Women of Whitman
Whitman’s female graduates and supporters offer advice for future alumnae.

A Creative Mind
Valerie Miller Vargas ’94 BS, vice president of advertising at AT&T, achieves success by combining her education in business, law and the performing arts.

Meyer’s Legacy
Marion Meyer, Whitman’s first female assistant dean, reflects on almost 30 years of advising students.

ON THE COVER
Whitman students Ishita Bhattacharjee ’13 MBA, Laura Brichkie ’12 MSA; Laura Cawley ’12 BS, ’12 BA (A&S); Oriana Fuentes ’12 BS; Kelly Geer ’12 BS; Sarah Green ’11 BS,’12 MS; Lynne Howard ’15 BS; Gwen-Phuong Le ’13 BS; Lara Marto ’13 MBA; Leen Nsouli ’12 MBA; Deanna O’Keefe ’14 BS; Asel Otunchieva ’13 MBA; Hillary Tucker ’14 BS and Tatiana Turner ’15 BS.
(Photo by Douglas Lloyd)

ON THE BACK COVER
Colleen Arnold ’81 MBA, Lois Whitman, Ashley Williams ’12 BS, Pamela Brandes, associate professor of management at Whitman, and Hessah Al-Ojayan ’12 PhD

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Over the course of my more than two decades leading business schools, I’ve witnessed the much-needed transformation of corporate America—more women, like our own Colleen Arnold ’81 MBA, a senior vice president at IBM, hold high-level positions leading this nation’s top companies. The Whitman School of Management takes great pride in preparing all our students to excel and we make a conscious effort to ensure our school is inclusive and welcoming to female students. In 2011, almost 44 percent of our undergraduates were women and 57 percent of master’s students were women. And in the MBA program, 46 percent of the students were women—the highest percentage in the 63-year history of Whitman’s MBA program.

In this issue of Whitman magazine, we celebrate women like pioneer Marion Meyer ’54 MS (EDU), our school’s first female assistant dean, and future trailblazers like Hessah Al-Ojayan ’12 PhD, who will be only the second woman to be a professor of finance at Kuwait University. You’ll also find inspiration and career advice from some of our Whitman alumnae, including Lisa M. Halper ’92 BS and Joanne M. Hill ’76 MBA, ’78 PhD.

In these pages, you’ll learn more about our talented female faculty members, including Pamela Brandes and Elet Callahan, who now teach classes and conduct research across many of the school’s disciplines. Roughly 33 percent of Whitman’s faculty members are women—exceeding the national average of 29 percent.

Meanwhile, the Whitman School is thrilled to recognize Scott Webster, the Steven Becker Professor of Supply Chain Management, who received the 2012 Chancellor’s Citation for Excellence award, and Burak Kazaz, associate professor of supply chain management, who was named a Meredith Professor. Their achievements are a testament to the exemplary work of our Whitman faculty.

As a member of the Whitman family, I invite you to continue to seek out the many opportunities we have for you to stay connected with students, faculty and your fellow alumni. And let us know what you are doing—we enjoy boasting about our alumni’s latest accomplishments. From mentoring students to visiting classrooms, as always, we thank you for making Whitman a better place.

Dean Melvin T. Stith
The Whitman School of Management’s alumni, corporate sponsors, faculty and students honored the contributions and support of the school’s namesake—Martin J. Whitman—during its annual Whitman Day celebration on April 4.

Martin J. Whitman ’49 BS kicked off the event by participating in “A Conversation about Value Investing,” a panel discussion sponsored by the Whitman Alumni Club of Central New York and Wells Fargo Advisors. J. Daniel Pluff ’82 (NEW), senior vice president at Morgan Stanley Smith Barney, moderated the panel, which also included Fernando Diz, the Martin J. Whitman Professor of Finance and director of the Ballentine Investment Institute at the Whitman School, and Timothy A. Fortner, senior vice president and Upstate New York complex manager for Wells Fargo Advisors. Martin J. Whitman attended the day’s events with his wife, Lois Whitman.

Whitman Dean Melvin T. Stith thanked Martin J. Whitman for his invaluable insight on business and his continual support of the school’s programs and students.

“Marty, we are honored that the Whitman School carries your name,” Stith said during his opening remarks.

Hugh Johnston ’83 BS, chief financial officer of PepsiCo, delivered this year’s keynote address in Lender Auditorium. To prove that he still bleeds SU orange in addition to Pepsi blue, Johnston proudly showed attendees a picture of his orange jeep. Johnston is a member of the Whitman Advisory Council and his son, Patrick, is a Whitman freshman.

Johnston, who started at PepsiCo at age 25, advised Whitman students to start their careers with stable companies that have the ability to adapt and perform, rather than chasing the “next hot thing.” It’s through acquisitions like Gatorade and innovations like the new Pepsi Next that PepsiCo continues to succeed, he said.

Johnston has assumed a number of positions at PepsiCo—from senior vice president of mergers and acquisitions to executive vice president of global operations. He was named one of the Top 100 Most Influential People in Finance by Treasury & Risk in 2011.

Students should view their corporate careers as a journey, Johnston said, so finding a company that supports and helps their employees grow is vital. He encouraged students to find opportunities with companies that offer apprenticeships, mentorships and training.

“Because once you leave school, the learning doesn’t stop; in fact in many ways the learning changes and accelerates,” he said.

Consider companies that offer a variety of experiences, Johnston said, especially international ones because of the way the business world is globalizing today. Finally, he said, Whitman graduates should follow their passion.

“If you chase dollars and don’t chase your passion, you’ll be bored; you probably won’t perform that well, and you’ll probably fall short on most of your goals,” he said.

Following Johnston’s address, the James D. Kuhn Real Estate Center hosted Real Estate Day, featuring a panel discussion about recent trends in the fast-changing real estate market. James D. Kuhn ’70 BS, ’72 MBA, president of Newmark Knight Frank, made a generous donation to the Whitman School to inaugurate the Real Estate Center in 2006. Joining Kuhn on the panel was Edward Pattinella ’76 MBA, president and CEO of Home Properties, and Hal Fetner ’83 BS, president and CEO of Durst Fetner Residential.

“...
Veterans’ Entrepreneurship Programs Reach New Heights

From ringing the closing bell at the New York Stock Exchange to hosting conferences in Orlando, Fla., the portfolio of veteran entrepreneurship programs grabbed headlines this past year. The programs, founded at the Whitman School of Management and now operating under the auspices of SU’s Institute for Veterans and Military Families, continue to offer small business training and support to our nation’s veterans and military families.

**Entrepreneurship Bootcamp for Veterans with Disabilities (EBV)**
- More than 130 graduates of the EBV Consortium universities attended the inaugural EBV National Conference at Walt Disney Resorts in Orlando in October.
- EBV program graduate John Raftery (SU-2007) joined First Lady Michelle Obama as her guest during President Obama’s Joint Address to Congress in September.
- The Cornell University School of Hotel Administration joined the EBV Consortium. Cornell will serve as the first specialty training school for applicants who want to launch and grow a business in the hospitality or real estate industry.
- Representatives and graduates of the EBV, EBV Foundation and corporate sponsors PepsiCo, Walmart and Humana visited the New York Stock Exchange in January.

**Entrepreneurship Bootcamp for Veterans’ Families (EBV-F)**
- EBV-F welcomed 17 participants to its second annual program at Whitman in November.

**Veteran Women Igniting the Spirit of Entrepreneurship (V-WISE)**

In addition, the veterans entrepreneurship programs were cited in a report by the Interagency Task Force on Veterans Small Business Development, created by President Obama. The programs were identified as model programs and best practices to help veterans start and grow businesses.
Top Executives Join Management Department Advisory Board

The Management Department at the Whitman School of Management has established its first advisory board.

The Management Department Advisory Board represents the next phase in the steady growth of the management discipline at the Whitman School. Since 2004, the department has almost doubled its faculty from seven to 13. Many management professors are published in top academic journals and eight professors have earned teaching awards.

More than 120 students majored in management in 2011–2012—just three years after Whitman established the new undergraduate major. Because management courses complement numerous disciplines—from advertising to finance—many management students are double majors.

And in 2011, Bloomberg Businessweek ranked Whitman’s undergraduate strategic management program 22nd in the nation.

“The goal of the management department is to continue making Whitman a leader in management education and research,” says Dennis J. Gillen, associate professor of management and chair of the management department. “We are pleased to have a diverse and dynamic group of management professionals on the advisory board.”

The Management Department Advisory Board hopes to build on the department’s momentum by becoming a vital resource for faculty members and students.

Members of the Inaugural Management Department Advisory Board are:

- Jason Singer ’99 BS, asset management, Goldman Sachs
- Kristopher Scholl ’08 MBA, director of supply planning and performance management, Anheuser-Busch InBev
- Art Grant, owner and president, Cadaret Grant
- Britta Riede Harrison ’02 MBA, senior manager, Accenture Technology Consulting
- Scott Davis, senior vice president and chief concept officer, Panera Bread

Singer and Scholl will serve as the advisory board’s co-chairmen. The board, which met for the first time in January, may have a total of 12 members.

The board will review the curriculum for the management major and provide suggestions for possible changes. Board members also will provide feedback on faculty research projects. Additionally, the board members will share their vast experience and knowledge with students.

Singer says that board members will determine how to infuse their experiences in the field into the undergraduate curriculum. For example, Singer defines his work at Goldman Sachs as a global business. So he believes that it’s essential for students to be exposed to foreign cultures and languages.

“The advisory board will marry the academic side with the practical side of business,” says Singer.

New Whitman Program Aims to Infuse Liberal Learning into Business Education

The Whitman School of Management is developing a multi-year undergraduate program that links liberal learning to business education.

Sustainability will be the integrative theme of the program and students who successfully complete it will be designated as Whitman Sustainable Enterprise Fellows. As a member of the newly created Aspen Undergraduate Business Consortium, the Whitman School had to identify a campus-based project that would integrate liberal learning and business education. Whitman is one of a select group of 30 undergraduate business schools invited to work on this effort.

“Participation in the consortium will provide Whitman with a unique opportunity to become familiar with strategies to integrate liberal learning dimensions in our undergraduate students’ experience.”

Elet Callahan
PROFESSOR OF LAW AND PUBLIC POLICY

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Thinking, multiple framing and practical reasoning—into Whitman’s curriculum will benefit students intellectually and practically.

To become a Whitman Sustainable Enterprise Fellow, students will take three one-credit seminars dedicated to integrating liberal learning with business concepts. Students also must make sure that several of the elective courses they choose to satisfy non-management course requirements for a bachelor of science degree, such as analytical and quantitative skills and behavior studies, have sustainability-related content. A three-credit course, “Managing Sustainability,” will be completed in the senior year. The program, still in development, will begin accepting students in fall 2012.

The Aspen Institute Business and Society Program launched the consortium in March during an event held at the George Washington University School of Business in Washington, D.C. The Aspen Institute Business and Society Program provides executives and educators opportunities to examine new routes to business sustainability and values-based leadership.

The book “Rethinking Undergraduate Business Education” will be the foundation for the consortium’s work. The book emphasizes that undergraduate business education should develop students’ abilities “to integrate business knowledge and skills with a broad understanding of the world and our times so as to be able to participate in the larger social world, as business professionals but also as citizens and as persons.”
Melvin and Patricia Stith Endow New Fund to Assist Graduate Students

Doctoral candidates often are master researchers. But they also must be financial experts—identifying adequate resources to fund their research projects and travel to professional conferences.

Melvin T. Stith ’73 MBA, ’78 PhD, dean of the Whitman School of Management, and his wife Patricia L. Stith ’77 MS (EDU), assistant provost at Syracuse University, hope to help ease the financial burden for some doctoral students with their newly endowed Stith Graduate Student Fund.

Starting this fall, the fund will provide full-time African American, Hispanic and Native American doctoral students at SU with financial support for those academic necessities that may not be fully funded by a scholarship or by their schools. On a case-by-case basis, underrepresented minority graduate students—primarily those seeking their PhDs—will receive financial assistance to help pay for the professional activities often associated with earning a degree, such as academic research, data gathering, database purchases and travel to academic conferences.

“The Stith Graduate Student Fund is an extension of the lifelong commitment Mel and Patricia have made to help minority students pursue graduate degrees,” says Randy Elder, senior associate dean and professor of accounting at the Whitman School.

Patricia Stith, who founded and advises SU’s Minority Graduate Student Orientation Program (MGSOP), says funding often falls short when students are seeking money to cover conference costs or research efforts.

“I see this as an opportunity to help students avail themselves to opportunities that will enhance their academic studies and eventually lead them to secure employment,” she says, adding that preference is being given to underrepresented minority students because they are more likely to lack additional resources than their counterparts representing other racial and ethnic groups.

The ancillary costs related to earning a doctoral degree can mount up and while SU supports its PhD students, resources have their limits, explains political science student Keneshia Grant ’13 PhD (MAX).

“It’s motivating to know that the Stiths have used their own resources to help us,” Grant adds.

Melvin Stith also sees the new graduate student fund as another tool to attract more students of color to earn their PhDs at SU. Stith was inducted in the PhD Project’s Hall of Fame last year for the positive influence he has had on the project’s network of minority business doctoral students and faculty. The PhD Project believes that a more diverse faculty encourages more minorities to pursue business degrees, thereby increasing the pool of minority applicants for corporate positions.

