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On the cover:
Honoring the life of our friend and benefactor, Martin J. Whitman '49, H'08.


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It has been a time of transition at Syracuse Whitman. We learned of the loss of our beloved friend and benefactor, Marty Whitman. His passing was a shock to all of us, especially those fortunate enough to spend time with him only a few days earlier on Whitman Day. His wife, Lois, said that he loved this last visit and remained a true believer in the school. Marty's life and contributions have defined our community in so many ways and will continue to do so far into the future. We celebrate his life and legacy in this issue.

We have said farewell to our dear colleague, Professor Fred Easton, who left us suddenly this past summer. Fred will be remembered as a faculty member who cared deeply for his students, was committed to impactful research, and defined collegiality. He will always be a part of Whitman and SU.

It has also been a time for transition in leadership. After many years of dedicated and valuable service, Associate Dean Don Harter decided to step down and return to full-time teaching and research. Don led a period of remarkable growth and success in Whitman's master’s programs, including the launch of new degrees in business analytics, marketing and supply chain management. He leaves behind a legacy of innovation, high-quality programs, and a school that is in a much stronger financial position.

At the same time, a new generation of leadership at the school is emerging. New appointments in the past few months include Kevin Coates as executive director of administration and strategic initiatives, Chris Crooker as assistant dean for advancement, Eunkyu Lee as associate dean for global initiatives, Alex McKelvie as associate dean for undergraduate and master’s business education, and Kara Primrose as director of career services. I am deeply grateful to all of these individuals for stepping into these new roles as we build our organizational capacity to successfully pursue our ambitious goals.

Finally, we have experienced an important transition on the Whitman Advisory Council. After many years of dedicated service, Jimmy Kuhn announced that he would step down as Chair in order to begin a new role leading the Board of Trustees Athletics Committee. I would like to express my deepest appreciation and gratitude to Jimmy for his outstanding leadership of the Council and his many valuable contributions to the success of both the Council and Whitman—particularly his ongoing and generous support for the Kuhn Real Estate Center, its faculty and students.

Lisa Fontenelli ’86 (WHIT/NEW) has graciously agreed to succeed Jimmy as chair of the council. Lisa is deeply committed to engaging Whitman alumni and council members, and to advancing Whitman as a leader in preparing students for the increasingly dynamic, diverse and interconnected world into which they will graduate. We are all extremely fortunate to have such a talented and committed member of our Orange Nation willing to take on this important leadership role.

Ultimately, of course, our community’s ability to achieve the goals we have for our students and our community depends on the generous support of alumni, parents and partners. Together, we can develop the professionals that the business world needs today and the leaders it needs for tomorrow. Every gift of time, talent or treasure has a meaningful impact and helps us to reach our goals. I encourage you to make a commitment to the school and, on behalf of all our faculty and staff, extend heartfelt thanks to those who have already come forward.

Best Wishes,
Eugene (Gene) Anderson
Dean
Whitman Announces Partnership with National Black MBA Association

The Whitman School recently announced a new partnership with the National Black MBA Association as part of the first installment of the NBMBAA Collegiate Partnership Program. The program aims to increase awareness and facilitate access to graduate and business education programs in professional fields across the country. Whitman is one of a dozen diamond-level partners nationally.

The NBMBAA was founded in 1970 to help African Americans coming into the corporate sector, largely for the first time, share experiences and insights to help make their careers and career paths easier. According to Alex McKelvie, Whitman’s associate dean for undergraduate and full-time master’s programs, the organization’s partnership includes the following:

- Whitman has committed to awarding at least two merit-based scholarships to NBMBAA member students.
- The school must ensure that at least 25 students are NBMBAA members.
- The Whitman School will hold an NBMBAA event on campus every academic year.
- Whitman will send a case competition team to the annual National Black MBA Conference and Exposition.

Whitman hopes the partnership will help increase the diversity of the Whitman School community. “We need to build and grow our ability to attract, recruit and yield fantastic students,” says McKelvie. “Having a diverse classroom enriches the conversation and allows people to challenge their perspectives and think about things in new ways. Diversity in thinking and backgrounds is one of the most important factors for innovation and peak performance. Whitman graduates will need to master working together in a world of accelerating change.”

In addition to the new partnership with NBMBAA, the Whitman School has a local chapter of the National Association of Black Accountants (NABA), a professional organization of minority accountants that is open to all students. “Many people are unaware that NABA welcomes members of all races, but that is key to the organization’s ability to bring business students together in a positive, learning and networking environment,” says Whitman Professor Kofi Appiah Okyere, the NABA faculty advisor. “Together, all members seek to ‘lift as we climb,’ helping each other become successful business people.”
Whitman Staff and Faculty Assume New Leadership Roles

Kevin Coates, Executive Director of Administration and Strategic Initiatives

Kevin Coates, formerly director of budget, finance and business analytics, is the Whitman School’s inaugural executive director of administration and strategic initiatives. This new position is intended to advance the implementation of the school’s strategic plan and its ability to successfully pursue its ambitious goals.

Coates is responsible for building required staff capacity, coordinating and integrating activities and operations, and long-range planning and forecasting. He will oversee several key organizational units and activities, including Career Services, Alumni Relations, Corporate Relations, Financial Operations and Analytics/Assessment.

“Kevin will be responsible for the development, analysis and improvement of innovative systems and services that support our broader educational, research and outreach missions,” says Whitman Dean Gene Anderson. “It is also an important recognition of the increasingly broad role that he has taken on with regards to the administration and implementation of a wide range of initiatives and activities within the school.”

Coates came to Whitman in 2016 from Cornell University, where he was responsible for analytics, financial metrics and reporting. He was instrumental in building a business intelligence team for Cornell’s alumni affairs and development office. He holds a bachelor of business administration from SUNY Polytechnic Institute.

Eunkyu Lee, Associate Dean for Global Initiatives

Eunkyu Lee, professor of marketing, has been named associate dean for global initiatives. This new role was created to champion and facilitate Whitman’s many international research and educational efforts across programs, campus and with external partners.

“Thanks to the efforts of many individuals over the years, Whitman has a strong foundation on which to build and enhance its international activities and impact,” says Whitman Dean Gene Anderson. “Professor Lee’s passion for international issues and collaborative approach make him an ideal partner for the many remarkable international experts and their activities at the school, as well as working in concert with other associate deans, department chairs, faculty and staff leading and pursuing internationalization of our research and educational programs.”

Lee will help deploy and enhance global initiatives, including but not limited to, supporting international research and scholarship, developing relationships with other university units and international partners, and further internationalizing the student experience.

