds B.S. and M.S. degrees in industrial engineering from Middle East Technical University.

Kazaz credits his father—a “great storyteller”—for his own interest in telling stories. “Storytelling and characters are at the heart of The Mambo,” he explains. The book of nine interrelated short stories follows seven people who work in a business environment, three as consultants in the same firm. Each week one consultant assists another character in developing a solution to a problem.

“If, in supply chain management we are really solving human problems, then I believe humans should narrate this experience,” shares Kazaz. In The Mambo he skips the x’s and y’s of traditional quantitative textbooks and uses spoken English to explain the mathematical concepts.

“As a result of this approach, I find that students develop a deep understanding of the problem first,” he continues. “They then feel more at ease in carrying out the quantitative analysis because the problem is no longer so abstract.”

Ashley Williams ’12 remembers how she applied principles from Kazaz’s classroom to solving real-world problems. She and Lefebvre were among students who worked on the Rescue Mission project, run by Associate Dean and Professor of Retail Practice Amanda Nicholson. The students redesigned the supply chain for the Syracuse agency that serves the hungry and homeless and runs 14 donation centers and Thrifty Shopper stores. The project ended with the opening of 3fifteen, an eclectic thrift store in the Marshall Square Mall aimed at collegiate shoppers.

According to Williams, after examining all the donation centers, the team changed the sorting areas’ layout to decrease walking time and created a new sorting procedure. Warehouse workers were trained to pick higher value goods for the retail stores, which increased sales by more than $500,000 from the previous year.

“The team and I focused on increasing the prices of merchandise and marketing toward the collegiate consumers looking for thrifty deals, while also focusing on creating efficiency in the supply chain,” explains Williams, who now works in the sales and operations planning group at Pratt & Whitney.

Kazaz and his students have completed projects for Syracuse-area clients, such as Gaylord Brothers, a school and library furniture manufacturer, and the New York State Maple Syrup Producers Association for which Kazaz and his team helped improve packaging and distribution.

These experiences benefit both professor and student. For Gaylord, they determined sourcing policies and examined inventory decisions. “I learned so many new research problems associated with dual sourcing, risk mitigation issues, associated supplier reliability and supplier’s financial distress,” Kazaz shares. “I cherish the opportunity to learn from these projects as much as they provide real-life experiences for our students.”

This semester, projects include work for North Syracuse-based Ricelli Enterprises in production and distribution of precast concrete products and exotic food importer Reserve in creating open-source enterprise resource planning (ERP) solutions in inventory management for small grocery stores.

“For me, great teachers have more than knowledge. They have time for their students, care about their learning experience and invest in their future. That is the professor I strive to be every day.”

Teaching in a doctoral program was what initially drew Kazaz from the University of Miami to the Wharton School in 2007. In addition to undergraduate supply chain management, he teaches MBA and online MBA courses on global supply chain issues and a doctoral seminar focusing on a risk management perspective.

Kazaz admits it’s “an incredibly rigorous program” he created for his doctoral students: reading at least three papers a week and replicating all the mathematical proofs in each paper on a blackboard. Classes routinely run six hours.

Being a good mentor to doctoral students is one of Kazaz’s highest goals. He is exceedingly committed to their success.

“My wife often reminds me that our professors in graduate school never gave us the time and attention that I give my students. She’s right, but I have to be true to myself and my standards,” Kazaz shares. “For me, great teachers have more than knowledge. They have time for their students, care about their learning experience and invest in their future. That is the professor I strive to be every day.”
Karca D. Aral-Wang
Assistant Professor of Supply Chain Management
Ph.D., INSEAD

Karca D. Aral-Wang has joined Whitman as an assistant professor in the Supply Chain Management Department. Aral-Wang’s research is focused on procurement actions, sustainable procurement, sustainable supply chain management, and information acquisition. Motivated by the proliferating number of sustainability auditing agencies and the increasing concerns on sustainable procurement, she investigates the role of information acquisition and disclosure in procurement auctions. Her specialized interests in sustainable procurement will be the focus of her teaching.