And Stith knows the power of a PhD first hand. In 1977, Stith became only the second African American to earn a doctoral degree from the Whitman School. In 2005, Stith was the first African American to be named dean of the Whitman School.

“Syracuse University has been a very good place for us,” he emphasizes. “Patricia and I just wanted to establish a small legacy to demonstrate that we are thankful.”

Melvin T. Stith, dean of the Whitman School of Management, and his wife, Patricia L. Stith, assistant provost at Syracuse University, speak with members of the Minority Graduate Student Orientation Program (MGSOP).
“When you get into a role, find a way to distinguish yourself, find opportunities that will take advantage of your skill set that people might not be paying attention to and that will help your career immensely.”

David Aquino ’93 BS, vice president of operations strategy, planning and performance management, Houghton Mifflin Harcourt

“At an operating level, politics play a significant role especially in the emerging countries. So understanding that interplay between politics and business in every country is extremely crucial.”

Raj Jain, president, Walmart India, CEO and managing director, Bharti Walmart India

“Brand and identity and pride are the strongest and most powerful things any organization has and any company has. They have power, but they also have peril, because you can lose your way.”

Nicholas T. Pinchuk, chairman, president and CEO, Snap-on

“You need to understand why something is done before you can come up with good ways to try and change it.”

Patrick Hackett ’84 BS, director of international supply chain, Bed Bath & Beyond

“The training of your strategic thinking process that matters more than the content of the education itself. Luck always befalls the prepared mind.”

Wenge Fu, CEO, West Hope Group

Mike Bartikoski, vice president of global manufacturing alliances, The Hershey Company

Michael Blackshear ’91 BS, senior vice president, government affairs and regulatory compliance officer, Marsh, USA

Chantal Campbell-Goutcher ’94 BS, director of merchandise design and analysis, CSX Corporation

Robert L. D’Avanzo ’88 BS, senior partner, Accenture

Roque D. Dameo ’57 BS, president, Dameo Trucking

Lee Goldberg ’06 BS, president and co-founder, Vector Media Group

Henry Goodman ’86 BS, managing director, Credit Suisse First Boston

Colleen Arnold ’81 MBA, senior vice president, application management services, IBM

Nancy Jenkins-Kennedy ’77 BS, director worldwide service parts operations, IBM

Ted Kapnek ’81 BS, president, APEX Mortgage Corporation

Wendy Kapnek ’82 (NEW), owner, Kapnek Communications

Ronald Wasserstein, executive director, American Statistical Association

Melanie Littlejohn ’97 MBA, regional executive director, National Grid

Nathan Marafioti ’02 MBA, senior brand manager, Reckitt-Benckiser

Jeff Zell ’77 BS, president and CEO, JM Zell Partners

SEEN & HEARD AT WHITMAN
A Sampling of Guests & Speakers on Campus

David Levy ’84 BS, president of sales, distribution and sports, Turner Broadcasting System

Ted Kapnek ’81 BS, president, APEX Mortgage Corporation

Wendy Kapnek ’82 (NEW), owner, Kapnek Communications

Suzanne Watson ’96 BS, senior vice president global sales and marketing, GoPro

Watson

Ronald Wasserstein, executive director, American Statistical Association

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Wenge Fu, CEO, West Hope Group
“There are a variety of facets—demeanors, backgrounds and experiences—that each individual from Whitman brings on board.”

Jennifer Dick ’09 MBA
AFLAC (right)

CAREER QUEST 2012

The Whitman Career Center hosted programming for all majors in advance of the competitive job recruiting season.

In January, the career center hosted “Career Madness” to help students refine résumés, learn networking tips and gain advice from a variety of business professionals. With more than 250 students and 40 corporate representatives participating, the event was sponsored by Morgan Stanley, Deloitte, Ernst & Young, Grant Thornton, JPMorgan Chase, PwC, Rothstein Kass, Dick’s Sporting Goods, KPMG, Manning & Napier, Macy’s and Ross Stores.

Armed with revised résumés and new networking knowledge, more than 450 students attended Whitman’s career fairs in February. Representatives from more than 70 companies came to campus to network and recruit students.

“We believe that Whitman students are among the most sought-after business graduates in the nation,” says Angela B. Petrucco, assistant dean for career services at Whitman. “The dedicated alumni who return to Syracuse annually to recruit for their firms are a testament to the quality of our graduates.”
WISE Celebrates 10 Years of Excellence

The Women Igniting the Spirit of Entrepreneurship (WISE) Symposium celebrated its 10th anniversary on April 3 at the Oncenter in Syracuse, N.Y. by doing what it does best—educating and inspiring more than 1,000 female entrepreneurs and business leaders from across the nation.

It is a significant milestone for a conference that began in 2003 with 300 women. What was supposed to be a small, one-time event to connect women entrepreneurs with educators to spur business development is now an annual event to which attendees return every year for a day of networking, professional development and encouragement.

“WISE has grown into an event pulsing with energy and upbeat can-do attitudes,” says Anne Messenger, one of the WISE initiative leaders and owner of Messenger Associates in Manlius, N.Y.

The WISE Symposium features a variety of seminars and panel discussions offering practical advice about the business world. This year, Barbara Corcoran, a real estate mogul who appears on the television show “Shark Tank,” delivered the keynote address.

“I’m amazed at how many people I come in contact with throughout the year who have attended this prestigious event,” says Suzanne Kondra-DeFuria, the WISE Advisory Board Chair and a longtime entrepreneur.

WISE is synonymous with entrepreneurial excellence. Over the years the conference, sponsored annually by the Whitman School of Management and Key Bank, has become the premier event for up-and-coming entrepreneurs and corporate executives.

In 2006, WISE opened its doors year-round, establishing the WISE Women’s Business Center in Syracuse, which offers counseling, mentoring and training programs for current and aspiring women business owners. The WISE Center, which is funded by Whitman and the U.S. Small Business Administration, has helped launch and support the businesses of many women.

To learn more about WISE visit wisecenter.org.

Assistant Dean David Berg Leaves Lasting Legacy on Defense Programs

More than 3,000. That’s the number of students who have passed through the defense comptrollership programs (DCP) at the Whitman School of Management under retired U.S. Army Colonel David B. Berg’s watch. That number also represents what Berg says he will miss most about the Whitman School: the talented and dedicated people he’s met along the way.

Berg, who retired in October, began his career at Whitman in 1995 as the director of executive education/defense comptrollership programs and was appointed assistant dean in 2010. His tenure is marked by significant developments for DCP and the Whitman School’s facilities. Berg expanded DCP from a single-degree program completed in 14 months into a two-degree program in the same amount of time, which differentiates Whitman’s defense comptrollership programs from others around the country. He also served as chair of the committee that worked with the architecture firm and construction company on the new Whitman building.

“Colonel Berg has left an indelible mark on the defense comptrollership programs at Whitman,” says Melvin T. Stith, dean of the Whitman School. “We are grateful for the substantial contributions he has made to develop DCP into one of the most renowned programs in the nation.”

Major Brian Steele, a 2011 DCP graduate, says Berg balanced his “demanding but fair” instructional style with a willingness to share his real-life experiences with students—members of the military and civilians alike.

“We absolutely had to perform for Colonel Berg,” says Steele, who is studying at the Command and General Staff College at Fort Leavenworth, Kan., before moving to work at the Pentagon. “He never missed an opportunity to check on us or offer some advice. Colonel Berg has directly shaped a generation of Army financial management leaders, including those who currently serve at the highest levels of the U.S. Department of Defense.”

Berg will remain part of the Whitman family. He’s teaching short-term DCP courses once a month.

“I have fun teaching and I love interacting with students,” Berg says. “They help keep me young.”
Sheffi, C&S Wholesale Grocers Honored with Salzberg Awards

The Whitman School of Management recognized top leaders in supply chain management at the 62nd Harry E. Salzberg Memorial Program in October.

Recipients of the Salzberg Medallion for 2011 were C&S Wholesale Grocers, for leadership in the field of logistics and supply chain management and being a role model for social responsibility, and Yossi Sheffi, the Elisha Gray II Professor of Engineering Systems and director of MIT’s Center for Transportation and Logistics, for lifetime achievement in the field. Scott Charlton, executive vice president of operations for C&S Wholesale Grocers, accepted the award on the company’s behalf.

The Salzberg Medallion is one of the most prestigious awards in the field of transportation and supply chain management. It was established in 1949 by Murray M. Salzberg ’37 BS.

The 2011 Salzberg Memorial Program also included two panel discussions featuring: Louis R. Ferretti, global supply project executive for environmental compliance and supply chain responsibility, IBM; Tom Kassouf, senior vice president, Snap-on Inc., and president, Snap-On Tools Company; James Moore ’75 (A&S), vice president of operations strategy, Ryder; Chas Spence, director, AlixPartners; Bindiya Vakil, president and co-founder, RESILINC; and Richard Zarski ’76 BS, senior vice president for manufacturing, supply chain and logistics, Fujitsu Frontech North America.

Entrepreneurship, Supply Chain and iMBA Programs Rank Among Nation’s Best

The Whitman School of Management’s graduate entrepreneurship program ranked 16th and the graduate supply chain management program ranked 25th in the U.S. News & World Report graduate school rankings released in March.

Gartner, a technology research firm, also recognized the Whitman School’s supply chain management programs, ranking the graduate program sixth and the undergraduate program 16th in its annual report released last fall. Entrepreneur magazine and the Princeton Review ranked Whitman’s entrepreneurship and emerging enterprises undergraduate program (EEE) fourth in the nation last fall.

Meanwhile, Whitman’s iMBA program was recognized by the Financial Times in March as one of the top 14 online MBA programs in the United States accredited by the Association to Advance Collegiate Schools of Business.

Whitman also ranked in the top 100 of the Aspen Institute’s Beyond Grey Pinstripes list. The Aspen Institute ranks schools based on their integration of environmental, ethical and social issues into the education of students.

Retail Advisory Board Members Share Work Experience with Whitman Students

Senior retail executives from some of the nation’s top businesses attended the second annual Retail Summit at the Whitman School of Management in September. The summit exposed Whitman students to the retail industry as well as the school’s retail management major.

Retail Advisory Board members who participated in the summit included Karen Alberg-Grossman ’71 (A&S), editor-in-chief, MR Magazine; Maureen Baltazar ’89 BS, eastern region vice president, Hermes of Paris; Jonathan Greller ’92 BS, senior vice president of menswear, Lord & Taylor; Henry Grethel ’54 BS, president, Henry Grethel International; Alan Krifafulusi, vice president of human resources, Ross Stores; Danny Lieberman ’85 BS (VPA), senior vice president of apparel, Fila; Richard Mast ’71 BA (A&S), senior vice president and general manager, Bloomingdale’s; and Tim Miner, senior vice president merchandising, TJX.

New Staff

Amber Harris joined the Whitman School as a career development coordinator in the Whitman Career Center, responsible for creating and implementing career education programs and offering career counseling. Prior to joining Whitman, Harris worked at Ithaca College as an admissions counselor and as a family therapist in Cayuga County, N.Y. She is an active alumnae adviser for Pi Beta Phi at SU, has a master’s in counseling psychology from Lewis & Clark College and a bachelor’s in psychological sciences from Montana State University.

Jim Powers ’06 BS (School) joined the Whitman School’s technology team as the help desk coordinator, providing desktop and application support to the Whitman community. He joined the Whitman Technology Services team after working as internal help desk support for Cadaret, Grant & Co. in Syracuse, N.Y. He earned a degree in information management and technology from SU’s School of Information Studies and completed a Whitman minor.
Kudos

APPOINTMENTS

G. Thomas Lumpkin, the Witting Chair of Entrepreneurship, was named co-editor of the Strategic Entrepreneurship Journal by the Strategic Management Society.

Michel Benaroch was appointed associate dean for faculty development and research.

Mike Haynie, Barnes Professor of Entrepreneurship and executive director of the Institute for Veterans and Military Families, was appointed by U.S. Secretary of Labor Hilda L. Solis to serve on the Department of Labor’s 15-member advisory committee on Veterans’ Employment, Training and Employer Outreach.

Haynie also was appointed by New York State Gov. Andrew M. Cuomo to the New York State Council on Returning Veterans and Their Families, which is an advisory group of state agencies and civilians.

AWARDS

Alexander McKelvie, assistant professor of entrepreneurship, received a Meredith Professorship.

Johan Wiklund, professor of entrepreneurship, Entrepreneurship Mentor Award, Academy of Management, Entrepreneurship Division.

JOURNALS

Fred Easton, professor of supply chain management and director of the Robert H. Brethen Operations Management Institute, joined the editorial board of Decision Sciences Journal.

Mike Haynie, Barnes Professor of Entrepreneurship and executive director of the Institute for Veterans and Military Families, joined the editorial board of the Journal of Management Studies.

PRESENTATIONS

Burak Kazaz, associate professor of supply chain management at the Whitman School of Management, has been named one of this year’s Laura J. and L. Douglas Meredith Professors by Syracuse University.