Since coming to Whitman in 2000, Lee has held several roles including Ph.D. program director and marketing chair, while continuing to conduct research and teach. He instructs undergraduate and Ph.D. courses and offers a global innovation management course that includes visits to South Korea, Ireland and Hong Kong. He earned an MBA and Ph.D. in marketing from Duke University.

Alexander McKelvie, Associate Dean for Undergraduate and Master’s Business Education

Alexander McKelvie, chair of the entrepreneurship and emerging enterprises (EEE) department, was recently promoted to full professor and appointed to the role of associate dean for undergraduate and master’s business education.

“The driving considerations in combining undergraduate and master’s education under one individual include the forthcoming wave of innovation in our educational programs driven by our strategic plan; leveraging integrative and collaborative opportunities across individual programs, other units within the school and across the university; and responding to the rapidly changing and growing market for part-time business education,” shares Whitman Dean Gene Anderson.

As associate dean for undergraduate and master’s business education, McKelvie will oversee Whitman’s undergraduate business education offerings and full-time master’s and certificate programs, working closely with department chairs, curriculum boards and the school’s governing faculty. He will continue as EEE department chair.

At Whitman, McKelvie has led the development and teaching of world-class programs, including new courses for the Institute for Veterans and Military Families. He has received teaching awards from SU, Whitman and his former university in Sweden, while also working with many startups and conducting internationally awarded research. He holds a Ph.D. in business administration from Jönköping International Business School.
Crooker Joins Whitman as Assistant Dean for Advancement

Christopher Crooker has joined the Whitman School as assistant dean for advancement. Crooker brings to this role a wealth of alumni affairs and development experience and a track record of fundraising success. He held a series of progressive roles at Cornell University from 1997 to 2014. As assistant dean of alumni affairs and development at Cornell’s School of Industrial and Labor Relations for more than a decade, he built a thriving and sustainable development unit.

Most recently, Crooker was assistant vice chancellor for development at the University of Massachusetts at Amherst, where he led the university’s fundraising team in completing a university-wide campaign. His accomplished experience both at Cornell and UMass will be instrumental in building Whitman’s advancement team and increasing philanthropic outcomes.

Crooker holds a bachelor of arts in history and a master’s in professional studies in industrial and labor relations, both from Cornell University. As a student at Cornell, he was a four-year Naval ROTC scholarship recipient and, subsequently, served six years on active duty and nine years in the reserves as a commissioned officer in the U.S. Navy.

Kyle Danzey
Assistant Director of the Career Center

Kyle Danzey has joined the career services team as assistant director, with primary responsibilities of career education, professional development and corporate engagement for finance and real estate students. Prior to Whitman, he served as director of the Peace Corps Prep program and assistant director of the career center at the University of Mary Washington. He holds a bachelor’s in public relations from Virginia Commonwealth University and a master’s in higher education leadership from Old Dominion University.

Stephanie Ellis
Academic Advisor for Undergraduate Programs

Stephanie Ellis is a new academic advisor for undergraduate students in the Marshall House of the Goodman IMPRESS Program at Whitman. Ellis comes to Whitman from the Syracuse University School of Education, where she served as an assistant director of academic advising. Ellis earned a bachelor’s degree from Nazareth College and a master’s of art in higher education administration from the University of Rochester.

Claire Harshberger
Academic Support Coordinator

Claire Harshberger was recently hired as a new academic support coordinator at the Whitman School. In this role, she assists faculty, specifically in the finance department, with their various work needs. Prior to joining the Whitman staff, Harshberger worked as an administrative assistant at an art dealership and attended the SUNY Oswego.

Denise Johns
Academic Advisor for Undergraduate Programs

Denise Johns spent five years working at Onondaga Community College as an advising coordinator before arriving at Whitman. In her new role, Johns provides academic guidance to the undergraduate students in the Goodman IMPRESS Program’s Harrison House. Johns earned a B.A. in speech communication from SUNY Potsdam and M.A. in integrated marketing communications from Nazareth College.

Benedict Schlimmer
Manager of Academic Technologies

Benedict Schlimmer has joined the Whitman School’s information technology team as manager of academic technologies. He is responsible for managing academic technology, the technology service desk and technology training. Before Whitman, Schlimmer was a program analyst at SUNY Oneonta. He earned a bachelor’s in computer science from SUNY Brockport.

Tami Smith
Administrative Assistant

Tami Smith has been hired as an administrative assistant at the Whitman School, where she supports the staff of the defense programs by setting up and coordinating short courses, providing materials and communicating with students. Smith holds an MBA from Northeastern University. She previously worked for Syracuse University College of Arts and Sciences with their academic integrity program in the academic advising office.
Staff Announcements

Brian Albanese
Academic Technology Coordinator

Brian Albanese was appointed academic technology coordinator after nearly two years of service at Whitman as a computer consultant. In this new role, Albanese maintains and supports Whitman's computer labs, classrooms and mobile notebook carts, as well as managing the student technology center and Excel certification exams. Previously, Albanese worked as an IT consultant at Community Action of Orleans and Genesee County. He holds a bachelor's in computer and information sciences from SUNY Brockport.

Rachel DuBois
Director of Undergraduate Recruitment

Rachel DuBois was recently named director of undergraduate recruitment at the Whitman School. In this role, she will manage all of the undergraduate recruitment efforts for the school. Prior to this appointment, Dubois served as an academic advisor in Whitman's undergraduate Program for more than four years. She completed a B.S. in finance from the Robert H. Smith School of Business at the University of Maryland and an M.S. in higher education from Syracuse University.

Katheryn Graham
Budget Analyst

Katheryn Graham, formerly the administrative specialist of the Whitman School’s Career Services Center, is a newly appointed budget analyst. She is now responsible for managing the budgets of program areas and nonacademic areas, developing reports and overseeing financial transactions. Before joining the Whitman School, Graham was an administrative assistant at a private medical malpractice firm. She received a bachelor of fine arts degree from Fredonia State University.

Andrea Parisi
Associate Director of Marketing

Andrea Parisi has been appointed associate director of marketing after more than five years with the Whitman School. In this new role, she is responsible for managing all aspects of the design and creative process for marketing and communications within the Whitman School. Parisi holds a BFA in graphic design from SUNY Oswego and is set to complete her master's degree in advertising and communications from Syracuse University’s S.I. Newhouse School of Public Communications in June 2019.

Primrose to Lead Career Services at Whitman

Kara Primrose has been appointed director of career services. Primrose has worked for the Whitman School’s Career Services department since 2008, where she has provided student career counseling and professional development support for graduate and undergraduate students, as well as cultivated corporate relationships to support full-time and internship placement for students. Most recently, she served as interim director.