Aral-Wang graduated from Bilkent University in Turkey with an M.S. in industrial engineering. She received her Ph.D. from INSEAD, one of the world’s largest international business schools, in the area of technology and operations management. She was the runner-up in the Production and Operations Management Society’s 2013 Sustainable Operations Dissertation Proposal Award.

James K. Seward
Visiting Professor of Finance
Ph.D., University of Wisconsin-Madison

Whitman is pleased to welcome James Seward as a visiting professor in the finance department. He comes to Syracuse from the Wisconsin School of Business, where he serves as an associate professor of finance, investment and banking and recently completed a 15-year appointment as founding academic director of the Nicholas Center for Corporate Finance and Investment Banking.

Seward teaches overseas at several institutions, including the International University of Japan and Helsinki School of Business and Economics, and serves as faculty dean of the Turnaround Management Association’s certification program. Previously, he taught at Dartmouth College’s Amos Tuck School and served as a senior economist at the Securities and Exchange Commission.

Seward’s research focuses on corporate restructurings, initial public offerings, the use of equity-linked securities by corporations and financial contracting. His research has been widely published in leading academic journals.

Aaron Skewes
Assistant Professor of Statistical Practice
Ph.D., University of Houston

Aaron Skewes brings to Whitman more than 15 years’ experience in medical research (bioinformatics) and the manufacturing industry, most recently as an engineer and data analyst for Corning Incorporated. He consults regularly with Fortune 500 firms in the areas of data analytics, process improvement, and measurement systems. He brings five years of experience teaching statistics, data mining and data analysis at the university level to his role as a professor in Whitman’s finance department.

After receiving his B.S. in electrical engineering and German from the University of Connecticut, Skewes earned his Ph.D. in electrical engineering from the University of Houston’s Cullen College of Engineering. He is a member of the Syracuse chapter of the Institute of Electrical and Electronics Engineers, the American Statistical Association and the American Society for Microbiology.

Lai Xu
Assistant Professor of Finance
Ph.D., Duke University

Lai Xu joins Whitman’s Finance Department with expertise in financial econometrics and asset pricing. She recently earned her Ph.D. in economics from Duke University, after receiving her B.A. in economics from Zhejiang University in China. Her research interests include stock return predictability, semi-parametric estimation for extreme events, structural model estimation, consumption asset pricing models and option valuation. Two of her papers are scheduled to be published in the *Journal of Financial and Quantitative Analysis* and *Journal of Econometrics*.

Xu has been involved in many international finance conferences, including the American Finance Association, Financial Management Association, China International Conference in Finance and National Bureau of Economic Research Time Series Conference. Her research earned the best paper award at the China International Conference in Finance in 2011 as well as the Bass Fellowship at Duke University.
Will Geoghegan has been named as assistant professor in Whitman’s Management Department where he has been teaching for the past four years as a visiting professor. During this time, Geoghegan has taught classes in strategic management at both the undergraduate and graduate level.

Previously, Geoghegan worked as a lecturer at the National University of Ireland, Galway (NUIG) and as a postdoctoral researcher at the University of Massachusetts, Lowell.

He earned his undergraduate, masters and Ph.D. degrees from NUIG. His Ph.D. predominantly focused on the development of innovative capabilities in university-industry collaborations.

Geoghegan’s research interests include university-industry technology transfer, innovation systems and innovative capabilities. His research has appeared in *Research Policy, Science and Public Policy, Prometheus,* and the *International Journal of Technology Management,* among others.

John Park has welcomed John Park to the Supply Chain Management Department as a visiting professor. Park returns to Whitman after earning his Ph.D. in supply chain management at the School in 2012.

Before returning to the Whitman, Park was an assistant professor at Malaysia Institute for Supply Chain Innovation, which was established in 2011 as a joint initiative between the Massachusetts Institute of Technology (MIT) and the government of Malaysia.

Park’s research interests are in risk management, supply chain finance, humanitarian logistics and stochastic models in operations management. Currently, he is teaching a new course, supply chain finance, making Whitman one of only three schools in the country to offer this course. Park earned his M.A. from SU’s Maxwell School and his B.A. from Ajou University, Suwon, Republic of Korea.