Kazaz, who also is a Whitman Teaching Fellow, is the first professor from the Whitman School to earn the honor. The Meredith Professorships were established in 1995 by a bequest from the estate of Dr. L. Douglas Meredith ’26 BS (A&S) in order to recognize and reward outstanding teaching at Syracuse University.

Jonathan Massey, associate professor in the School of Architecture, also received a Meredith Professorship.

“Burak is an outstanding teacher whose dedication to his students reaches beyond the classroom,” says Whitman Dean Melvin T. Stith. “We are thrilled that he has received this most deserving honor.”

To help students understand the complex formulas and ideas behind supply chain management, Kazaz turns to the art of storytelling. The book Kazaz’s students read in class is called “The Mambo,” a series of short stories he wrote that follow seven business professionals who meet while taking the same dance class. Through narrative, not numbers, the characters express the challenges, successes and failures of the world of supply chain management.

Kazaz’s “The Mambo” has been adapted and used by professors at Whitman and other universities because the book inspires students to learn about supply chain management. Kazaz says students understand the business concepts better by using examples that mirror real life rather than those lessons found in a typical textbook.

“I am honored to receive the Meredith Professorship; however, seeing my students succeed in their professional life is my most cherished accomplishment,” Kazaz says.

For his Meredith Professorship application, Kazaz also proposed a new class, “Accelerate SU—Growing and Sustaining Your Start-up.” The class aims to build accelerators to complement the incubator programs at SU and in Central New York.

Incubators help to foster slower growth, while accelerators work more intensely to grow businesses faster and in a more healthy and sustainable way. Kazaz proposes that SU create an accelerator program to help reinvigorate the Central New York region.

Kazaz, who received the Whitman School’s teaching innovation award in 2011, teaches MBA and doctoral classes in addition to undergraduate supply chain management courses. His work on managing uncertainty and risk in supply chain management can be found in premier journals, such as Management Science, Manufacturing & Service Operations Management and Production and Operations Management.
Mike Haynie, Barnes Professor of Entrepreneurship and executive director of the Institute for Veterans and Military Families, said in an article about a provision in President Barack Obama’s jobs bill that would provide tax incentives for businesses that hire veterans and would establish a job training program for veterans. Haynie also authored an opinion piece on how an apparent lack of understanding might spell the end of an all-volunteer military in America in The Huffington Post.


These publications and several other media outlets reported on Whitman School Dean Melvin T. Stith’s appointment as an inaugural inductee into the PhD Project Hall of Fame.

**Entrepreneur**

The October issue highlighted the Whitman School’s entrepreneurial programs.

**The Wall Street Journal**

Mike Haynie was quoted on training programs for veterans to pursue traditional sources of capital.

“I wouldn’t see (crowd funding) as a boon for small business, because there’s a lot attached to that money.”

John M. Torrens, assistant professor of entrepreneurial practice, said in an article about small-business owners waiting for an opportunity to sell stakes in their businesses through social networking. He also was quoted in a story about startups that raise cash on crowd-funding sites.

**Forbes**

An article about which schools/stocks had the best returns during university-sponsored stock pick competitions recognized the Orange Value Fund, which is managed by a select group of finance students at Whitman.

**Fortune**

An article mentioned Walmart’s $1 million donation to the Entrepreneurship Bootcamp for Veterans with Disabilities to assist its job creation efforts for veterans.

**Syracuse Woman Magazine**

Joanne Lenweaver, director of the WISE Women’s Business Center, is featured in an article about the 10th anniversary of the Women Igniting the Spirit of Entrepreneurship (WISE) Symposium. (See story, page 9.)

**YNN**

“With an increasingly price conscientious consumer out there, layaways have become more popular again and I think that’s why you’re seeing the marketing of them directly to the consumer.”

Amanda Nicholson said in a television interview about the resurgence of retail layaway programs. Nicholson also was quoted in a Wall Street Journal article about how startup retailers and those in the retail sector face the challenge of a busier-than-normal fourth quarter and holiday season.

**U.S. News & World Report**

An article about the importance of teaching business concepts to leaders from the U.S. Department of Defense mentioned Whitman’s defense comptrollership programs.

**Business News Daily**

John M. Torrens was quoted in an article on creating clear business plans.

**National Public Radio**

Dinesh Guari, assistant professor of marketing, commented on the trend of Halloween retail sales beginning before Labor Day for a report. “All Things Considered” interviewed Mike Haynie about the unemployment picture for American veterans. M
Webster Receives Chancellor’s Citation for Outstanding Research and Teaching

Scott Webster, the Steven Becker Professor of Supply Chain Management at the Whitman School of Management, received the 2012 Chancellor’s Citation for Excellence award in April.

The Chancellor’s Citation awards, first presented in 1979, recognize outstanding work in teaching, scholarship and creativity in the Syracuse University community. Members of the SU community nominate colleagues for the awards and a selection committee reviews the nominations.

Webster is the third Chancellor’s Citation award recipient from the Whitman School, joining Mike Haynie, executive director of the Entrepreneurship Bootcamp for Veterans and the Barnes Professor of Entrepreneurship who earned the recognition in 2010, and Sandra Hurd, professor of law and public policy and SU’s associate provost for academic affairs who was honored in 2001. Webster and his fellow citation recipients were honored at a ceremony in Lender Auditorium at the Whitman School.

“Scott is known throughout Whitman for creating an inspiring and encouraging learning atmosphere while his extensive research in risk management, sustainability and scheduling has significantly advanced the field of supply chain management,” says Frances Gaither Tucker, associate professor of marketing and supply chain management and chair of the marketing department at Whitman.

Since joining the Whitman faculty in 1997, Webster has worked on numerous projects—all while working with 10 doctoral candidates and teaching undergraduate classes. He is a leader in creating a foundation of supply chain management studies. He helped develop the supply chain management master’s program at Whitman.

His textbook, “Principles of Supply Chain Management,” which is now in its second edition, is studied by university students nationwide. Webster, who also serves as co-director for the H.H. Franklin Center for Supply Chain Management, has published more than 50 refereed journal articles.

Webster assisted in the coordination and use of SAP to enrich Whitman’s supply chain management curriculum. SAP is an influential enterprise resource planning software that supports key business functions in an integrated manner, including sourcing, production, sales and distribution, finance and human resources. The Gartner Group—a collection of more than 400 executives from the world’s largest corporations—recognized Whitman as the top program in risk management and number three in sustainability because of Webster’s work.

Webster finds it hard to choose a favorite project. Each is so different, he says, and each is enjoyable in its own way. Webster says he’s looking forward to working on his next project, which is in its infancy, on the problems in the supply chain of malaria drug distribution in Asia and Africa.

Webster says his favorite part about being in the Whitman community is the camaraderie he shares with his colleagues.

“We have a very strong group of faculty and staff. I think it’s probably because of our interrelationships,” he says. “We all get along, and I think that’s a great thing about being at Whitman.”

The other recipients of the 2012 Chancellor’s Citation for Excellence are: Don Carr, professor of industrial and interaction design in the College of Visual and Performing Arts; Steve Davis, associate professor and chair of newspaper and online journalism in the S.I. Newhouse School of Public Communications; Linda Littlejohn, associate vice president, Southside Initiative; and Karin Ruhlandt, distinguished professor of chemistry in the College of Arts and Sciences.

“Despite his accolades, Scott is one of the most humble people one can meet in academics. He is, without a doubt, the most respected scholar at the Whitman School for both his academic work and his character.”

Burak Kazaz
ASSOCIATE PROFESSOR OF SUPPLY CHAIN MANAGEMENT AND WHITMAN TEACHING FELLOW

—Katie McInerney ’12 (NEW)
“My experience with the Rescue Mission has been extraordinary. I believe that the supply chain improvements and the retail processes and implementations put into place to increase revenue will allow the Rescue Mission to help the community even more.”

Rachel Chachoua ’12
Students Revamp Local Rescue Mission’s Retail Operations

Syracuse University’s chapter of Students in Free Enterprise (SU-SIFE) were knee-deep in boots, board games and bundt pans in an extensive effort to overhaul the Rescue Mission’s warehouse in Liverpool, N.Y. this winter.

SU-SIFE, which is based in the Whitman School of Management, led more than 50 SU students to clean up the warehouse and make room for a new supply chain system to help make the Rescue Mission’s local Thrifty Shopper stores more profitable. The anticipated increased revenue will allow the Rescue Mission to expand its outreach efforts in the community.

The SU-SIFE’s Rescue Mission Project student leadership team worked on the project with Alan Thornton, chief operations officer for the Rescue Mission, and SIFE faculty adviser Amanda Nicholson, professor of retail practice at Whitman. Using their retail and supply chain management skills, the students created a more streamlined supply chain organization and process, with the ultimate goal of staging a warehouse sale this year.

“Implementing the processes (the students) have designed will greatly increase the value and customer service we are able to offer to our loyal Thrifty Shopper customers,” says Thornton.

The SU students are being led by senior Matt Gartner, president of SU-SIFE; junior Camellia Loojune, president-elect of SU-SIFE; and the Rescue Mission Project student leadership team, Whitman students Ashley Williams ’12, Noemie Lefebvre ’11, Rachel Chachoua ’12 and Nicole Mendelson ’12. Students from SU’s fraternity Sigma Alpha Mu, Whitman’s professional business fraternity Alpha Kappa Psi and Whitman’s international business fraternity Delta Sigma Pi also assisted in the warehouse clean-up.

Capstone Competition Crowns New Champion

Sixty-three student teams representing more than 300 undergraduate seniors competed in the semi-annual Capstone Business Plan Competition held at the Whitman School of Management in December.

The Whitman School’s Department of Entrepreneurship and Emerging Enterprises hosts the competition at the conclusion of the fall and spring semesters. Every senior must participate in the experiential program, which brings together all the elements of a Whitman education in the context of an original business concept that students conceive and develop as a viable, sustainable and truly innovative new venture. Teams present their business plans before judging panels composed of entrepreneurs, venture capitalists and others from Central New York’s entrepreneurial community.

First place and a prize of $500 was awarded to WaterPort, consisting of Christopher Grant ’12, Victoria Di Napoli ’12, William Craine ’12 and Hunt Lau ’12 and mentored by Ken Walsleben, adjunct instructor at Whitman. Second place and a prize of $300 was awarded to Sweet Spot, consisting of Olga Litvinenko ’12, David Ben-Hayun ’12, Mitchell Bernstein ’12, Katie Galezo ’12 and Kelly Geer ’12 and coached by John Torrens, assistant professor of entrepreneurial practice. Third place and a prize of $200 was awarded to DENTprotect, consisting of team members Zach McClure ’12, Roz Amirfazli ’12, Alyssa Georgian ’12, Crystal Zhou ’12 and Jon Eisenberg ’12 who were also mentored by Torrens.

WINNING CONCEPTS

WaterPort
The Rain Port is a self-powered rainwater harvesting system. By using the combination of a water collection area, filters and a state-of-the-art disinfection system, this creation will reduce water shortages and water-borne illnesses in areas with no potable water.

Sweet Spot
The Sweet Spot mug guarantees drinkers an enjoyable coffee experience every time by using technology to bring the temperature of just brewed coffee down from scorching to palatable. Moreover, the same technology will allow the mug to keep the coffee warm for an extended time.
WHITMAN’S ROAD WARRIORS
Students Compete and Network Across the Nation
Marketing Students Outsell the Competition

A team of four undergraduate marketing students from the Whitman School of Management placed third at the National Team Selling Competition at Indiana University.

The Whitman team competed against 21 teams from universities across the country at the fifth annual competition in October. Danielle Devinsky ’13, Rachelle Thelusme ’13, Amala Williams ’13 and Rob Zaccaria ’12 made up the school’s strong marketing team. The group received a team trophy and a $1,000 prize. Zaccaria earned an award for outstanding professionalism and effective team leadership.

The two-day case competition was hosted by IU’s Kelley School of Business and sponsored by the Center for Global Sales Leadership and Altria Group Distribution Company. Each team analyzed data and crafted sales presentations as the fictitious company Nature’s Junction, with the goal to introduce a private-label popcorn line into retail stores.

Students Compete in Philadelphia, Denver

Whitman School of Management students crisscrossed the country to compete in competitions testing their knowledge of accounting and supply chain management in January.

Whitman students competed at the Denver Transportation Club’s national supply chain management case competition during the club’s annual conference at the Renaissance Denver Hotel in Colorado.

Teams from 15 schools analyzed and presented findings on a complex case involving efficiently transporting high fructose corn sugar and ethanol to both domestic and international customers.

Seniors Chelsea Eastham, Rosina Huang, Evan Monahan and Scott Weldon were members of the Whitman team. Gary La Point, assistant professor of supply chain practice, and E. Scott Lathrop, professor of marketing practice, at Whitman advised the team. Following the competition and conference, team members took a sightseeing tour which included a visit to the Garden of the Gods, a national natural landmark.

The Whitman School’s team reached the semifinals of the KPMG International Case Competition at the company’s Philadelphia office. The qualifying event for the competition was held on Whitman’s campus in November. Business students tackled challenges similar to those facing KPMG’s audit, tax and advisory teams.