Prior to joining the Whitman Career Center, Primrose spent more than a decade working in admissions at Hobart and William Smith Colleges, where she had direct impact on increasing the quality and quantity of student enrollment. She also had the lead role in creating and implementing all admissions visitation and scholarship programs.

Primrose, a resident of Baldwinsville, New York, holds a bachelor of arts degree from Hobart and William Smith Colleges. She is a certified Myers-Briggs Type Indicator practitioner and a member of the MBA Career Services and Employer Alliance and the National Association of Colleges and Employers.

Magnarelli and Reedy Recognized with 2017-2018 Staff Awards

During the annual staff and faculty awards ceremony held at the conclusion of the 2017-2018 academic year, Whitman recognized two staff members for exemplary service. Agnes Magnarelli (pictured left), administrative specialist, was presented the Lifetime Achievement Award. John Reedy, assistant director of IT and application development, received the Staff Member of the Year Award. Please see page 62 for a listing of faculty awards.
Carol Heil: Congratulations, Appreciation and Best Wishes

In July, Carol Heil retired from Syracuse University after 35 years of dedicated service. Fortunately for the Whitman community, 10 of those years were spent with us as the director of undergraduate recruiting. She was exceptional in her post and beloved by many. We extend our congratulations to Carol on a remarkable career, our gratitude for the immeasurable impact she made at Whitman and our wishes for the very best in retirement.

“When I was told that Russ Hamilton was retiring as our admissions officer, I immediately asked Carol to apply. Having worked with her when she was at University College, I thought she had the personality and communication skills we needed. I then had the pleasure of working with her for the next 10 years. Both students and parents could see Carol’s sincerity when discussing the value of a Whitman education. She was always there for the students with a welcoming smile. She should be proud of her accomplishments and the number of students whose lives she touched. Carol was a wonderful colleague and a good friend. I wish her the best.”
- Clint Tankersley, Former Associate Dean of Undergraduate Programs

“Carol, I consider myself lucky to be among the countless SU students whose lives, careers and experiences you have helped shape. You were truly the “heart” of Whitman and your warmth and indelible touch will be missed!”
- Hillary Tucker ’14

“Mrs. Heil, you have had such an important impact on the Whitman community. Even on the darkest and coldest days, your bright smile and kind spirit warmed the building. I am grateful to have had the chance to work, learn and grow with you during my time at Whitman.”
- Tatiana Turner ’15

“I can’t think of anyone during my time in Whitman who has had a greater impact on the school than Carol Heil. She made everyone feel welcome, important and empowered.”
- Daniel R. Strauss ’18

“Mrs. Heil has been a cornerstone in this school’s rise to greatness. Her genuine nature and ability to tell “The Whitman Story” painted a picture of a place where almost every prospective student could see his/her future. Her mentorship and example pushed me to new heights at Whitman and beyond!”
- Sam Whitaker ’14

“Best wishes to a true friend and a wonderful colleague—loved our time together working on new initiatives and your energy, enthusiasm and steadfast belief in our students. Your always kind words may have been short and easy to speak, but their echoes are truly endless for so many.”
- Amanda Nicholson, Assistant Provost and Dean for Student Success

“Carol was the cornerstone to bringing the best and brightest talent to the classrooms of Whitman. She embodied the mission of the University and made each prospective student feel at home from the moment she met you. Carol will be dearly missed.”
- Margo L. Konugres ’12

“Carol was always proud to share all of the good that Whitman had to offer, but what she never realized was that she was one of the best things that Whitman had to offer. She was the reason thousands of people wanted to call Whitman their home each year, because that’s how she made people feel—at home. I am so lucky to have worked closely with Carol for nearly a decade, and I am thankful to call her a friend and see her enjoy life after Whitman!”
- Lindsay Quilty, Assistant Dean for Undergraduate Programs

“Caroline, I consider myself lucky to be among the countless SU students whose lives, careers and experiences you have helped shape. You were truly the “heart” of Whitman and your warmth and indelible touch will be missed!”
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- Amanda Nicholson, Assistant Provost and Dean for Student Success

“Carol was one of the many reasons I came to Whitman. She was the first person prospective students and families met when they arrived at Whitman. With her warm welcome, passion for students and families, and love for Syracuse and Whitman, there couldn’t have been a more perfect person for it.”
- Joshua Fishman ’12

“I will never forget the positive and radiant energy Carol exuded in every conversation. She was the welcoming and enthusiastic face of Whitman, and I am grateful that I had the chance to work with her.”
- Dylan Weinberger ’16

“Congratulations on your retirement, Carol! It was an absolute pleasure to meet you on my first day at Whitman and an honor to have worked for you. I will be forever grateful for all the advice and support you gave me during my time at SU. Best wishes on your next chapter!”
- Jenna Bartolotti ’17

“Carol was the cornerstone to bringing the best and brightest talent to the classrooms of Whitman. She embodied the mission of the University and made each prospective student feel at home from the moment she met you. Carol will be dearly missed.”
- Margo L. Konugres ’12

“Carol was always proud to share all of the good that Whitman had to offer, but what she never realized was that she was one of the best things that Whitman had to offer. She was the reason thousands of people wanted to call Whitman their home each year, because that’s how she made people feel—at home. I am so lucky to have worked closely with Carol for nearly a decade, and I am thankful to call her a friend and see her enjoy life after Whitman!”
- Lindsay Quilty, Assistant Dean for Undergraduate Programs
Fontenelli Appointed Chair of the Whitman Advisory Council; Kuhn Steps Down after Six Years at the Helm

The Whitman School has announced the appointment of Elisabeth “Lisa” Fontenelli ’86 (WHIT/NEW) as chair of the Whitman Advisory Council. Fontenelli succeeds long-time council member James D. Kuhn ’70, ’72 MBA, who served as chair for six years. Kuhn will remain a member of the council.

Fontenelli retired as managing director at Goldman Sachs in April 2017 after 25 years at the firm. Prior to her retirement, she was global head of securities research and deputy head of the Global Investment Research Division. She was named a Goldman partner in 2006 and served on the firm’s partnership committee.

In addition to her professional achievements, Fontenelli has long been devoted to serving others. From 2004 to 2015, she served as trustee of Georgian Court University in New Jersey. The institution, founded by the Sisters of Mercy in 1908, provides a comprehensive liberal arts education in the Roman Catholic tradition. During her tenure as trustee, she was a member of the finance and advancement committees, co-chaired the Centennial gala and participated in women’s leadership development initiatives, including facilitating a panel of Goldman Sachs female executives at a University Women’s Leadership conference.