Kenneth Walsleben has been named an assistant professor of entrepreneurial practice. Walsleben had served as an adjunct professor in Whitman’s Entrepreneurship and Emerging Enterprises (EEE) Department for the past five years. He has taught the undergraduate capstone course six times and was awarded the EEE Department Chair Citation for Entrepreneurial Excellence.

Walsleben has served as principal of The Hamilton Group since he founded the firm in 1994. The Hamilton Group specializes in receivables factoring for emerging enterprises and has achieved substantial revenues and provided funding to hundreds of entrepreneurial firms.

Walsleben, who earned his B.A. in economics from Syracuse University, has been quoted in *The New York Times* offering insights into nontraditional funding alternatives for small businesses. He has also advised the counsel for the Small Business Committee of the U.S. House of Representatives.

Zhengping Wu has been named an associate professor in the Supply Chain Management Department. Prior to Whitman, Wu served as a professor at the Lee Kong Chian School of Business of Singapore Management University (SMU). During his time at SMU, Wu received the Dean’s Teaching Honor recognition every semester he taught. He was also nominated for the 2013 SMU Excellent Teacher Award.

Wu received his Ph.D. in operations management from Purdue University’s Krannert School of Management. His research interests include supply chain coordination and contracting, operations and marketing interfaces, pricing, and inventory management. His research work has appeared in various publications, including *Management Science, Manufacturing & Service Operations Management, Production and Operations Management, Operations Research Letters,* and the *European Journal of Operational Research.*
YILDIRIM NAMED REAL ESTATE CHAIR AND DIRECTOR OF KUHN REAL ESTATE CENTER

Professor Yildiray Yildirim has been named the Michael Falcone chair in real estate and director of the James D. Kuhn Real Estate Center. Previously, Yildirim chaired the Whitman Finance Department and was instrumental in the establishment of the School’s real estate program in 2009. Yildirim received his Ph.D. in statistics from Cornell University and has served as a visiting scholar at Princeton University, Borsa Istanbul and the U.S. Treasury Department’s Office of Comptroller of the Currency. His research focuses on credit risk and rating (theoretical and empirical), structured finance, real estate in particular securitization and commercial leasing. Recently, he received a research grant from JPMorgan Chase on commercial mortgage origination and tenant risk.


SHUKLA APPOINTED TO CHAIR FINANCE DEPARTMENT

Whitman Dean Ken Kavajecz has announced the appointment of Ravi Shukla as chair of the Finance Department. Shukla, a Whitman teaching fellow and former associate dean of graduate programs, has achieved many accolades including the Dean’s Citation for Excellence in Teaching in 1998, the MBA Student Association Outstanding Faculty award in 1998, 2002 and 2003, Beta Gamma Sigma Faculty Member of the Year in 2001 and the Oberwager Prize in 2002.

Shukla, who received his Ph.D. in finance from State University of New York at Buffalo, teaches undergraduate and graduate courses at Whitman and in SU Abroad programs in Singapore and London. His research topics include investments, assets pricing, mutual funds, corporate finance, banking, capital markets and securities prices. His work has been cited in various publications, including the Washington Post, and his research published in the Journal of Economics and Business, Financial Analysts Journal, Review of Quantitative Finance and Accounting, Financial Markets, Institutions and Instruments and Journal of Finance.

BALASUBRAMANIAN AND FAY RECOGNIZED AS WHITMAN RESEARCH FELLOWS

Natarajan Balasubramanian, associate professor of management at Whitman, received the Kauffman Junior Faculty Fellowship in Entrepreneurship Research from the Ewing Marion Kauffman Foundation in 2012. His research topics include industry competition, strategic decisions, strategic management, mergers and acquisitions and firm innovation. Balasubramanian, who received his doctorate from the Anderson School of Management at the University of California, Los Angeles, serves on the editorial board for the Journal of Management and his work has been published in Management Science, Strategic Management Journal.