Juniors Thomas Carino Jr., Benjamin A Clifford, Andrew Dennis Lazarow and Michael Timothy Ruh represented Whitman at the KPMG competition in Philadelphia. Junior Brian Spitler was a member of the team that competed on campus in the fall.

Marketing Students Meet Top Executives in NYC

Marketing students from the Whitman School of Management gained first-hand knowledge about where the marketing major can lead during the Marketing Career Exploration trip in New York City in January.

For 28 students, the city became a ‘marketing laboratory’ with boardrooms and offices serving as their classrooms. Top marketing executives at Turner Broadcasting, News America Marketing, Durst-Fetner, Draftfcb and Macy’s, among others, hosted the students. The trip was sponsored in part by Lee Goldberg ’06, co-founder and president of Vector Media Group.

Now in its fifth year, the marketing trip helps fulfill Whitman’s goal of exposing students to the many aspects of the marketing industry. Since 2008, more than 100 students have benefited from networking with the nation’s leading minds in marketing, representing a variety of companies including L’Oreal, the New York Knicks and Third Avenue Fund.

“Whitman enjoys tremendous support from its enthusiastic alumni in New York,” says E. Scott Lathrop, professor of marketing practice. “Our visits always spark dynamic classroom discussions among our students when we return to Whitman.”
DOLLARS & SENSE

Whitman Students Teach Financial Tips, Life Skills to Local Teens

With the crush of hungry students and the smell of chicken fingers long gone, a small group of Henninger High School students still congregates in a corner of the school’s cafeteria.

At one table sits high school junior Deja Shepherd, listening intently as Nirmal Devarajan ’14, a finance major at the Whitman School of Management, explains the latest Balancing the Books lesson: how to use social media wisely.

Devarajan explains how easily people could access Shepherd’s information on Facebook. He points out the real-life consequences of posting too much information on the site, which could potentially ruin her reputation.

“Basically, don’t post anything you don’t want your grandmother to see,” Devarajan says with a smile.

Balancing the Books—a free after-school tutoring program—enlists Whitman School students like Devarajan to teach Syracuse-area middle and high school students financial basics and life skills such as how to stay out of debt and how to manage time. For Whitman students, the volunteer program provides real-life experience in planning and educating—essential skills for any graduate’s future.

Balancing the Books is run through a partnership with the Whitman School, Syracuse University’s Mary Ann Shaw Center for Public and Community Service and the Syracuse City School District. Launched in 1998, Balancing the Books was created to help students learn personal financial literacy as well as provide students
with mentors to help guide them through their difficult teen years, says Bobbie Gillen, director for literacy initiatives at the Mary Ann Shaw Center.

“Beyond teaching them what we know about handling their money, we give them a sense of what college entails,” says Yena Kang ’12, the tutoring program leader. “Most of our students, in the beginning, feel they don’t need to go to college. We feel it’s important to motivate and encourage them to understand the value of college.”

Whitman students say they often forge bonds that last longer than the hour-long sessions. The tutors become relatable role models that some high school students may have previously lacked.

“Once we get to know them, they open up and tell us their fears about college, and then we can help them,” says Cesar McFarlin ’12, the project coordinator. “That part is the most rewarding.”

Ed Blasland, the career adviser and a business teacher at Henninger, finds that most students taking his class have very little knowledge about the importance of personal finance skills. Blasland says everyone needs a basic understanding of how personal financial transactions take place to function properly in society.

“Henninger students are engaged and remain interested in Balancing the Books because of the Whitman students,” he says, adding that most parents believe the tutoring program is vital for their children.

“Once we get to know them, they open up and tell us their fears about college, and then we can help them. That part is the most rewarding.”

—Katie McInerney ’12 (new)
COMPANIES are obsessed with obtaining a competitive advantage over their rivals. And Cathy Maritan is fascinated by the process firms use to acquire and develop the capabilities they use to compete. Maritan, an associate professor of management at the Whitman School of Management, has made a name for herself by examining not only how firms act strategically, but also how they become equipped to do that in the first place.

“I am more interested in how firms come to possess superior capabilities,” explains Maritan, “than in how those capabilities are deployed to create competitive advantage.”

Organizational processes are complex and can be hard to observe, which make them difficult to capture in the form of data that can be analyzed systematically. Therefore, Maritan combines qualitative field studies based on interviews she conducts with managers and on activities she observes in firms with mathematical models and simulation studies that allow her to build on and extend her field work.

“My ultimate goal is to have a sufficiently deep and rich understanding of a management situation or problem so that my work can contribute both to academia and to practitioners’ understanding,” she says.

Maritan’s research provides managers critical insight into how to build the appropriate capabilities and competencies in order to become or remain competitive. By more fully understanding how their investment decision-making processes are related to capability-building, managers can re-think how they manage those processes. The practical application of Maritan’s work was born from her own real-world experience as an engineer working on capital investment proposals and, later, as a corporate banker assessing companies’ investments in a competitive context.

Maritan, who earned a doctorate in strategic management from the Krannert School of Management at Purdue University, has won several awards for research, teaching and service to the profession. Her research on strategic management has found her a partner from the Tuck School of Business at Dartmouth College, where Maritan was a visiting professor during the 2010-11 academic year. Together, Maritan and Margaret Peteraf, the Leon E. Williams Professor of Management at the Tuck School, published a two-volume edited collection of research papers on competitive strategy. The pair also collaborated on the 2011 article, “Building a Bridge Between Resource Accumulation and Resource Acquisition,” in the Journal of Management describing links between the processes of acquiring competitive assets in markets and building competitive assets internally.

“Our aim was to highlight this connection and to lay out a research agenda that allows the two streams of thought to dovetail,” says Maritan. 

—Amy Schmitz ’10 (NEW)
WOMEN OF
Empowered by their degrees from the Whitman School of Management, our female graduates have forged ahead to assume leadership roles in business, government and the military—arenas traditionally dominated by men.

Being one of the few women in these industries wasn’t necessarily foremost in their minds. Instead, these Whitman School alumnae focused on producing superior work—and those exemplary efforts have led them to the upper echelon of companies like PepsiCo and Verizon and to run successfully for public office, proving that gender is secondary to their exceptional drive and well-honed skills.

“More corporations and organizations are moving beyond gender stereotypes because they finally understand that successful leadership is much more about the fit between leadership style and an organization’s values and culture than it is about gender,” says Sandra Hurd, Syracuse University’s associate provost for academic programs and a professor of law and public policy at Whitman. “This has opened up opportunities for women to use their skills to add value to the bottom line.” Hurd is the only woman to lead the Whitman School, serving as interim dean from 2003 to 2005.

Expect to see even more Whitman women at the helm of America’s top corporations and ascending to prominent government posts. This past fall, 46 percent of Whitman’s MBA students were women. That’s the highest percentage of female MBA students in the history of the school’s MBA program, which began in 1948.

Joshua LaFave, Whitman’s director of graduate enrollment, credits Whitman’s increased mentoring and networking efforts for the growth in female MBA students. He believes an increased number of women ascending to top management positions inspires the next generation of women to push past the glass ceilings that have deterred them from even attempting to earn an MBA.

“Seeing their mentors and alumnae succeed in business helps women understand that it’s not necessarily a male-dominated society anymore,” he says, adding that Whitman is researching new opportunities to encourage more women to earn graduate degrees in business.

To mark this milestone, Whitman magazine asked some of the school’s female graduates and supporters to reflect on their careers and offer advice for future alumnae. The lessons these trailblazers impart are critical for us all. ➤
"There was nothing in my experience at Whitman that led me to believe that by virtue of being a woman there was anything I couldn't do."

JOANIE MAHONEY ’87 BS, ’90 JD (LAW)

Find Your Passion

Lois Whitman, who along with her husband Martin presented the school with a naming gift in 2003, began her career as a social worker because she says there were few career options for women when she graduated from Smith College in 1948.

But when Whitman was 49, she earned her law degree to add more leverage to her advocacy work. Today, Whitman works at Human Rights Watch where she is director of children’s rights—a division she founded in 1984.

“Find something that you really love to do and work very hard to get it,” Whitman says.

Determined to Win

Joanie Mahoney ’87 BS, ’90 JD (LAW) was stunned by those who discouraged her from running for the position of New York’s Onondaga County Executive in 2007 because it was “a big job” for a mother of four small children. Infuriated by what she described as “an insult to all working mothers,” Mahoney was determined to win the election. She’s now serving a second term as county executive.

While a man who is a strong leader is viewed in a positive light, Mahoney says a strong female leader is sometimes considered to be too aggressive. Mahoney says that’s why she’s learned to adapt her leadership style, often taking a more collaborative approach, to achieve her goals.

“There was nothing in my experience at Whitman that led me to believe that by virtue of being a woman there was anything I couldn't do,” Mahoney says. “But there are stereotypes that women still live with and that we have to learn to overcome.”

See Things Differently

Brenda Stith Finch ’75 MBA, who retired as a vice president for Verizon in 2010, says that throughout her 34-year career, she examined work assignments objectively. She says her employees never feared making mistakes because she encouraged them to think differently when solving persistent problems.

“I think the best benefit and asset you bring to a brand new opportunity is a set of fresh eyes,” says Finch, who is Whitman Dean Melvin Stith’s sister. “With fresh eyes you are not burdened with history so you are open to many possibilities.”

All Whitman graduates are highly skilled but translating textbook knowledge into practical experience can be a challenge, says Finch. Successful leaders recognize their weaknesses

A HISTORY OF WOMEN AT WHITMAN

1919

Founding of the School of Business Administration. Most female students took secretarial studies classes, including stenography, typewriting, filing and proofreading.

Phi Sigma Chi, a national honorary business fraternity for women, established its Gamma Chapter at SU.

1920

Of the 458 students enrolled in the school, 34—or about 7 percent—were women.

1921

The business school became the second largest college on campus. The school had four female instructors: Ada Stearns, Mary Griffith, Lillian Lang and Mary Kerr. All four taught secretarial science.
“Business is a meritocracy. You have to want to win and do what it takes to win even though it can be a hard decision.”

JOANNE M. HILL ’76 MBA, ’78 PhD

and find talent within their organization to make up those deficiencies, she says.

“You can’t go into a new position knowing everything—because you really don’t,” Finch says. “You may have technical knowledge but you have to get the people and the situational knowledge.”

Become a Proven Leader
In absence of a level playing field in the U.S. Army, Maj. Kristi Andrews ’08 MBA says she sometimes feels that she has to work harder to “prove herself.”

Andrews, who oversees the medical portfolio for the U.S. Army’s Office of the Chief Legislative Liaison, feels that the general assumption in the Army can be that a man is more capable than a woman. Still, Andrews, who deployed to Iraq in 2004, believes that sometimes women feel more threatened by other women than men—an attitude that she says hurts all female professionals.

“It can be difficult enough being a woman in a man’s world,” Andrews says, “let alone if we hold each other down.”

Unleash Your Competitive Drive
Joanne M. Hill ’76 MBA, ’78 PhD, head of investment strategy for ProShare Advisors, says women need to learn how to be competitive.

Hill says there are specific areas in business, such as trading and some management positions, where being competitive is beneficial. Hill believes that women sometimes lack that tenacity—a quality that most men either naturally possess or learn by playing sports. With more women playing sports at a young age, Hill says more women are now channeling their competitive drive to succeed in the workplace.

“Business is a meritocracy,” she says. “You have to want to win and do what it takes to win even though it can be a hard decision.”

Find a Career Advocate
Gisele Marcus ’89 BS, global operations and Americas group account leader for Johnson Controls, emphasizes that women need not only mentors but also sponsors within their company. While a mentor provides emotional support and personal professional development, she explains that a sponsor is a senior executive who is able to serve as an advocate to help with career advancement.

After completing a year-long assignment in South Africa for Johnson Controls, Marcus credits her sponsor and his advice for ensuring that she had multiple positions within the company to consider upon her return to the U.S. Marcus

Celine F. Womack is believed to be one of the first women to earn her MBA at the school.

Although men and women had been attending SU together from its onset, the programs of study for men and women were much different. A 1962 course catalog shows women were required to take courses in human resources and typewriting, while men were required to take science and physical education classes.

Marion Meyer became the school’s first female assistant dean. She served as assistant dean of undergraduate students until her retirement in 1984.

Fran Zollers became the school’s first female department chair, leading the law and public policy department.

Fran Zollers became the first woman to be named a full professor in the school.
“The connections we make throughout our careers can open up avenues that we might never think are possible.”

LISA M. HALPER ’92 BS

adds that a sponsor also should be honest about what leadership is saying about work performance.

“You can't take what is said about you too personally,” she says about the feedback. “It's simply someone's perception. But even if you do not believe that it's true, you have to fix it. What's being said about you could cause your career to stagnate.”

**Develop Career Networks**

Lisa M. Halper ’92 BS, vice president and assistant controller of technical accounting and policy at PepsiCo, believes networking is vital to career advancement.

Halper serves as co-chair of PepsiCo's Women's Inclusion Network in Westchester, N.Y., which creates opportunities at all levels of the company for women to connect with one another. The network sponsors a variety of events to help women identify strategies to help them advance their careers.