Fontenelli, who graduated from Syracuse University in 1986 with a dual degree from the Whitman School and the S.I. Newhouse School of Public Communications, has been a long-standing member of the Whitman Advisory Council. Since 2006, Goldman Sachs has hosted students participating in Syracuse University’s Stuart Frankel & Co. New York Stock Exchange Program, known as the Frankel Scholars program, in part due to Fontenelli’s sponsorship. She remains an active participant with the Frankel Scholars and other University immersion programs. She has also been engaged in a wide range of activities at Whitman and the University, including guest speaking in classes to judging the Orange Tank business pitch competition. This past May, she was elected to Syracuse University’s Board of Trustees.

“I look forward to working with Lisa to facilitate even greater engagement for all council members in the life of our school, its priorities and programs,” says Whitman Dean Gene Anderson. “I am grateful to her for taking on this important role for our school and university.”

Kuhn is president of Newmark Knight Frank, one of the world’s leading commercial real estate advisory firms. He has served on the Syracuse University Board of Trustees for 10 years and recently assumed the role of chair of the Athletics Committee. He is a member of Whitman’s Real Estate Advisory Board, the naming benefactor of the James D. Kuhn Real Estate Center at Whitman, co-founder of Syracuse’s New York City Architecture Program and a founding partner of The Fisher Center. Kuhn also established the Leo and Sunnie Kuhn Scholarship for Entrepreneurial Studies, the James D. Kuhn Film Fund at the College of Visual and Performing Arts and the Marjorie and the James Kuhn Program to Foster Diversity in Real Estate in New York City. He is a former recipient of the Jonathan J. Holtz Alumnus of the Year Award, the Whitman School’s highest alumni honor.

“I also would like to express my appreciation to Jimmy Kuhn for his outstanding leadership of the Council and his many valuable contributions to the success of both the council and Whitman,” adds Anderson. “We will miss him in this role, but also know that he will be focusing his unique talents on leading the Syracuse University Board of Trustees Athletics Committee.”

Remembering Martin L. Berman ’62 (A&S)
May 6, 1940 – April 16, 2018

The Whitman community extends its condolences to the family of Martin L. “Marty” Berman, who passed away in April. At the time of his death, Berman was a member of the Whitman Advisory Council and served as chairman and CEO of Palisade Capital Management, which he founded in 1995. Berman, who was awarded the 2016 Orange Entrepreneur of the Year recognition from Whitman, sponsored a guest lecture series at the School. A message released by Palisade upon his death included the following words about Berman: “Palisade has lost an inspired leader and a great friend. Marty treated each of Palisade’s clients and employees like family, and his unparalleled commitment to the firm and its clients will be greatly missed. Marty leaves behind a strong legacy that will inspire us forever.”

Whitman Advisory Council Departures

The Whitman School would like to thank Colleen Arnold ’81 MBA, Yvette Hollingsworth Clark ’94 MBA and John Guttag, who have stepped down from their posts as members of the Whitman Advisory Council. We are grateful for their service and support, and we look forward to their continued engagement as dedicated members of our alumni community.
The Whitman Advisory Council

The Whitman School extends its appreciation to the members of our advisory council who share their time, talent and treasure to help advance the mission of our school.

**Chairman**
Elisabeth Fontenelli ’86 (WHIT/NEW)
Deputy Head of Global Investment Research and Head of Securities Research (retired)
Goldman Sachs Group Inc.

**Members**
Mark Andreae ’88
Chairman and President
Clarke Power Services Inc.

Steven W. Ballentine ’83
President and CEO
Ballentine Capital Management Inc.

Robert C. Bantle ’86 (VPA)
President and CEO
Citi Private Bank/Citibank NA

Mark Begor ’80
CEO
Equifax Inc.

Larry Benedict ’84
Managing Member and Founder
Banyan Equity Management LLC

Jonathan P. Brodsky ’96 (A&S/MAX)
Principal and Founder
Cedar Street Asset Management LLC

Steve Charney ’81
Chairman
Peckar & Abramson P.C.

Richard Corgel ’71, ’76 M.S.
Executive Director - Fraud Investigation and Dispute Services (retired)
EY (Ernst & Young)

Michael C. Cornell ’94
Co-Founder, Partner, managing Partner and Managing Member
MCC Capital Partners

John Couri ’63 (A&S)
President
Couri Foundation

Douglas Cramer ’87
Managing Principal and Founder
Alternative Access Capital LLC

Daniel D’Aniello ’68
Co-Founder and Chairman Emeritus
The Carlyle Group

Rob D’Avanzo ’88
Managing Director
Accenture

Darlene Deremer ’77, ’79 MBA
Managing Partner
Grail Partners LLC

Michael A. Dritz ’59
Chairman
Dritz Enterprises, LLC

Rick Einhorn ’92 (A&S)
Vice President
Hewlett-Packard Company

Robert Fagenson ’70
Chairman of the Board (retired)
National Holdings Corp. Group Companies

Michael J. Falcone ’57
Founder and Chairman Emeritus
Pioneer Companies

Harold A. Fetner ’83
CEO
Fetner Properties

David Flaum ’75
Chief Executive Officer
Flaum Management Co. Inc.

Lee R. Goldberg ’06
Co-Founder and Partner
Vector Media Group

Kenneth E. Goodman ’70
President and COO (retired)
Forest Laboratories Inc.

Charles D. Harris ’70
Senior Vice President
PNC Financial Services Group, Inc

Richard Haydon ’66 (A&S), C.F.A.
Group President
Columbia Financial Group

Thomas Herskovits ’69, ’94 MBA
Managing Partner
Feldman Advisors

Joanne Hill ’76 MBA, ’78 Ph.D.
Research and Strategy
Cboe Vest

Jonathan J. Holtz ’78
Chairman and CEO
Win-Holt Equipment Group

Hugh Johnston ’83
Chief Financial Officer, Vice Chairman
PepsiCo Inc.

Steven A. Kass ’78, CPA
Kass Advisory, LLC

Bernard R. Kossar ’53, ’55 J.D. (LAW)
President
Millennium Partners, LLC

James D. Kuhn ’70, ’72 MBA
President
Newmark Knight Frank

Theodore Lachowicz ’72
President
EBV Foundation

Robert Laughlin ’87
Region Head
Citi Private Bank/Citibank NA

Deborah R. Leone ’86, ’87 MBA
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Goldman Sachs Group Inc.

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LHA

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Columbia Financial Group

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Saturn Partners

Christopher J. McGurk ’78
Chairman and CEO
Cinedigm Digital Cinema

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Managing Partner
Farragut Capital Partners, LLC

Steven Merson ’93
President
The Command Group

Alex G. Nason ’81
Founder and President
Alex G. Nason Foundation, Inc.