Scott Fay, associate professor of marketing and director of the integrated core at Whitman, is a two-time recipient of the Meritorious Service Award from Management Science. His research topics include price competition, reverse auctions, e-commerce, retail strategy and the economics of information and industrial organization. Fay, who earned his Ph.D. in economics from the University of Michigan, has been published in Management Science, Marketing Science, Journal of Business Research, International Journal of Research in Marketing and Journal of Interactive Marketing. He currently serves on the editorial board for Marketing Science.
Amber Anand, associate professor of finance, has been awarded the Haydon Family fellowship, which was endowed by Syracuse University alumnus Richard Haydon ’66 (A&S). Prior to this recognition, Anand received the School of Management Award for Excellence in Teaching in 2003 and the Oberwager award for undergraduate student mentoring in 2005. He earned his doctorate from Baruch College at the City University of New York and served a year-long appointment as a visiting academic scholar at the U.S. Securities and Exchange Commission.


Associated Professor of Finance Anna Chernobai teaches in the undergraduate, MBA and Ph.D. programs at Whitman. She has received multiple awards including the university-wide Meredith Teaching Recognition Award, the JPMorgan Chase Faculty Research Fellow and the Guttag Junior Faculty Award. Chernobai earned her Ph.D. in statistics and finance from the University of California at Santa Barbara. Her research has been featured in leading academic journals, and she has authored a book on operational risk and a number of chapters in textbooks. Currently, Chernobai serves as associate editor of Advances in Quantitative Analysis of Finance and Accounting and The Journal of Operational Risk.

Joseph Warburton, associate professor of finance at Whitman and associate professor of law at SU Law, earned his Ph.D. in finance from the Ross School of Business at the University of Michigan and J.D. from the University of Michigan Law School. He received a grant for the study of government bailout policies from the John Templeton Foundation and his presented research at the Stanford-Yale Junior Faculty Forum and American Finance Association 2014 Annual Meeting. His research has been published in the Journal of Banking and Finance, Journal of Empirical Legal Studies and Journal of International Financial Markets, Institutions & Money.

Associate Professor of Finance David Weinbaum was recently selected for the Harris Fellowship in Finance, a recognition made possible by Whitman alumnus Charles Harris ’70. Weinbaum, who has received Whitman curriculum innovation grants, earned his Ph.D. in finance from the Leonard N. Stern School of Business at New York University, where he would later teach. He is also a former member of the faculty of S.C. Johnson Graduate School of Management at Cornell University.

Weinbaum is actively engaged at Whitman, serving as a member of both the Promotion and Tenure Committee and the Whitman Doctoral Board as well as coordinator of the finance Ph.D. program and organizer of the finance seminar series. His research centers on investments, derivatives, asset pricing, mutual funds and corporate governance. His work has been cited in Financial Times, U.S. News and World Report and the Wall Street Journal and his research published in Journal of Finance, Journal of Financial and Quantitative Analysis, Journal of Banking and Finance, and Journal of Economic Dynamics and Control.
2014 JONATHAN J. HOLTZ ALUMNUS OF THE YEAR CEREMONY AWARDS:

- **Whitman Faculty Research Award:** Alex McKelvie, Chair, Department of Entrepreneurship and Emerging Enterprises
- **Oberwager Award:** Ray Wimer, Professor of Retail Practice
- **Whitman Faculty Teaching Award:** Ravi Shukla, Chair, Department of Finance
- **Oberwager Award:** S.P. Raj, Distinguished Professor of Marketing
- **Whitman Faculty Citation:** Susan Smith, Professor of Marketing
- **Guttag Junior Faculty Award:** Denis Grégoire, Assistant Professor of Entrepreneurship
Catherine Maritan, associate professor of management, has been invited to direct the Strategy Research Foundation (SRF) Dissertation Grant Program.

Yildiray Yildirim, real estate chair and director of the Kuhn Real Estate Center, is serving on the program committee of the 2014 American Real Estate and Urban Economics Association Conference. He was also a member of the organizing committee of the 2013 Borsa Istanbul Finance and Economics Conference (BIFEC).