And Halper knows the value of networking first hand. Halper says the networks she built from working with a variety of clients at PwC to her work as Liz Claiborne's vice president of regulatory reporting made her an attractive hire for PepsiCo. To this day, Halper emphasizes that past work connections make it easier for her to identify the appropriate external advisers the company needs to assist with various strategic initiatives.

“The connections we make throughout our careers can open up avenues that we might never think are possible,” she says.

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**Female student enrollment by percentage in the full-time MBA program**

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*2007 data unavailable

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**1999**

Eighty years after the school was founded, almost 15 percent of Whitman’s faculty members were women.

**2003**

Martin J. Whitman ’49 BS and Lois Whitman presented the School of Management with a naming gift.

Sandra Hurd, then-professor of law and public policy, became the first woman to lead the Whitman School. She served as interim dean for nearly two years.

**2004**

Darlene Kerr ’84 MBA established the Darlene Kerr Quasi-Endowed MBS Scholarship Fund, which is used annually to provide financial assistance for an MBA student with preference given to women.
MAKING IT HAPPEN AT IBM

Colleen Arnold ’81 MBA—the Jonathan J. Holtz Alumnus of the Year for 2012

From her very first class at the Whitman School of Management, Colleen Arnold was determined to make the most of her MBA experience. And in the days leading up to her graduation in 1981, now retired marketing professor David Wilemon’s counsel became a defining moment for Arnold: “You have the ability to do whatever you want to do,” Wilemon told the Syracuse native. “Don’t waste it. Go out there and make something of it.”

Three decades later, Wilemon’s words took on even greater significance when Arnold, now senior vice president of application management services for IBM, was recognized as one of Whitman’s best as the recipient of the Jonathan J. Holtz Alumnus of the Year Award in May.

Arnold credits Wilemon and Clint Tankersley, associate professor of marketing and associate dean of undergraduate programs, for urging her to take risks and for stoking her passion for business. “They were so passionate about their subjects; they pushed and encouraged us,” Arnold says. “Whitman is quite special to me.”

Tankersley says Arnold stood out from other students right from the start. “What differentiated Colleen from other students, besides her intelligence, was her drive and focus,” Tankersley says. “She strove to get the most out of her educational experience. This drive and focus intensified as she pursued her career.”

While Arnold left Whitman empowered, she learned to take risks at IBM. Arnold purposely sought out exciting experiences and positions where she could challenge and reinvent herself in service of IBM’s clients and employees. She’s traveled around the world on assignments, including leading major businesses in Australia, New Zealand and Europe. For the Sydney 2000 Olympic Games, Arnold and her team were responsible for the massive integration of the technology and systems used for tracking everything from scoring all of the sports competitions to running the official Olympic Games website.

Throughout her experience at IBM, Arnold has embraced challenges. “I’m not always going to be right or successful in every endeavor, but I don’t view disappointments as failure,” she says. “When something doesn’t go right, the team and I just have to figure out another way to achieve our goals.”

Arnold believes that kind of perseverance and commitment is reflected in the culture of IBM, which celebrated its centennial anniversary in 2011. She emphasizes IBM’s commitment to continuous innovation, reflected in projects like the Watson computing system, which won on the television quiz show “Jeopardy!” last year. Watson is now contributing its unique capabilities to a variety of industries, including healthcare and banking.

“IBM’s culture of innovation is a constant source of energy and renewal,” she adds. “An organization that is willing to change everything but its core values is one that can endure from generation to generation.”

Arnold is an inspiring and innovative corporate leader who is responsible for thousands of IBM client engagements and oversees roughly 100,000 employees around the world. And she’s also a devoted wife and mother of two children who has become a role model for working mothers. Early in her career, Arnold, who strongly believes that family comes first, was often asked how to manage being a mother and corporate executive; back then, few women chose both roles. Today, she says, women ask her “how she does it,” because they, like her, believe that having both a successful career and a family is possible. “It’s not one or the other,” says Arnold. “By integrating work and life you can do a better job at planning without shortchanging the people in your life who are important to you.”
Caring for Whitman’s “Kids”

They were all Marion Meyer’s kids. Every student who walked into Meyer’s office at the Whitman School of Management, from 1959 until she retired as assistant dean emerita in 1984, became her “kid.”

“Syracuse University can be a big, intimidating place for a student,” recalls Steve Ballentine ’83 BS, president and CEO of Ballentine Capital Management. “Students need a face—a real person who cares what they think. Marion Meyer was that face for me and countless other students.”

Ballentine emphasizes: “We are still her kids.”

Now 90 years old and living in Charlotte, N.C., Meyer reflects fondly about her nearly three decades at the Whitman School and about its graduates, many of whom have become highly accomplished business leaders.

“My kids knew I cared,” she says.

Meyer began her career as a high school business teacher in Maine and Massachusetts. She came to SU in 1953 to earn her master’s degree in education. This farm girl from Maine was hired after graduating in 1955 as an instructor in the office administration by what was then called the College of Business Administration. Eventually, she would become the Whitman School’s first female assistant dean.

“Nobody told me what to do for 25 years,” Meyer says, laughing.

Helping students outside the classroom was Meyer’s passion as a high school teacher. But when Dean Morris E. Hurley hired Meyer in 1959 to work in his office to counsel students, she had no job title or staff. Undaunted, Meyer, who in those early years was sometimes the only woman on the College of Business Administration faculty, forged ahead, instantly making an impact.

“I appreciated being able to make a difference for students,” says Meyer, who still speaks with her signature New England accent. “I was able to unravel the red tape and find a way to make things possible.”

Meyer was nurturing, but she also was firm and had high expectations for her students, says Jonathan Holtz ’77 BS, who as a student worked closely with Meyer.

“Students need a face—a real person who cares what they think. Marion Meyer was that face for me and countless other students.”

STEVE BALLENTINE ’83 BS

“You had to have your facts in line and carefully structure your arguments with Dean Meyer,” says Holtz, chairman and CEO of Win-Holt equipment group.

Over the years, Meyer’s responsibilities grew. Students would line up outside her office to speak with her. Others would walk Meyer to her car at the end of the day, seeking her advice.

“I often skipped lunch,” she says. “That way, I could see two more students.”

Fred Sachs ’71 BS credits Meyer, along with Associate Dean L. Richard Oliker, for keeping the Whitman School somewhat unscathed by the anti-war protests that occurred on SU’s campus during the early 1970s.

“She always seemed to be there when students had problems,” recalls Sachs, founder of Precision Doors & Hardware. “Everybody trusted her.”

As a founding member of the Academic Affairs Administrators Association, Meyer realized that she was fulfilling the duties of an assistant dean but didn’t have the title. In 1972, she asked Dean Harry T. Allen for the title and, with no debate, Meyer got the promotion.

“I knew that if I were a man, I would already have had the title,” Meyer says.

“If I did the same thing as the men did, then I deserved the same recognition.”

Meyer became an adventurer and philanthropist when she retired. She’s driven to Alaska six times. She’s taken a cruise to the North Pole and another around the Arctic Circle. She’s traveled to all 50 states. And at age 82, she took flying lessons. Meyer, along with her husband, the late John A. Meyer, professor of nuclear and radiation chemistry at SUNY College of Environmental Science and Forestry, have given generously to SU, Pennsylvania State University, the University of Maine and SUNY-ESF.

Today, Meyer sifts through boxes of keepsakes from her days at SU. With each cherished photograph, letter and document, she’s comforted by the wonderful memories she has of Whitman. A plaque honoring Meyer’s extraordinary service hangs in Whitman’s undergraduate student office.

Although she never had children of her own, Meyer continues to take great pride that, while at the Whitman School, she took care of everybody else’s “kids.”

Eliza Spencer ’13 MBA believes more women should be running America’s top companies and organizations. And as the president of Whitman Women in Business (WWiB), she wants the campus group to play a pivotal role in supporting and educating female students, in hopes they can become those influential leaders.

“I think WWiB is the perfect forum to teach younger and older students how to balance their lives once they graduate,” says Spencer.

The group, founded in 2009, fosters networking and mentoring opportunities for undergraduate and graduate females and provides an outlet to discuss women’s changing roles in business.

WWiB is also working with Girls, Inc., a non-profit organization with a chapter in Syracuse that is focused on improving the lives of disadvantaged middle and high school girls. Spencer hopes the mentorship
behind Irma Finocchiaro’s engaging smile is a serious financial maven who managed a $1.8 billion budget for the U.S. Army. Now, Finocchiaro ’91 MBA is using her extensive management skills to oversee the Defense Comptrollership Program (DCP) at the Whitman School of Management. She became director of defense programs in November, succeeding retired Col. David B. Berg, who served as assistant dean of executive education/defense programs for 16 years. (See story, page 9.)

“Having Irma, an award-winning comptroller, lead DCP ensures the continued success of the programs,” says Randy Elder, senior associate dean and professor of accounting at the Whitman School.

For the past 60 years, DCP has trained financial managers to administer resources for the Department of Defense. Finocchiaro, a DCP graduate, says she hopes to increase participation in Whitman’s defense programs by collaborating with more Department of Defense agencies. Finocchiaro will undoubtedly call on colleagues that she’s worked with throughout her 44-year career as a civil servant.

A native of Panama, Finocchiaro was sworn into U.S. Civil Service at age 18 as a clerk typist and retired in 2011 as an Army senior executive and deputy chief of staff, G-8 (comptroller) for the Army in Europe. Selected for the senior executive service in 2004, she was then associate director for financial and business operations for the Department of Defense Education Activity in Arlington, Va. She also held several positions overseeing budget analysis, operations, personnel and resource management in the Office of the Under Secretary of Defense; at the U.S. Army South Headquarters at Fort Clayton, Panama; and at the U.S. Army Aviation Technical Test Center at Fort Rucker, Ala.

The Army is more than just a career to Finocchiaro—it’s also a family affair. Her husband, Albert, is a retired Army aviator; her son, Albert Jr., is an Army lieutenant currently deployed in Afghanistan; and her daughter, Cristina, joined the Army in March.

Throughout her career, Finocchiaro has received numerous awards including the Decoration for Exceptional Civilian Service, the 2010 Presidential Rank Award, and the 2008 Leonard F. Keenan Award for Distinguished Service from the Whitman School.

Despite these accolades, Finocchiaro is most proud of her skills as a collaborator: “I am the same person whether I’m talking to a janitor in the building or a general,” she says.

Monique Dilworth, director for operations (comptroller) in the Office of the Under Secretary of Defense, worked for Finocchiaro at the Department of Defense Education Activity. Dilworth says Finocchiaro always demanded that her employees have “the whole package”—strong writing, presentation and calculation skills. Dilworth, who counts Finocchiaro as her mentor, says her former supervisor will show the Whitman School’s students how to succeed in financial management.

“The route to success isn’t a big mystery,” Dilworth emphasizes. “Follow the lessons Finocchiaro teaches by her example: Strive for excellence and accuracy and work well with others.”

program will encourage more girls to pursue higher education.

Allison Weingarten ’01 BS, vice president of commodities operations at Goldman Sachs, serves as the WWiB’s benefactor, and in April 2011, she hosted the group’s visit to her New York City office. She said she wishes she had opportunities like WWiB when she was an student.

“Young women need this advice and guidance on how to carry themselves in a professional setting,” Weingarten says. “It’s good for us to know how to manage ourselves—whether it’s in corporate America or our own entrepreneurial business.”

Want to get involved? Contact Whitman Women in Business:
Email: wwib@syr.edu
Twitter: @whitmanwomen

–Katie McInerney ’12 (NEW)
WHITMAN’S FEMALE FACULTY

Creating a Critical Mass

When Frances Gaither Tucker asked a local bank officer for a loan to help pay for her MBA at Boston University in 1971, he responded with one word: No.

“The loan officer later explained that I would be taking money away from a man who really needed it,” recalled Tucker, associate professor of marketing and supply chain management and chair of the marketing department at the Whitman School of Management. In the 1970s, there were few women seeking their MBA degrees.

Tucker, who ended up paying for that MBA degree out of her own pocket and went on to earn her doctorate from The Ohio State University, added: “It never occurred to me that I was such an anomaly.”

Tucker is no longer an anomaly.

Today, more women than ever are teaching at business schools across the nation. In the past decade, female business school faculty increased to 29 percent in 2011—that’s up from 23.6 percent in 2001, according to a recent survey conducted by the Association to Advance Collegiate Schools of Business.

At Whitman, roughly 33 percent of the faculty are women and nine are tenured professors. They are accomplished researchers, master teachers and nationally recognized experts in their fields.

Clint Tankersley, associate dean of undergraduate programs and associate professor of marketing, recalls that in the mid-1970s, female faculty at Whitman primarily taught human resource management courses. Today, he says Whitman’s female professors have a strong presence across the disciplines, including marketing, finance, management, accounting, entrepreneurship and supply chain management.

“Our female faculty members are a source of inspiration for our female students—proving that women can succeed in any business arena,” Tankersley says.

Female professors are becoming a critical mass on Whitman’s campus, creating an environment where more women will flourish and thrive in academia. On these pages, Whitman magazine highlights some of our accomplished female faculty.