Robert H. Pearlman ’64
Senior Portfolio Manager
The Fraenkel Group

Bruce D. Pergament ’80
Owner and President
Pergament Properties

Edward Pettinella ’76 MBA
Former President and CEO
Home Properties

Nicholas T. Pinchuk
Chairman and CEO
Snap-on Incorporated

Kenneth Pontarelli ’92
Chief Administrative Officer (retired)
Goldman Sachs Group Inc.

Douglas A. Present ’86
Founder
Douglas Present Associates

Andrew Quinn ’97 MBA
President and CEO
ILSCO Corporation

Carl H. Reimerdes ’63 (ESF)
Consultant

Neil Rotenberg ’79
Managing Partner
RotenbergMeril

David E. Salmanson ’00 (FALK)
President
Salmanson Capital LLC

Joel A. Shapiro ’59
President
Bartman, Shapiro & Associates

Leonard H. Shapiro
Chairman and CEO
Commander Enterprises LLC

Hon. Nancy Harvey Sterots ’59
President
Nancy Harvey Sterots International

Roland Williams ’97 (VPA)
President and CEO
Football Mentality, LLC

PJ. Wilmot ’02
President
Wilmorite Inc.

Jeffrey M. Zell ’77
President and CEO
JM Zell, CRE

Ex Officio
Gene Anderson
Dean
Whitman School

Christopher Crooker
Assistant Dean for Advancement
Whitman School

Michael Gursha ’10 (WHIT/NEW)
CEO
Rookie Road, Inc.

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He had a profound belief in the value of universities. He took education and scholarship so profoundly seriously that he had such utter respect for learning.

-Jim Whitman

Martin J. Whitman ’49, H’08—whose gift to Syracuse University in 2003 named the Martin J. Whitman School of Management—died April 16 in New York City. He was 93. These stories reveal some of the dimensions of a noble man’s long life well lived.

His energy, and his zest for life, defined Marty Whitman.

Ten days before he died, he had been on campus for the 15th Whitman Day, the annual day that celebrated the gift that named the Martin J. Whitman School of Management. On the last day of his life he argued with his physician, who didn’t want him to go to the office.

When asked if he were going to retire, Marty would often reply, “What else am I going to do? Become a tennis pro?”

Mike Sasso, a longtime employee, says, “He had three loves: his family, tennis, investing.”

In 1956, Marty married Lois Quick and they lived happily together for 62 years. He was intensely proud of his three children and their spouses: Jim, a Yale Law School professor, married to Sara McDougall; Barbara, a Broadway producer; and Tom, a Swarthmore College music professor, married to Mira Rabin. He adored his six grandchildren: Daniel, Will, Nathaniel, Lucien, Raphael and Rosalie.

Marty knew not every serve would go in, that life would include some double faults, lost matches and unsuccessful investments. He chose not to dwell on the past but to look forward. His family saluted this attitude by concluding the celebration of life held in May with one of his favorite songs.

While most members of the Whitman family are musical, Marty was “not the greatest singer,” says his daughter, Barbara. That didn’t stop him from loudly singing songs that appealed to him. “His off-key warbling was filled with nothing but joy,” Barbara says.

The song played at his celebration of life (sung by Barbara’s son Will Carlyon with Marty’s younger son, Tom, on the piano) was “It Don’t Worry Me,” the Keith Carradine composition that closes the 1975 movie Nashville.

The price of bread may worry some,
It don’t worry me
Tax relief may never come,
It don’t worry me
Economy’s depressed not me,
My spirit’s high as they can be.
And you may say that I ain’t free,  
But it don’t worry me.  

It don’t worry me,  
It don’t worry me,  
You may say that I ain’t free  
But it don’t worry me. (Lions Gate  
Music Co./Easy Music [ASCAP])

That song reflects Marty’s  
temperament, Tom Whitman says:  
“My father loved what he did,  
and worked tirelessly. Despite his  
best efforts, setbacks were always  
inevitable. But he would always  
accept a loss after months or even  
years of work and simply move to  
the next project. That capacity was  
one of his greatest strengths, and  
something I have sought to emulate  
in my own life.”

The image of the hard-charging,  
high-living Wall Street financier did not fit Marty Whitman.  
Successful he was. Flamboyant he was not. He was beloved for his  
modesty and sense of humor.  
Former Chancellor Nancy Cantor recalls his “impish smile ...  
and gravelly voice that was actually  
as sweet as can be.”  
“He always called me ‘Your Deanship.’ ‘How’s it going, Your  
Deanship?’” says Dean Emeritus Mel Stith, who worked with Marty  
from 2005 to 2013 as Dean of the Whitman School.  
“He made a fortune on Wall  
Street, but it’s worth emphasizing  
he could have made a much bigger  
one,” says older son Jim Whitman.  
“He was amazingly ungreedy. He  
had no desire to be some Greenwich  
multibillionaire with chauffeurs and flunkies and fawning  
politicians and black-tie events.”

Instead, Marty preferred a good  
deal and a practical gift.  
Turning 65, he received his  
senior citizen discount card for the  
New York City subway, says Sasso:  
“Boy, was he happy about that.”  
For one birthday, a business  
assistant suggested purchasing him  
a gold watch. Sasso remembers the  
office’s reaction: “Marty’s not a  
gold watch kind of guy. Plus you’ll  
ever get that Timex off his wrist.”  
They gave him a leather backpack  
he used for many years transporting  
documents from office to home  
and back.  
“Marty was not a fancy dresser.  
Clothes were not his thing,” says  
Lois Whitman. “He was not a high  
liver, no big cars for him. He loved  
driving his Prius.”  
“He never pretended to be  
someone he was not. Appearances  
didn’t matter to him,” says Fernando  
Diz, the Martin J. Whitman Professor  
of Finance at the Whitman School.

He was the son of Irving and  
Dora Whitman, Jewish refugees  
from Poland. “My father’s immigrant roots and Jewish heritage  
were a central part of his story,”  
says Tom Whitman, “and he  
wanted me to see that as a core  
component of my own.”  
He was genuine and direct.  
He didn’t mince words. Everyone  
knew just what he thought.  
“As soon as you met him, you  
had to respect him. He always  
spoke his mind. He had no filter,”  
says Tom Foley, Whitman School’s  
retired executive associate dean  
for institutional advancement.  
Diz remembers what he calls  
Marty’s “brutal honesty. With  
Marty you got what you saw,  
nothing more, nothing less.”  
His family cherished his independence, his intellectual brilliance,
Education was the cornerstone of Marty’s life.