Natarajan Balasubramanian, associate professor of management; Tom Lumpkin, the Chris J. Witting Chair in Entrepreneurship, and Johan Wiklund, professor of entrepreneurship, were presenters at the 2014 Academy of Management Meeting.

Todd Moss, assistant professor of entrepreneurship and faculty director of the Sustainable Enterprise Partnership, received the Academy of Management’s Carolyn Dexter Award, an all-Academy award given to the best paper internationalizing the Academy. His paper, “Competition vs. Cooperation: Motivating Groups in Base-of-the-Pyramid Markets,” (with G. Kistruck, R. Lount, B. Smith and B. Bergman), was selected from among the best papers nominated by 22 Academy of Management division program chairs.

FACULTY IN THE MEDIA

Whitman Associate Dean for Master’s Programs Don Harter was featured in a U.S. News and World Report online article on quantitative classes in MBA programs.

Yildiray Yildirim, the Falcone chair in real estate, was quoted in the Syracuse Post Standard in an article on the residential building boom in the city’s downtown area.

Alejandro Amezcua, assistant professor of entrepreneurship, recently was quoted in an article in the Houston Chronicle, which described a new business "accelerator" designed to propel medical innovation into industry. Amezcua was also quoted in a wired.com article about the business incubator Y Combinator and in a feature on Hispanic entrepreneurs on wallethub.com.

Associate Dean of Undergraduate Programs and Professor of Retail Practice Amanda Nicholson was featured on WSYR-TV NewsChannel 9 in a segment on the opening of a new Costco in Syracuse and why new stores create buzz and a ripple effect on the economy.

Professor of Finance Roger Koppl’s talk, “From Crisis to Confidence – Macro-economics after the Crash,” at the Institute of Economic Affairs in London received coverage in COOConnect, a financial news site and peer group network. His research was also mentioned by British Parliament Member Steve Baker at a Parliament Treasury Select Committee hearing and cited in commentary posted to Cato.org, the website of the Cato Institute, a leading public policy research organization.

Niederhoff finds that the supplier will raise the price on a generous retailer or lower the price to a spiteful retailer to maintain the usual order quantity at an altered profit allocation. Only when the retailer’s ideal allocation to the supplier is above a threshold can the retailer’s fairness concern improve the system efficiency, and even then only for sufficiently high demand uncertainty.


Weinbaum’s research shows that investors care about both jump and volatility risk: they treat these risks as separate and both carry large premia.


Easton finds the proposed model, which is guided by service completion estimates based on the convolution of attendance and demand, recommends solutions that use an average of 69 percent more cross-trained workers but 10 percent fewer specialists than the conventional solutions to the same problems, while yielding an average of 2.4 percent more profit.


McKelvie and Haynie show that entrepreneurs exhibit tendencies and symptoms that are similar to those seen in other behavioral addictions like gambling and internet usage.


Liang’s research suggests that fair value reporting model enhances analysts’ ability to forecast the balance sheet, but the full fair value model reduces their ability to forecast net income.

Randy Elder’s paper, “Field Data on Accounting Error Rates and Audit Sampling” (with Durney, M. and Glover, S.), was accepted for publication in *Auditing: A Journal of Practice & Theory*, forthcoming.

Maria Minniti, the Bantle chair in entrepreneurship and public policy, had a paper, “Aging and Entrepreneurial Preferences” (with Kautonen, T. and Down, S.), published in *Small Business Economics Journal*, April 2013.

Kyu Lee, professor of marketing, and Hwan Chung ’08 Ph.D. have their paper, “Does Channel Decentralization Lead to Low Quality Product Lines?” forthcoming in *European Journal of Marketing*.

Todd Moss, assistant professor of entrepreneurship, has his paper, “The effect of virtuous and entrepreneurial orientations on microfinance lending and repayment: A signaling theory perspective, accepted for publication in *Entrepreneurship Theory and Practice* (with Donald Neubaum and Moriah Meyskens).


Scott Fay, associate professor of marketing, and Seung Hwan Lee, Ph.D. student in marketing, have their paper, “The Role of Customer Expectations in Name-Your-Own-Price,” accepted for publication in *Journal of Business Research*.