Elet Callahan ’84 JD (LAW), professor of law and public policy, who is the school’s only female full professor, is celebrating her 25th year as a Whitman faculty member. Callahan has devoted her energies to sustainability in recent years, believing that the infusion of sustainability throughout curricula is no longer an add-on but instead a must. (See related story, page 5)

“A modern-day business school education without an understanding of sustainability will be entirely lacking, especially in leadership positions,” says Callahan. “Whitman has made strides toward incorporating sustainability into its curricula—which is evidenced by the school’s recent Beyond Grey Pinstripes ranking.”

Callahan is the faculty director of the Sustainable Enterprise Partnership (SEP), a collaboration among Whitman and the L.C. Smith College of Engineering and Computer Science at SU, SUNY-ESF, and the Syracuse Center of Excellence. The SEP offers a certificate of advanced study open to all graduate students at SU and SUNY-ESF.

A seasoned attorney who practiced with local firm Hancock & Estabrook, and a well-regarded professor who was recognized in 2005 as the Outstanding Teacher of the Year by the Syracuse University Alumni Association, Callahan looks forward to the day when the SEP has the financial, human and administrative resources to remain collaborative and cross-disciplinary.

Pamela Brandes, associate professor of management, is co-principal investigator on a multi-year $3.4 million grant from the National Science Foundation to ensure that
women faculty in science, technology, engineering and mathematic (STEM) fields have a greater presence at the University. This line of research is a natural fit for Brandes, who has long been interested in leadership and human behavior and whose research on organizational cynicism has been impactful to the field. “I explore the attitudes within organizations, examining the high levels of cynicism, skepticism, and distrust, and I also question several conventional assumptions about governance and executive compensation, both of which have great relevance to Wall Street and to Main Street, especially these days,” says Brandes.

Brandes, who earned her PhD from the University of Cincinnati, seeks to infuse her classroom with the same spirit of inquiry, encouraging critical questioning of information and acting as a role model for the next generation of leaders, especially women, as she recognizes there is still much progress to be made before more women advance into leadership positions.

Susan Albring '98 MS, assistant professor of accounting, had several publications in top journals this year and was recognized as a Lubin Research Fellow. Albring also created the Future Leaders Program, which encourages underrepresented minorities to consider careers in accounting. This type of mentoring combined with Albring’s rigorous research on repatriation of foreign earnings and firm capital structure decisions and her real-world experience as a senior tax consultant at PwC make her a professor-in-demand.

“My objectives as a professor are to integrate my experiences and expertise in the classroom so that students learn what the field of accounting is really like,” she says. “I want to spark an interest and appreciation for accounting with our students. Diversity of all kinds is critical in business schools,” Albring continues, “so that students understand other perspectives and how to work with as many different types of people as possible, as they certainly will later on in their professional careers.”

Susan Smith, professor of marketing practice, was selected by the National Association of Electrical Distributors (NAED) Education and Research Foundation to conduct its next research study, “Maximizing Marketing Efforts in the Electrical Distribution Industry.” Smith is a natural choice, having spent more than 30 years immersed in the field of marketing at Corning, Pass & Seymour/Legrand and Newell Rubbermaid before joining the Whitman faculty.

“My overriding objective now is to share my curiosity, interest and love of the field of marketing with my students, and to get them interested in learning what marketing is all about and what it could mean to them in their careers.”

Professor Wallin opened my eyes to the power of the concepts of marketing as a guiding principle of business, and his interest in the field ignited mine,” she says. “My overriding objective now is to share my curiosity, interest and love of the field of marketing with my students, and to get them interested in learning what marketing is all about and what it could mean to them in their careers.”

—Amy Schmitz ‘10 (NEW)
Triple Major Aims for Success in Finance

“When Laura Cawley is presenting for the Orange Value Fund (OVF) in front of investment professionals, she’s usually the only woman. The Martinsville, N.J., native relishes the opportunity to stand out from her male classmates.

“If five men just presented and I’m up next, I believe they’re going to remember me because of that,” she says. “Because I’m well-versed in finance and a woman—that’s a huge advantage when making a good impression on future employers.”

Cawley, an accounting and finance major, thought economics complemented her studies at Whitman, so she added a third major from the College of Arts and Sciences. She applied to the Whitman School of Management because of OVF. Only a select group of students are accepted into the two-year analyst program, which allows students to conduct research on potential investments, draft research reports, network with professionals and manage the fund.

Cawley is one of only two female senior analysts in OVF this year, so she knows that business can be male-dominated. But she says her female classmates must recognize that “we’re just as smart as the boys, and we can’t let anything be intimidating.”

The Orange Value Fund has helped Cawley, who will be a credit-risk analyst at JPMorgan Chase after she graduates, realize her future goals and gave her the best opportunity to make her mark in the finance world.

—Ike McInerney ’12 (NEW)
Hessah Al-Ojayan had to summon all her courage to pursue a college education. In her native Kuwait, women are expected to forgo graduate-level education to start a family. But Al-Ojayan bucked tradition, and her perseverance has paid off. She is completing her doctoral studies at Whitman in 2012 and in the fall, she will join the faculty at Kuwait University—her alma mater and one of the few accredited management schools in the region—as a professor of finance. She will be the second female to hold that title at the university.

“As a professor, there will be better opportunities to contribute to my community and country as a whole,” says Al-Ojayan, a former auditor at the Kuwait state audit bureau. “I will be able to expose the next generation to the complexities of international finance. I will also be able to improve research in the Gulf Cooperation Council.”

Al-Ojayan says she looks forward to making changes in the way women are perceived in her country. Women need to be encouraged to meet their true potential and realize they can be as productive as men in Kuwait.

And although she’s finished her studies, Al-Ojayan says she will always be a student of life and of finance.

“I’m looking forward to teaching the students and also learning from them,” she says. 

—Katie McInerney ’12 (NEW)
Businesswoman By Chance, MBA Student By Choice

Shea Scott never shies away from a challenge—whether it’s the world of finance or studying for an MBA. So being a woman in her field doesn’t cross her mind much. “You don’t think about being a woman in an office,” she says. “You’re simply trying to be helpful to the team and add value. That’s where I focus my energy.”

Scott, who works for Goldman Sachs as a vice president in investment management controllers, is pursuing her iMBA at Whitman. She fell into finance more than a decade ago, after studying engineering as an undergraduate and taking a financial analyst job offer upon graduation from Florida A&M University. The Arkansas native leapt at the chance and hasn’t looked back since.

Now, she’s looking to learn more about the industry she’s come to love. Scott found at Whitman a balance between a traditional distance-learning program—something that wasn’t her ideal—and a classroom environment—something for which she didn’t have the time.

“Being on campus helps remind you that you’re part of something larger. It helps validate, to me, that I’m enrolled in one of the nation’s top MBA programs.”

—Katie McInerney ’12 (NEW)
Varsity Athlete Succeeds in the Classroom and on the Court

Because of the diverse student body found in the Whitman School, Ashley Williams took for granted that she would encounter that same diversity when she entered the workforce.

But after interning in sales at Pratt and Whitney during the summer of 2011, she became acutely aware of the gender imbalance in business. The environment was always welcoming, but men held most of the corporate management positions. With her supply chain management degree, Williams hopes to move up in the ranks of a company and be in a position to encourage more women to pursue a business career.

“I’m looking forward to growing up: starting my job, paying bills and using what I’ve learned at Whitman in the real world.”

At Whitman, Williams has worked as an assistant for Associate Professor of Supply Chain Management Burak Kazaz’s iMBA class and as a project leader for Students in Free Enterprise. She also plays on SU’s volleyball team—an experience that “helped my time management skills, because I can’t show up to a game tired or to an exam unrested.”

Now a senior, Williams, who is from Ewa Beach, Hawaii, is ready to move on from the Hill. This summer she’ll work in Pratt and Whitney’s two-year materials management rotational program.

“I’m looking forward to growing up: starting my job, paying bills and using what I’ve learned at Whitman in the real world,” she says.

—Katie McInerney ’12 (NEW)
THE WHITMAN SCHOOL

Class of 2012
### BS Graduates

Matthew Abata  
James Adams  
Jonathan Adamson  
Nasser Alagil  
Benjamin Allegrezza  
Ahmed Al-Salem  
John Alvarez  
Josh Amidon  
Roz Amirfazli  
Nicholas Anaya  
Mary Anson  
Lesley Antwi  
Daniel Arnstein  
Robert Atkins  
Zachary Ayres  
Sunghyun Bae  
Jonathan Baker  
Valentine Bardolle  
Emily Barker  
Keith Baron  
Bruna Barreto  
Kyle Barrett  
Briana Bartel  
Tarek Bassioumi  
Craig Baumgardner  
James Behr Jr  
Samantha Bell  
David Ben-Hayun  
Catherine Berda  
Erica Berg  
Courtney Berger  
Danielle Bergman  
Jacob Bergman  
Mitchell Bernstein  
Bradley Biederman  
Sami Bin  
Schuyler Blake  
Joseph Blue  
Kwaku Bosomprah-Bonsu  
Adam Bottorff  
Brett Boyer  
Michael Brennan  
Gregory Bronk  
Safa Browne  
Steven Bukolt  
Jeremy Burke  
Nicholas Cammuso  
Eric Candino  
Joshua Cantor  
Michael Carozza  
Heather Carrozo  
Jonathan Carrubba  
Rashida Carter  
Neal Casey  
Courtney Castle  
Armando Castro  
Robert Cavallo  
Laura Cawley  
Rachel Chachoua  
Shih-Hong Chang  
Arin Chassine  
Chengcheng Chen  
Yanpan Chen  
Bianca Chih  
Taylor Childs  
William Chin  
Yae Jin Cho  
Joon Won Choi  
So Young Choi  
Chun-Ying Chou  
Meng-Hua Chuang  
Jessie Chung  
Benjamin Clifford  
Russell Cockcroft  
Alex Cohen  
Benjamin Cohen  
Jesse Cohen  
Matthew Cohen  
Ryan Cohen  
Carl Conte  
Emily Converse  
Heather Corbett  
Talia Coston  
Nathaniel Cotanch  
William Craine  
Joseph Cramer  
Ismabel Cueto  
Corey Custer  
Conrad Cutler  
Matthew Cuvelier  
Louis D’Adamo  
Peter Dallalah  
Courtney Daly  
Maria Davantzis  
Gregory Davis  
Julia Davis  
Martin-Abdul Davis  
Paul DeFelice  
James Dembinski Jr  
Pawan Dewani  
Victoria Di Napoli  
Jia Di  
Jared Diamond  
Melanie Dolan  
Kan Dong  
Jacob Doue  
Christopher Dowd  
Michaela Downes  
Paul Dubas  
Daryl DuBose  
Joseph Dunaway  
Catherine Duquin  
Chelsea Eastham  
Chad Ehrlich  
Jonathan Eisenberg  
Mark Engle  
Julian Enoch  
Daniel Entrup  
Jonathan Erbstein  
In-hye Erstling  
William Evans  
Maha Fakhruddin  
Yi Fan  
Emily Fasel  
Harris Feldman  
Nicole Feltes  
Cole Feltis  
Barbara Ferris  
Yelissa Figueroa  
Joshua Fishman  
Noah Fleischman  
Chelsea Flores  
Jason Flores  
Brian Flynn  
Daniel Folkman  
William Foreman

*The Whitman School has made every effort to ensure the accuracy of the graduation lists.*
MBA Graduates

Alexander Allport
Reema Manoj Amin
Katie Lyn Armitage
Sumeet Batra
Naixin Bi
Michael Jeffrey Blackman
Joshua Philip Bobrow
Allison Mae Chapman
Xin Chen
Yujia Chen
Tianshi Cui
John Joseph D’Agostino
Mohit Diwan
Christina Rameyi Dove
Krisann Janina Goodwin
Aaron Mitchell Green
Ninaad Milind Haarsole
Andrew John Hacker
Neil Joshi
Oladayo Oluchukwu Kusamotu
Keith S Landon
Valeepom Lertviriyavanich
Prasad P Ligade
Qi Liu
Rishabh Manocha
Leen Imad Nsouli
Patrick Michael O’Leary
Courtney Lee Ostrout
Jupeng Pan
Amita Srikanth Rao
Michael Jeffrey Reszka
Jeffrey Daniel Ryan
Sabrjit Singh Sabharwal
Dafra Stephanie Lorette Sanou
Yiran Sheng
Wei Ming Tang
Wenli Tang
Yongyi Wang
Yiran Xu
Jing Yu
Han Zhang

iMBA Graduates

Marc Andrew Anstrom
Michael Luciano Balistreri
Danielle Renee Bennett
Russell Boodoo
Sheila Ann Burke
Raynauld Leon Cherry
Leena Chitnis
Sarah Elizabeth Copley
Jamie Paul Cyr
Kevin Rennard Daniels
Vasilj Mkhaylovich Dostoinov
Nathan Fletcher Douglas
Joseph Aaron Eaton
Erin Ewing
Adam Faricelle
Anthony James Finochio
Slawomir Andrzej Glowczynski
Kamilah Amana Goodrich
Lee Anne Graham
Paul Grimshaw
Raquel Haberer
Brian Hammer
Izumi Harada
Thomas Bernard Hayden
Frederick Joel Hortick
Dwight Michael Jimison Jr
Kham Michael Johnson
Mary Ann Kiernan
Sandra Lynne Knutti
Farrah Camille Landry
David Liddy
Katheryn Martin
James E Mennig
Anthony Richard Montagna
Scott James Morse
Lee Nietzel
Kristy-Marie Oladayo Ojofeitmi
Joseh Ostuni