A Navy veteran of World War II, he enrolled in the Syracuse University College of Business Administration in February 1948 on the GI Bill of Rights and graduated magna cum laude with a B.S. in business administration a year later. He subsequently studied economics at Princeton and received an M.A. in economics from the New School for Social Research.

“Syracuse University gave me my start. It’s the sine qua non of my career and my success. Without it, I would have remained the equivalent of a U.S. Navy enlisted man,” he said in 2008.

“I developed a love of learning and an interest in business and economics. What more could a late bloomer ask for?”

Marty paired his love of learning with an enormous appetite for work. He began his career as a security analyst at Shearson Hammill before working for the Rosenwald family, where he learned about investment banking. In 1974 he founded M.J. Whitman LLC, a full-service broker-dealer. In 1990, he created Third Avenue Value Fund, which assured his success and stature.

He built that investment success on knowledge gained from reading, understanding and analyzing documents.

“He was a voracious reader of documents,” at home, on the airplane, on business trips and family trips, says Sasso.

“I vividly recall the stacks of annual reports and disclosure documents in which he would immerse himself during family vacations,” says Tom Whitman.

“My father was always intellectually engaged with his work. Therefore, he advocated education that had at its core intellectual inquiry. He believed that students must engage in critical thinking, not only because it would enhance their subsequent careers but because it was a worthy practice in and of itself.”

“He had a profound belief in the value of universities,” says Jim Whitman.

Marty and Lois extended their generosity to Tel Aviv University, creating the Lois and Martin Whitman Scholarship Fund and the Tel Aviv University Whitman Family Center for Coexistence. Whitman Family Center scholarships are given to Palestinian, Israeli-Arab, Druze and Ethiopian Israeli students.

“He believed if Arabs and Jews could study together at university, there was hope for peace…That’s the work of somebody with a boundless—I’m afraid, pretty utopian—belief in the transformative possibilities of higher education,” Jim says.

Syracuse University gave me my start. It’s the sine qua non of my career and my success.

-Martin J. Whitman

He never pretended to be someone he was not. Appearances didn’t matter to him.

-Fernando Diz

his patient style of investing, his kindness, his integrity. “He prospered in a field that often slights these values,” Tom Whitman wrote in Marty’s obituary.

The happiest day of his life was his discharge from the Navy in 1946. “After that date, he never obeyed an order from anyone,” Barbara Whitman says.
He had a craft and he stuck to his principles. He’d defend his craft to the hilt.

-Tom Foley

“Safe and cheap, a strong balance sheet” was the mantra for the Third Avenue Value Fund’s investments, says Sasso.

In 1990, the year Marty created the Third Avenue Value Fund, Morningstar named him Mutual Fund Manager of the Year. He managed the fund through 2012, during which time it had an average annual total return of 12 percent, compared with 9 percent for the S&P 500 Index.

Instead of trying to forecast cash flows and earnings, Marty said he based his decisions almost exclusively on balance sheets. “We’re pretty much buy-and-hold. We don’t trade,” he told Bloomberg Television in 2005, “Value investing means you’re price-conscious more than outlook-conscious.”

His confidence in his strategy was solid.

“He had a craft and he stuck to his principles. He’d defend his craft to the hilt,” says Foley. “He’d say, ‘I invest in good value stocks that I bought at a discount.’ People would ask him how the market was doing, and he’d say, ‘I don’t know and I don’t care.’”

Reading those thousands of documents made Marty “the king of due diligence,” says Cantor. “For him investing was a social responsibility, a dialogue with shareholders.”

His quarterly reports to shareholders were legendary for his explanations and often arch observations. Lois Whitman recalled one statement from a 1996 letter to shareholders:

“Spending a lot of time on macro factors, whether for the overall economy or for securities markets, is not only a waste of time but also a refuge for articulate incompetents who are untrained in any aspect of corporate analysis but are considered intelligent for making predictions about things which are unpredictable.”

So many people, cherishing that sense of humor, were glad to be around Marty. Diz remembers that “when he was told that the Jesuits considered value investing a moral endeavor, he said, ‘It never occurred to me that what I was doing was considered moral. I was just happy it was legal.’”

Groundbreaking for a new School of Management building with 160,000 square feet, 250 percent more space than the Crouse-Hinds building on South Crouse Avenue, was April 30, 2003.

The new building still lacked a lead donor, recalls Foley. At the same time, Foley wanted to bring Marty—who was already teaching for Whitman in New York City—to campus to teach. Marty’s reply was Syracuse was too far to commute. Foley thought a Maymester class would be the ideal opportunity, since it would allow Marty to spend the week in Syracuse and teach for the five days of the course. Diz agreed to team-teach a Distress Investing seminar, which
He always wanted to make sure that people were treated fairly.
-Mel Stith

would provide the material the two used to write Distress Investing: Principles and Technique.

During that week teaching on campus, Marty had dinner with the Chancellor, Kenneth “Buzz” Shaw, who—after consulting Foley—planned to ask Marty to consider a naming gift for the new building. The next week, after Foley had spoken separately with Shaw and Marty, it was clear that a misunderstanding had developed: Shaw thought Marty had agreed to name the building, while Marty thought he had been asked to name the School of Management.

Foley explained to Marty the difference between the two gifts. They worked out a timetable of gifts with Marty that allowed his name to go on the school. Negotiations between the lawyers for both sides moved quickly. The gift to name the Martin J. Whitman School of Management—one of the University’s largest gifts—was announced at Lubin House in New York City June 24, 2003.

“I worked with him for 20 years and probably had dinner with him at least four times a year,” says Foley. “He was the nicest man in the world, but he wasn’t a pushover.”

Marty based the philanthropy for which he was well known on what he observed as a young man during World War II.

“He always wanted to make sure that people were treated fairly,” says Stith.

Shortly after graduating from DeWitt Clinton High School in the Bronx, Marty volunteered for duty in the Navy. For most of the war he was stationed in Hastings, Nebraska, the site of a huge ammunition depot, where he worked as a medic, running a laboratory.

“He observed that black guys always got the roughest and most dangerous assignments,” Stith says. “When he made some money, he wanted to rectify that by showing that he cared about his fellow man.”

Tom Whitman recalls his father describing that many black sailors were killed during frequent explosions in the base’s ammunition dump: “There were comparatively few injuries among the white sailors. The injustice of this, I think, resonated throughout my father’s life and later informed his philanthropy.”

Among Marty’s gifts to Syracuse University are two Lois and Martin J. Whitman Endowed Scholarship Funds at the Whitman School, one for undergraduate students and one for graduate students. The Our Time Has Come endowed scholarships for black and Latino students University-wide include the Lois and Martin J. Whitman Undergraduate Scholarship.