The Chris J. Witting Chair in Entrepreneurship Tom Lumpkin’s textbook (with Sorenson, R. L.; Yu, A. and Brigham, K. H.) *The Landscape of Family Business* was brought to print by Edward Elgar Publishing in August 2013.


Professor of Finance Roger Koppl’s monograph, titled *Crisis to Confidence: Macroeconomics after the Crash*, was published by the Institute of Economic Affairs Group in August 2014.
Integrating Sustainability into the Business Enterprise
By Todd Moss, Assistant Professor of Entrepreneurship and Faculty Director, Sustainable Enterprise Partnership

What does sustainability mean to your business? Do you view sustainability as a means to improving your bottom line or as a necessary cost of doing business in today’s marketplace? In a 2013 report, MIT’s Sloan Management Review stated that 91 percent of executives and managers believe sustainability-driven strategies are or soon will be needed to be competitive. The reasons provided touch nearly every aspect of the value chain from cost and waste reductions, to improved perceptions of management capability, to more innovative products, processes and business models. It is becoming increasingly clear that improving social and environmental sustainability can add to the economic bottom line.

Just what is sustainability and what are some concrete ways in which it is benefitting business? In 1987, the United Nations-commissioned Brundtland Report defined sustainability as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” We are beginning to see a number of ways in which this idea of sustainability is impacting business for good on a number of fronts. In this issue of Whitman magazine, I focus on just two.

First, organizations that recognize and account for the benefits of ecosystem services find that nature can do some things much more cost-effectively than man-made solutions. Ecosystems consist of plants, animals, microbes and physical environmental features that interact with one another, while ecosystem services are the benefits that people obtain from the interactions produced within an ecosystem.

As a case in point, consider the NYC water supply in the early 1990s. Water from the Catskill-Delaware river system, which supplies NYC over one billion gallons of clean water a day, was becoming increasingly contaminated. One option was to build a water treatment plant, while a second option was to provide incentives to upstream farmers to adopt improved agricultural practices. After a number of town-hall style meetings with stakeholder groups, NYC’s department of water and sewer realized that by using natural processes, the city could ensure a pure water supply at 12 percent of the annual cost of a water treatment plant with no capital expenditures.

Additionally, systems analysis tools like life cycle assessments (LCA) and closed-loop production processes provide organizations with unique perspectives on cost effectiveness and revenue enhancement. The purpose of LCA is to determine the full range of environmental and societal impacts assignable to a product or service through its entire life cycle, including raw material extraction and processing, manufacturing, distribution, use and disposal, or reuse.

Consider the household appliance and yard furniture industries in which stainless steel is a sign of up-scale sophistication. Not only are customers willing to pay a premium price for stainless appliances, in some cases, using stainless steel can actually be a lower-cost alternative. Analyses using LCA in these industries has shown that a large portion of capital expenditure and manufacturing expense occurs in the paint booth. With stainless steel, firms do not need to account for expensive emissions scrubbers (and the accompanying regulatory compliance costs), painting hardware and enamel baking ovens that require additional materials and energy.

These and other tools and techniques to improve the sustainability of organizations and their products and services are just a part of what graduate students in the Whitman’s Certificate of Advanced Study in Sustainable Enterprise program (CASSE) are learning. Sponsored by the Sustainable Enterprise Partnership (SEP), the CASSE program is open to any graduate student from SU and SUNY-ESF. Students in CASSE courses learn from a cross-functional team of faculty as well as from their peers from other colleges across campus, acquiring a unique perspective that provides employers with a competitive advantage in the marketplace. For more information about the CASSE program and the SEP, please visit www.partnersforsustainability.org.
A sampling of Whitman guests and speakers:

The EEE department recently hosted several prominent guests who shared business experiences and insight with students. Bob Dorf, author, serial entrepreneur and customer development expert, presented on startups. After his lecture, Dorf generously met one-on-one with student entrepreneurs in the Couri Hatchery. Jake Duneier ’10 director of business development at Clyde Duneier Inc. and Whitman’s 2014 Young Alumnus of the Year, met with students from the Family Business Club.