MS Entrepreneurship Graduates

Nathan Aleskovsky
Emily Bolton
Ryan Dickerson
Stephen Fox
Lauren Houlik
Michael Santaniello
Alexandra Waterbury
Case Wayne

MS Supply Chain Management Graduates

Russell Edward Bennett
Amber Gayle Coleman
Jonathan Andrew Derosier
Isabel Carmen Diaz
Amy Lynn Graveley
Landon Lynn Hall
Louis Albert Koplin
Michael Charles Margolis
Alisha Ann McCracken
Kecia L McGriff
John Anthony Papile
Carlos Roberto Pilot
Douglas Thomas Pugh
William Edward Whitehouse
Justin Hayden Woulfe
MS Accounting Graduates

Ainur Akinova
Olushola Daniel Amusa
Paul Barbosa Jr.
Christopher John Bender
Alena Birukova
Xuelian Cai
Diana Lynn Campeau
Michael Chau
Alan C Cheng
James HyungKoo Choi
Jihwan Choi
Simon Cho
Chenfeng Chu
Patrick Joseph Cooney
Xiaomin Dai
Patricia De Los Santos
Nicholas Anthony Della Pelle III
Kevin Michael Didio
Michael John Dietrick
Zachary James Endicott
Cory Adeoye Falade
Chen Fan
Zifang Fan
Danielle Marie Fiorentino
Molly Jane Fisher
Patrick Freise
Emily Mary Fusco
Xuanzi Gao
Brandon Charles Gessner
Jeffrey Thomas Gilbert
Thomas Gillick
Hui Gong
Thuong Hoang
Po-cheng Huang
Zeo Imai
Gregory Michael Jarvis
Christophia Claude Josepilte
Michael Adam Kandel
Jared Spencer Kass
Ahreum Kim
Minji Kim
Kathryn Anne Kinsman

Hokyun Lee
Hui Li
Jiuchao Li
Launcelot Wesley Li
Ruoxi Li
Xiaohui Li
Zhaodan Li
Guosen Liang
Bethany Ann Lillie
Yao Liu
Lily Mei
Uyen Nguyen
Doreen Oppong
Lauren Oppong
Ryan Keefe Osborn
Andrew Joseph Pia
Scarlet Yuet-Ling Poon
Preetham Poonati
Hyung S Rim
Kelly Ann Ryan
Matthew James Santucci
Ryan Saroja
Jigme Dorji Sherpa
Brian Harlan Sloan
Jennifer Nicole Taurisano
Kanitha Ky Teng
Benjamin Douglas Tornatore
Jennifer Tung
Scott Samuel VanDerPool
Anthony Enrico Viccari
Lianjie Wang
Ping Wang
Yuxiang Wang
John Morgan Whitaker
Joseph Fryba Winderl
Janessa Lea Wolf
Alexander Joseph Wronkowski
Yingyi Wu
Kuanys Zhamishev
Xin Zhan
Yue Zhao
Lichao Zheng

MS Finance Graduates

Nawaf Mohammad Almohanaa
Derma Khaleed Almohanna
Meshal Mohammad S Alsekhan
Xinbei Cao
Qian Chen
Erin Michelle Closterman
Wendan Dong
Yinghui Fan
Yujia Feng
Danya Fu
Lulu Guo
Yanyan Guo
Feng Han
Shane Leonard Hoffman
Jianfei Hu
Jia Huang
Anqi Jiao
Mengchen Li
Shuang Li
Wenyuan Li
Yanyan Li
Hao Lin
Jiao Liu
Tong Liu
Zhenqiu Liu
Zhijiang Liu
Jing Lu
Shaojun Lu
Zhihui Luo
Mathew Sean Maloney
Renyi Pan
Preetham Poonati
Qin Qin
Honglin Ren
Sha Sha
Jiawen Shen
Linmao Shen
Yunyu Shi

Kiexin Shuai
Peter John Somich II
Xuti Song
Yi Song
Ying Ying Su
Lingqing Tao
Valmicki Tulsee
Shuo Wang
Xiaodan Wang
Xiaoqiong Wang
Xinye Wang
Yiming Wang
Qian Wu
Dan Xie
Huan Xiong
Bingyu Xu
Jing Xu
Rong Xu
Zihan Xu
Qing Yan
Su Yang
Yang Yang
Yiran Yang
Mengdie Yin
Yi Yin
Luchao Ying
Wei Yu
Meng Yuan
Xin Yuan
Jia Zeng
Yu Zeng
Minyang Zhao
Tianyue Zhao
Yajie Zhao
Hong Zheng
Ke Zheng
Liyu Zhou
Xiaoyang Zhou
Yan Zhou
Yihong Zhou
Hui Zhu
Yuan Zou

MBA/EMPA Graduates

Stephen F. Architzel
Michelle R. Baringer
Jennifer R. Bodowski
Christopher L. Brugnola
Marcus A. Canady
Emily L. Cooke
Kelly A. DiMario
John P. Espinosa
Dennis A Fitzgerald
Frank Gonzalez
William J. Hill
Matthew S. Jones
Tyrone Jones
Michelle M. Kehrle
Bryan N. Klimer
Kevin M. Linzey
David R. Marshall
Shaun D. McMurchie
Steve R. Moeller
Christopher P. Mollering
Jason D. Petesch
Ignacio L. Remolina
William S. Schuyler
Colleen M. Schweitzer
Paul D. Sell
Erinn M. Smart
Troy L. Smart
Kyle L. Stevens
Charles G. Thomas
Bridget A. Washington
Matthew N. Wilcoxson
Anna K. Yocom

PhD Graduates

Hessah Al-Ojayan
Joseph Hamilton
Mitchel Hamilton
Hui-Chi Huang
Mingyu Joo
Shoko Kato
Tim Noparumpa
John Park
Jason Pattit
Hongyu Song
Insun Yang

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How do you connect with Whitman?

Whitman on the go or Whitman from your home – with all new social media platforms and mobile technology, it’s easier than ever to stay connected and stay a part of the Whitman community. Check out our all new sites, features and benefits, and stay engaged with Whitman to ensure you don’t miss the latest news, networking, campus events and general tidbits. Like us on Facebook, follow us on Twitter, watch us on YouTube, connect with us on LinkedIn, and come with us wherever else we go.

Scan this code or visit whitman.syr.edu/follow for more information.
A Creative Mind Takes Center Stage

Valerie Vargas spent her freshman year at Syracuse University in the Visual & Performing Arts musical theatre program at Syracuse Stage. And although Vargas enjoyed the spotlight, she yearned to become a more versatile student.

“Show business is, in the end, a business, so I decided to enroll in the Whitman School of Management,” recalls Vargas. “Performers must market themselves to be successful, which made marketing an obvious choice for a major.”

Vargas found her academic niche after taking marketing and business law classes. She still loved being artistic, but she was fascinated by the legal issues surrounding the creative side of business. Following graduation from SU, Vargas enrolled in law school at the University of Miami.

While Vargas’ business career took a brief detour with a stint at the Georgia Supreme Court, she joined BellSouth Cellular where she was able to apply her passion for marketing and the law.

One of Vargas’ most notable achievements came in 2001 when she was part of the creative team that launched the Cingular Wireless brand at BellSouth. The brand promotion included creating logos, advertising, a Super Bowl commercial and forming key partnerships with national sponsors.

Currently in her role as vice president of advertising at AT&T, Vargas handles mass marketing and direct advertising to publicize the power of the company’s network in the U.S. and internationally. She must ensure that the message and look of all advertised campaigns are consistent, while weighing any possible legal implications.

“Show business is, in the end, a business, so I decided to enroll in the Whitman School of Management,”

Vargas says she continues to apply to her daily tasks the practical knowledge she gained from Whitman’s marketing and business law professors along with her performing arts experience.

“You have to be able to think on your feet,” says Vargas, who also is mother to three young children. “You must be able to present clear and concise thoughts, which is something I learned and mastered while at Whitman.”

—Lindsay Wickham

Valerie Miller Vargas ’94 BS
VICE PRESIDENT OF ADVERTISING, AT&T (MOBILITY & CONSUMER MARKETS)

“When I’m 80 years old and looking back on my life, what do I want to remember? I focus my goals and energy on caring for my family and friends while building meaningful work relationships.”

CLASS NOTES

1950s:
Col. Clifford D. Way, Jr. ’54 BS stepped down as commander-in-chief of the Military Order of the World Wars in 2011. Way, who is a retired U.S. Air Force colonel, was the group’s 80th commander-in-chief.

1960s:
David Palmlund ’64 BS, ’68 MBA received a 2011 distinguished service award at the national leadership summit of the Financial Executives Institute (FEI). Palmlund is a 35-year member of FEI, having served on the organization’s hall of fame and finance and technology committees. He is retired and serves as area director for FEI in Dallas. He manages two portfolio companies: Swiss Storage Technologies and the Viper Motorcycle Company.

Charles J. Feldman ’69 BS, an insurance professional and a chartered life underwriter (CLU) in Annapolis, Md., was a guest lecturer at the University of Alabama’s Culverhouse College of Commerce. Feldman was invited by former SU professor, William H. Rabel, who is now the John and Mary Louise Loftis Bickley Endowed Teaching Professor of Insurance and Financial Services at the University of Alabama.

1970s:
Kathy Borrus ’72 BS of Washington wrote the text for “Five Hundred Buildings of Paris” (Black Dog & Leventhal Publishers), a collection of 500 stunning duotone photographs showcasing the finest, most majestic and interesting examples of architecture in one of the world’s most beloved cities.

James W. Heffernan ’69 BA (A&S), ’74 MBA is chairman of the Council on Developmental Services for the state of Connecticut. He and his wife, Kathleen McGuire Heffernan ’70 BA (A&S), were honored by HARC for their many years of dedication and service to people with intellectual disabilities.

Steve Weissman ’77 BS of Glen Rock, N.J., is CFO of The Fireman Hospitality Group, a multi-restaurant owner/operator and management group of 10 properties nationwide.

1980s:
Jay Kramer ’78 BS of Laguna Beach, Calif., is vice president of worldwide marketing for Astute Networks, a leading provider of patented network and storage-based technologies. Kramer spearheads company efforts to build a leadership position in the fast-growing global market for virtualization solutions addressing mid-market and enterprise infrastructure and cloud deployments.

1990s:
John and Mary Louise Loftis Bickley Endowed Teaching Professor of Insurance and Financial Services at the University of Alabama.

2000s:
Col. Clifford D. Way, Jr. ’54 BS stepped down as commander-in-chief of the Military Order of the World Wars in 2011. Way, who is a retired U.S. Air Force colonel, was the group’s 80th commander-in-chief.

2010s:
David Palmlund ’64 BS, ’68 MBA received a 2011 distinguished service award at the national leadership summit of the Financial Executives Institute (FEI). Palmlund is a 35-year member of FEI, having served on the organization’s hall of fame and finance and technology committees. He is retired and serves as area director for FEI in Dallas. He manages two portfolio companies: Swiss Storage Technologies and the Viper Motorcycle Company.
From Small-Town Girl to Global Executive

Andrea “Andi” Handy grew up in a small town in rural Vermont where she knew everyone and where those who went away to college returned home to work and start a family. Handy had every intention of following that model.

After earning her degree from Regis College in Weston, Mass., she moved back home and found work in public relations and alumni affairs at colleges throughout Vermont. Handy describes her work then as a ‘job’ and not a ‘career’—but she did discover her penchant for human resources.

As she approached turning 30, she found herself wanting to focus more on building a career in human relations, so Handy made a conscious decision to break out of the small-town mold and attend graduate school—a first for anyone in her family. She chose the Whitman School of Management at Syracuse University because she wanted to experience student life at a big school. At Whitman, she worked in the placement office, obtained a graduate assistantship and joined student clubs.

Handy credits Elizabeth C. Wesman, professor emeritus at Whitman, and Robbin Suess ’83 MBA, vice president of human resources at IBM and formerly Handy’s manager, for instilling in her a strong foundation in human resources: “They had the same approach—look at things logically and thoroughly and evaluate a situation prior to making a call about what to do.”

Today, in her role as director of human resources for global manufacturing at Freescale Semiconductor in Austin, Texas, Handy uses the principles she learned at Whitman daily. She manages and evaluates the expectations of 10,000 employees in five countries, which allows her to learn about many different cultures, economic levels and labor laws.

“Throughout my career, I have often had a global role, but until now I never had quite as much opportunity to delve into the nitty gritty of doing business in these countries,” Handy says. “It makes work both fun and challenging.”

—Lindsay Wickham

1980s

Edwin J. Kelley Jr. ’81 MS, ’81 JD (LAW) of Jamesville, N.Y., an attorney with the Bond, Schoeneck & King law firm in Syracuse, N.Y., was named to The Best Lawyers in America 2011 in public finance law listings.