“He had a legacy of caring for others,” which Lois Whitman shared in her work as the founder and executive director of the Children’s Rights Division of Human Rights Watch, Stith says. “They were a magnificent couple.”

“My father always referred to himself as a beneficiary of affirmative action,” says Tom. “Without the GI Bill he probably never could have attended Syracuse, or any other college. My sense is that, in his philanthropy, he sought primarily to open opportunities for others just as the GI Bill had created a path for himself and other veterans.”

“He had a legacy of caring for others,” which Lois Whitman shared in her work as the founder and executive director of the Children’s Rights Division of Human Rights Watch, Stith says. “They were a magnificent couple.”
Hal Fetner Honored as Whitman Alumnus of the Year During Annual Alumni Awards Ceremony

On October 18, as part Orange Central 2018, Whitman alumni, faculty, staff, students and friends gathered to honor several alumni for their accomplished careers and commitment to serving Whitman and Syracuse University.

In his welcome remarks, Whitman Dean Gene Anderson took the opportunity to extend gratitude to all alumni who help enrich the Whitman experience for students. “While our purpose this afternoon is to honor a few select individuals, this is also a great time to recognize and celebrate the contributions of all of our alumni who make significant and valued contributions to our community, in your personal and professional lives, and to our world. So, before we begin, I’d like to just say ‘thank you’ to all of our alumni for all that you do to support Whitman and SU.”

Holtz Alumnus of the Year – Hal Fetner ’83

The event was highlighted by the presentation of the Jonathan J. Holtz Alumnus of the Year Award, Whitman’s highest alumni honor, to Hal Fetner, president and CEO of Fetner Properties. Established in 1986 by Jonathan J. Holtz ’78, the award recognizes an outstanding alumnus/alumna each year for his/her professional accomplishments and service to Syracuse University.

Fetner, a recent inductee onto the Syracuse University Board of Trustees and a long-serving member of the Whitman Advisory Council, earned an undergraduate degree from Syracuse and J.D. from New York Law School. He is a governor of the Real Estate Board of New York and director of the Realty Foundation of New York.

One of Fetner’s particular passions is sustainability. He has supported the Fetner Program fund, a scholarship focused on students pursuing sustainability, as well as the Fetner Prize in Sustainable Enterprise, awarded each year at the Panasci Business Competition.

Fetner also provides funding for the Sustainable Enterprise Partnership, a collaboration among the College of Engineering and Computer Science, SUNY-ESF and Whitman. This includes funding for scholarships, experiential learning projects and the Fetner Sustainable Enterprise Fellow—an award given annually to a leading international scholar in sustainable enterprise. Winners spend a few days on campus to help work across the different colleges.

Most recently, he and his wife, Nina, have agreed to fund a new collaboration between Whitman and the Syracuse University School of Architecture that will bring together real estate majors from Whitman with architecture students for joint courses, internships, and experiential learning opportunities in New York City.

Orange Entrepreneur of the Year – Al Berg ’73

Among the other alumni honored during the ceremony was Al Berg. Berg received The Orange Entrepreneur of the Year award, which recognizes a Syracuse University alumnus for extraordinary entrepreneurial achievement.

After graduating from Syracuse, earning an MBA from Harvard and spending time in the family textile business, Berg joined Avant-Garde Optics, the family business of a childhood friend. When that company was sold in 1982, Berg, his friend and his friend’s brother-in-law began conceiving plans to start their own business.

In 1983, the three entrepreneurs opened Marchon Eyewear, Inc. and built the company into an industry leader. Marchon created great designs, brands and products, such as its house brand Flexon, a patented memory...
Young Alumnus of the Year - Ryan Novak ’11
Ryan Novak, owner of CNY’s largest chocolate maker, the Chocolate Pizza Company, was honored as the 2018 Young Alumnus of the Year. Novak started with the Chocolate Pizza Company as a dishwasher when he was 15 years old. In 2010, at the age of 21 and while a senior at S.U., he bought the company. Under his ownership, the company has grown dramatically into an emerging brand, working with major national retailers nationwide.

Novak is frequently invited to speak to Whitman students about entrepreneurship and has shared his insights with participants of the Entrepreneurship Bootcamp for Veterans program. Additionally, he and the Chocolate Pizza Company are the subject of a business school case on sustaining growth over time. The case features prominently in Whitman’s Introduction to Entrepreneurship course, and Novak has graciously come to campus many times to participate in the discussion of the case with students.

Young Alumna of the Year - Lauren Hunter ’11 MBA/M.S.
The event concluded with the presentation of two young alumni awards, which are given to alumni within 10 years of graduation who set a positive example for Whitman students and the greater Whitman community through professional excellence and service to the School.

Lauren Hunter received the 2018 Young Alumna of the Year Award. Hunter earned an undergraduate degree from Vassar College and went on to graduate from Syracuse in 2011 with an MBA and a master’s of science in media management. Today, she leads marketing innovation for the Consumer & Community Bank at JPMorgan Chase.

Hunter comes to campus frequently to speak in classes. In fact, she was at Whitman a week prior to the award ceremony to participate in Marketing Day, during which she served as a panelist, attended a networking luncheon and met with students. In addition to her visits to campus, she often spends time meeting with students during career exploration trips to New York City.

Jessica Santana ’11, ’13 M.S. Receives Generation Orange Award
Jessica Santana and fellow SU alumnus Evin Floyd Robinson ’12 (A&S), ’14 M.S. (iSchool) were honored with the Generation Orange Award at the Inaugural Syracuse University Alumni Awards Celebration during Orange Central. Santana and Robinson are the cofounders of New York On Tech (NYOT), a nonprofit organization on a mission to prepare the next generation of technology leaders emerging from New York City. NYOT provides students with access to the development, mentoring, networking and professional experiences that prepare them for degrees and careers in technology. Their work has been featured in Forbes, CNN, Sirius XM Radio, Huffington Post, TechCrunch, BET, Black Enterprise, AlleyWatch and The Network Journal.

Santana earned a bachelor’s in accounting and a master’s in information management at SU. Before launching NYOT, she worked as a technology consultant for JPMorgan Chase, Accenture and Deloitte. She has been named to the Forbes 30 Under 30 list, NYN 40 Under 40 Rising Stars list and the 50 Visionary Women Leaders to Watch list by Innov8tiv Magazine. Santana has earned numerous distinctions, including Wells Fargo Millennial Activist and Morgan Stanley Emerging Leader. Her commitment to philanthropy and community engagement is evidenced by her world travels and work in parts of Europe, China and South America with nonprofits, private companies and social enterprises that better local communities and economies.