Jack Healey ’80 CPA/CFF, CFE, partner, Genesis Management, LLC, presented on fraud investigations to Professor Joyce Zadzilka’s principles of fraud exam class.

Scott Davis, executive vice president and chief concept and innovation officer of Panera Bread, presented to Professor Linda Cushman’s visual merchandising and store planning class.

Two executives from Ross Stores, Meg Newhouse, senior vice president for kids, and Adam Nemeth, senior director of planning for kids, spoke in Professor Linda Cushman’s buying and planning class in the spring to discuss the Ross case study the students had completed during the semester.

Lisha H. Adams, assistant deputy chief of staff, G-3/4 for logistics integration in Army Material Command, delivered the keynote speech at the Logtech program’s May graduation.

The Defense Comptrollership Program welcomed several speakers this summer. Jay Aronowitz, G-1 assistant deputy secretary of the Army, spoke on manpower and personnel management; James Watkins, deputy assistant secretary for financial operations, presented on audit readiness; Lt. Col. Michael Kubala, former department chair of Syracuse’s military science program, presented on fiscal law; and Don Tison, G-8 assistant deputy chief of staff, spoke on Army G-8 perspectives.

Joseph Bentz ’97 MBA, principal deputy auditor general (U.S. Army Audit Agency) and Col. Kenneth Hubbard ’01 MBA, director for Army Budget Operations and Support, spoke at the Defense Comptrollership Program’s summer awards ceremony. Robert Speer, acting assistant secretary of the Army for financial management and comptroller, served as the keynote speaker for the program’s 2014 graduation ceremony in August.

This fall, Whitman welcomed a number of business professionals for panel discussions as a part of Career Madness. Cory Notrica ’91, director of integrated audits at PepsiCo, and Julie Bazan, assistant vice president at Manning & Napier Advisors, spoke to students as part of the management panel. The real estate management panel included Mark Bethmann ’82, CEO of Bell Tenant Champions, and Joe Hucko, founder and president of Washington St. Partners. Representatives from Macy’s, ALDI, and Mohawk Global Logistics participated in the supply chain management panel. The retail management panel, moderated by Professor Linda Cushman, was led by representatives from JCPenney, Bloomingdale’s, TJX Companies, and Ross Stores. The accounting panel was made up of professionals from McGladrey, Anchin, Block & Anchin; Bowers and Company; PricewaterhouseCoopers; Morgan Stanley; KPMG; EisnerAmper; Carestream Health; Deloitte; and Ernst & Young.
A Sampling of Events & Activities at Whitman

MONDAY, JANUARY 12
→ First Day of Spring Classes
To view SU’s full academic calendar, visit www.syr.edu/registrar/acadcalendars/index.html

WEDNESDAY, FEBRUARY 4
→ Spring Career Madness/Career Fair Week
The Whitman Career Center actively promotes the School to global employers and offers venues to these employers for the recruitment of Whitman students. Contact Angela Petrucco at apetrucc@syr.edu or 315-443-4140.

TUESDAY, APRIL 21
→ WISE Symposium
The annual WISE Symposium draws more than 1,000 aspiring and existing entrepreneurs to Syracuse to learn how to start and grow their dreams into reality.

SATURDAY, MAY 10 & SUNDAY, MAY 11
→ 2015 Commencement Weekend
Get all of the latest commencement information, announcements, reminders and more by following the SU Commencement Facebook page (facebook.com/sucommencement) and the Syracuse U Twitter account (twitter.com/syracuseu).
STUDENT SCHOLARSHIP SUCCESS

Students come to Whitman with big dreams, and you can help make those dreams happen. As Whitman alumni, you understand the importance of giving back and helping the next generation. Without the benefits of your financial support, mentoring and lending of expertise, we can’t provide our students the best experience. So, thank you for all that you continue to do to help make a difference in the lives of our students.

whitman.syr.edu/giveback

EXPERIENCE ESSENTIAL

Practically Preparing the Next Generation of Business Leaders

FALL 2014