John J. Cannizzaro ’81 MBA of Syracuse, N.Y., is the cardiac service line administrator and chief strategy officer at St. Joseph’s Hospital Health Center. He provides administrative direction and leadership in the planning, implementation and evaluation of the cardiac service line.

Robert Zimmer ’82 BS of Chevy Chase, Md., co-founded a new political website, Votesane.com, which provides voters with biographical data, news, voting records and other information about congressional candidates.

Mitchell Hara ’86 BS of St. Petersburg, Fla., is senior vice president of corporate strategy at Home Shopping Network. Hara assists with the overall corporate strategy, identifying and developing new strategic initiatives and leading the strategic process for the company. He also evaluates and oversees potential strategic partnerships and transactions.

Gloria Barczak ’87 PhD, marketing professor and group coordinator in the College of Business Administration at Northeastern University in Boston, Mass., was ranked 19th among the world’s top innovation management scholars by the Journal of Product Innovation Management (2012).

Kim Sachse ’88 BS of Orlando, Fla., is vice president of creative services at Massey Communications, a Central Florida advertising, marketing and public relations agency.

David Horvath ’89 MBA of Bricks- ville, Ohio, is a hearing officer to the Ohio Board of Cosmetology and serves on the executive and finance committees of the Cuyahoga County Republican Party. He is also a Royal Arch Mason.

Paul Reali ’89 MBA of Charlotte, N.C., was a featured presenter at the Expert-2-Expert Creativity Conference at Buffalo State College. The session, “Imagining Creativity’s Future,” explored the concept of embedding creativity into the fabric and identity of a community.

(continues on page 46)
Afghanistan Finance Command Led By Whitman Grads

Floyd “Gene” Lacey, Jr., ’91 BS returned from Afghanistan last summer, where he served as the Financial Management Company Commander in Bagram as part of the Army Reserve. Lacey and his unit were responsible for more than half of the financial operations in the country, including on the battlefield, for large vendors and any local military disbursing agents. Before leaving Afghanistan, Lacey handed his authority over to fellow Whitman alumnus Maj. Les Barnett ’09 MBA (DCP), who was promoted to lieutenant colonel last year. Now, Lacey is a reserve officer in the Army and works as an associate for Booze Allen Hamilton. He and his “Syracuse sweetheart,” wife Michelle Coleman Lacey ’91 BS, have been married for 15 years. When Maj. Barnett leaves Afghanistan in April, he’ll be passing the torch to Maj. Brian Doerr ’10 MBA (DCP).

Stay in touch with us

Share your professional and personal news to stay in touch and get connected with other Whitman alumni. Use the “SU Class Notes” link on the Whitman Online Community or send an email to the Whitman magazine editor.

ONLINE whitman.syr.edu/alumni

EMAIL whitcomm@syr.edu
Fedrizzi Receives SU’s Highest Alumni Honor

Richard Fedrizzi ’87 MBA was honored with a George Arents Award for Excellence in Sustainability Innovation during Syracuse University’s 2011 Orange Celebration in November.

Under Fedrizzi’s leadership as president and CEO of the U.S. Green Building Council (USGBC), more than 100,000 residential and commercial buildings and communities in 129 countries are participating in USGBC’s market-leading LEED (Leadership in Energy and Environmental Design) green building program. In addition, more than 170,000 individuals hold LEED Professional Credentials. At USGBC, Fedrizzi also developed the Center for Green Schools with the goal of sending every child to a green school within this generation. USGBC’s international outreach has also been part of Fedrizzi’s vision. He helped establish the World Green Building Council in 1999.

Fedrizzi was one of four distinguished alumni representing excellence in the areas of law, sustainability innovation, social and environmental activism and public service to receive the recognition. The Hon. Joanne F. Alper ’72, Oren R. Lyons ’58, H’93 and Sean C. O’Keefe G’78 were the other award recipients. Named for George Arents, a successful manufacturer who served on the SU Board of Trustees, Arents Awards are SU’s highest alumni honor, recognizing alumni who have made outstanding contributions to their chosen fields.

1990s

Bradley S. Wirz ’91 BS of Severna Park, Md., launched a new philanthropic enterprise, Gone Reading, which markets a unique brand of apparel and gifts to reading lovers around the world. Profits are used to fund literacy projects in developing countries. Learn more at gonereading.com, or facebook.com/gonereading.

Gerard A. Ataide ’94 MBA, ’95 PhD, professor of marketing and chair of the marketing department at the Joseph A. Sellinger, S.J., School of Business and Management at Loyola University Maryland in Baltimore, Md., was ranked 25th among the world’s top innovation management scholars by the Journal of Product Innovation Management (2012).

Scott Bevier ’96 BS of Brooklyn, N.Y., is CEO of WellNet Healthcare Group, a national health care management company in New York City.

Leah Karr Johnson ’97 BS and her husband, Neil, of Cornwall, N.Y., announce the birth of their daughter, Quin April, who joins big brother Reid.

Satish Nambisan ’97 PhD joined the faculty at the Sheldon B. Lubar School of Business at the University of Wisconsin-Milwaukee as professor of entrepreneurship and technology management. He holds a joint appointment with the College of Engineering and Applied Science at UWM as professor of industrial and manufacturing engineering. Previously, Nambisan taught at Rensselaer Polytechnic Institute.

Robert E. Leach ’99 MBA of Atlanta, partner of The Advisory Circle, was quoted and pictured in the Money section of the April 2011 issue of Black Enterprise. The article, “How to Prepare for an Audit,” was on tax strategies.

2000s

Jay Mandel ’00 BS and Lauren Movshin Mandel ’03 BS of New York City, announce the birth of their son, Gavin Henry.

Brian Robey ’03 MBA of Renton, Wash., is director of airport policy and procedures at Alaska Airlines in Seattle.

Cheryl Curri ’04 BS, ’05 MS, who works in KPMG’s Financial Services Audit Practice, was promoted to senior manager at the company.

Larry Dai ’06 BS of New City, N.Y., is an accounting analyst at Scholastic Corporation in New York City.

Karly M. Anderson ’07 BS of Wayne, N.J., graduated from the W.P. Carey School of Business at Arizona State University with a specialization in strategic marketing and services leadership and an area of emphasis in supply chain management. She works for Experian in California as a product management expert and is part of an MBA leadership rotation program at the company.

Emily Weldon ’07 BS of Liverpool, N.Y., is project coordinator at Three Stones Consulting, a fundraising and philanthropy consulting firm in Santa Fe.

Jessica Haynie ’08 MBA of Santa Fe, N.M., owns and operates Three Stones Consulting, a fundraising and philanthropy consulting firm in Santa Fe.

Justin Zucker ’09 BS received his New York State CPA License.

Whitman Alumni Unite in India

A WHITMAN ALUMNI GROUP recently formed in Mumbai, India, to take advantage of the many local SU alumni who might be interested in reconnecting with others. They first met in 2011 and aim to enhance involvement of Whitman alumni in India. If anyone is interested in joining, they can contact Vivek Kundnani ’05 MBA at vks@theplatinumcircle.com or Sandeep Sinha ’88 MBA at sandeep.sinha@relianceada.com.
2010s

David M. Bull ’10 MS of Syracuse, N.Y., is a national sales account manager for financial services communications at Cathedral Corporation.

Michael Gurska ’10 BS of Chappaqua, N.Y., and Andrew Bank ’11 BS (NEW) of Merrick, N.Y., launched the alpha version of a new tech start-up called VouchBoard, an interactive service that gives users the unique ability to vouch for those who impact their lives.

Sierra Fogal ’11 BS of Jim Thorpe, Pa., interned with Rwanda’s Ministry of Agriculture as part of the Rwanda Action Forum. During this one-year assignment, she implemented new internal and external communications initiatives, including updating web content and introducing social media.

Kenneth E. Michel ’11 MBA of Middletown, R.I., a lieutenant in the U.S. Navy, earned a master’s degree from the Naval Postgraduate School in Monterey, Calif.

Case Wayne ’11 BS of Lido Beach, N.Y., was among 21 seniors chosen for 2011 Engagement Fellowships by Syracuse University.

The year-long program, supported by the Kauffman Foundation, assists fellows with securing local employment, arranges remitted tuition for SU courses, and connects fellows with professionals and faculty mentors. The program is a project of SU’s Initiative, launched in 2009. The program had two application tracks for 2011: Engagement Fellows and the Kauffman Entrepreneur Engagement Fellows, in which fellows start and grow their own companies. Wayne was one of eight Kauffman Entrepreneur Engagement Fellows. Wayne will work with three other 2011 SU alumni on their venture, Rylaxer, producing ergonomic bolsters that transform a bed into a sofa.

Kevin Hirst ’11 BS accepted a position as a client account coordinator at AKA NYC, a Broadway and theatrical advertising agency in New York City. He coordinates projects for the client services department and handles broadcast operations for the agency and is currently working on accounts for “Spider-Man: Turn Off the Dark” and “The Book of Mormon.” Hirst also serves as an alumni ambassador for SU’s Lubin House in New York City.

Whitman is a Family Affair

Morris Merker ’50 BS believes his education at SU provided him with the tools to become a successful CPA and a founding partner of his accounting firm almost 60 years ago. For the past thirty years, his son Alan Merker ’76 BS, has joined him at Morris Merker & Co. in Totowa, N.J. Alan, too, appreciates the foundation provided for him at the Whitman School.

The pair was thrilled when Harrison Merker ’15 BS, Alan’s son and Morris’ grandson, enrolled at Whitman. Morris and Alan Merker are proud that Harrison will learn from some of the nation’s leading business educators at Whitman.

Encouraging Women on Their Path to Success

As a high-level corporate executive, wife and mother of two high school teenagers, Deborah “Debbie” Leone is successfully balancing her career and family.

Working for the global investment bank Goldman Sachs in New York City for the past 22 years, Leone encourages other women to be ambitious and seek rewarding careers while maintaining a fulfilling family life.

Deborah Gluckman Leone ’86 BS, ’87 MBA
MANAGING DIRECTOR, DIRECTOR OF INTERNAL AUDIT, GOLDMAN SACHS

In her role as managing director and global director of internal audit at Goldman Sachs, Leone and her team are responsible for independently assessing the firm’s internal control structure, raising awareness of control risk and providing advice to management in developing control solutions. In addition, the team monitors the implementation of management’s control measures.

Leone learned the importance of teamwork while working on many team projects as a student at the Whitman School of Management. She believes that not only understanding but also acting on what was productive, efficient and effective for the team was the most important part of her experience at the Whitman School.

“Immersing myself in the benefits of teamwork led to a natural transition from school to the workplace,” Leone says. “Collaboration and consensus-building are what we do daily; teamwork is highly valued at our firm.”

Goldman Sachs also understands the importance of hiring and retaining key female talent. Leone is co-chair of Goldman Sachs’ Women’s Network, a company-wide initiative that hosts more than 200 annual events focused on recruiting, retaining and promoting women within the firm.

“We highlight the careers of successful women inside and outside the firm and try to create more transparency around the paths to success,” Leone says.

Leone urges women seeking careers in business to tackle multiple roles at their firms in order to become successful and versatile leaders.

“Work hard, be confident and do what you love,” Leone advises. “Balancing your career and your home life is challenging but achievable.”

—Lindsay Wickham

Alumni Portfolio

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55 JD (LAW)

2012

James D. Kuhn '70 BS, '72 MBA

President

Newmark Knight Frank

56x665'

'55 JD (LAW)

2012

James D.

'70 BS, '72 MBA

Chairman and CEO (Retired)

OW Office Warehouse

The Barter Group Chairman and President

Clarke Detroit Diesel Allison

Managing Director

Chrysler Corporation

Senior Vice President

Cat Rock Group

Managing Director, Investments

Managing Director

President and CEO

Managing Director, Investments

President and CEO

Managing Director

President and CEO

Managing Director

CEO

Chairman

Chairman and CEO

Win-Holt Equipment Group

Chief Financial Officer

PepsiCo

President

EBV Foundation

Managing Director

Goldman Sachs

President, Sales, Distribution & Sports

Turner Broadcasting System

President and Founding Partner

Lippert/Heilshorn & Associates

Vice Chairman

Columbian Mutual Insurance Company

Chairman and Managing Partner

Saturn Asset Management

Chairman and CEO

Cinedigm Digital Cinema

Managing Partner

Farragut Capital Partners

Vice President

Command Web Offset

Chairman and CEO

MiltonCAT

President

Alex G. Nason Foundation

Director

Gentiva

Managing Director

Neuberger & Berman

President

Pergament Properties

President and CEO

Home Properties

Chairman and CEO

Snap-On Incorporated

CEO and Chairman of the Board

Managed Health Care Associates (MHA)

President

Illico Corporation

President

Salmanson Capital

President

Bartmon, Shapiro & Associates

President

Nancy Harvey Steorts International

President, Chairman

Third Avenue Management

President, Construction Management

Wilmorite

President and CEO

JM Zell Partners

Executive Associate Dean

for Institutional Advancement

Whitman School

Dean

Whitman School

EX OFFICIO

Thomas J. Foley '81 MS

Executive Associate Dean for Institutional Advancement

Whitman School

Melvin T. Stith '73 MBA, '78 PhD

Dean

Whitman School