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Fourth Annual Orange Tank Business Pitch Competition Supports Whitman Alumni and Student Entrepreneurs

On October 19, as part of Orange Central 2018, Whitman hosted the fourth annual Orange Tank business pitch competition. Student and alumni entrepreneurs pitched their ventures to a panel of accomplished judges in hopes of receiving valuable feedback and winning a cash prize to further advance their venture. This year, thanks to the generous support of Mark ’83 and Judi ’84 (VPA) Morris, Keith Lippert ’78 and Mark Selden ’95, a total of $21,000 in cash was awarded.

The first-place prize in the alumni category and a $7,500 cash prize went to Robinson Torres ’18. His business, FEFA, is a startup education company that seeks to create a learning experience that places students in real-world simulations to help them attain financial literacy. Through this product, FEFA hopes students can understand the real effects of financial decisions.

“I think the competition is a great way to inspire entrepreneurs to actually pursue their business passions,” says Torres. “A lot of times, we run into obstacles, and we don’t know what to do. When you pitch your business, you put yourself out there to get help. This money that I won at Orange Tank is everything that I need to jumpstart my business.”

Second place and $2,000 in the alumni category went to Scaled Buy, an AI-powered, modern procurement portal for commercial clients that cuts costs by applying economies of scale. Finalist, a talent network that matches in-house recruiters with vetted candidates, received third place in the alumni category and a cash prize of $1,000.

In the student category, Stephen Bolen ’18, Jonathan Gregory ’19 and Isaac Yates ’18 of the Whitman School’s online MBA program won the first-place prize of $7,500. Their product is Latchkey, a smart home device that provides an easy and automatic way for caregivers to be informed when a child arrives home from school, sports practice and more.

“Orange Tank exceeded our expectations,” says Bolen. “We knew we would be against some very tough competition. Winning the first-place monetary award and engaging with the judges to hear their questions and perspectives will be very beneficial in moving our business forward.”

“Winning the first-place monetary award and engaging with the judges to hear their questions and perspectives will be very beneficial in moving our business forward.” -Stephen Bolen ’18
According to Gregory, developing Latchkey was their MBA@Syracuse capstone project. He feels that winning is validation of their hard work and solidifies their idea. “We just finished the capstone course and now winning Orange Tank will certainly help us launch this venture,” he says.

Fitpet, a company focusing on smart, pet-wearable auxiliary system products, took home a second-place prize of $2,000 in the student category, while The Artemis Wand, an extension apparatus for the disabled and infirm, won the third-place cash prize of $1,000.

The competing ventures were chosen from a pool of applicants. The contestants represented a range of products and services at various stages in the business lifecycle. To be eligible for Orange Tank, at least one member of the competing teams must be a Whitman student or alum, so many of the ventures featured students from across campus or with dual majors. For example, The Artemis Wand team included Patrick Riolo ‘21, a student in the MBA/Engineering 3+2 program.

“Each year, we look forward to seeing the unique and exciting business ideas from our competitors,” says Alexander McKelvie, associate dean for undergraduate and master’s education and chair of the entrepreneurship and emerging enterprises department. “We strive to provide an environment at Whitman that supports the passions and interests of our student and alumni entrepreneurs. We accomplish that, in part, by offering experiences like Orange Tank and providing valuable connections to business leaders.”

Following the announcement of winners, a network reception gave the contestants and audience members the opportunity to make new contacts and meet the judges of this year’s competition:

Jake Duneier ’10, co-president of Clyde Duneier, Inc., a family-owned fine jewelry business, and CEO of Purple Technologies LLC, a wearable technology company

Lisa Fontenelli ’86 (WHIT/NEW), who retired in 2017 after a 30-year career on Wall Street, including 25 years at Goldman Sachs, where she was a partner since 2006

Michael Gursha ’10 (WHIT/NEW), chairman and CEO of Rookie Road Inc., a sports media and technology company

Camellia Loojune ’13, an impact real estate analyst at High Impact, where she specializes in affordable housing and charter school facility underwriting

Mark Selden ’95, chairman and CEO of Allstar Security and Consulting Inc. and CEO of Crosstar Network

The master of ceremony was Mike Smith ’12, ’13 M.S., an entrepreneur, chief of staff and emerging VC investor.
Alumni Spend Time during Orange Central Giving Back to Whitman

The Orange Central 2018 homecoming brought hundreds of Whitman alumni to campus not only for reminiscing and to watch an Orange gridiron victory, but many spent some of their time on campus attending to Whitman business and participating in student engagement programming. The Whitman Advisory Council took advantage of the exciting and event-full timing of Orange Central weekend to hold its fall meeting on campus. Members of the Young Whitman Advisory Council and other accomplished alumni led small-group career exploration sessions and shared strategies for success as panelists. Several alumni served as judges for the fourth annual Orange Tank competition. The continued commitment and bond of Whitman alumni to the school and to the generations of students that follow was evident—and very much appreciated.

Salzberg Program Recognizes Industry Leaders and Student Success

The Whitman School’s H.H. Franklin Center for Supply Chain Management hosted the annual Salzberg Memorial Lecture Program at Whitman in October during Orange Central 2018. This annual event recognizes industry executives and leading corporations for excellence in supply chain management, transportation and logistics. The Salzberg Medallion, which is presented to honorees, is acknowledged as one of the most prestigious awards in the industry because of the caliber of those recognized and the rigid selection process.

This year’s Salzberg Medallion recipients were A.P. Moller-Maersk, a full solution provider in the ocean industry; and Hau L. Lee, The Thoma Professor of Operations, Information and Technology at Stanford University.

Ben Haddock, AME head of marketing, accepted Maersk’s medallion and spoke to event guests on current industry challenges and Maersk’s vision of the future. Lee delivered the presentation, “Value Chain Innovators and Entrepreneurship in Emerging Economies.”

Other invited speakers were Michael Dominy ‘90, vice president of research at Gartner; Matthew Harding, vice president of Freight Market Intelligence Consortium at Chainalytics; and Hans Casteel, Industry Platforms, Blockchain for Supply Chain, Airlines/Constructions/Telecommunications at IBM.

Whitman’s talented supply chain students were showcased during the event. Yaryna Borsuk ’19 and Meghan Tomassetti ’19 received the Zinmeister Award, and the Robert H. Brethen Prize was presented to Marcus A. Cook ’19. The Salzberg program was established in 1949 by Murray M. Salzberg ’37 in memory of his father. Whitman is home to the nation’s first supply chain management program. A specialization in traffic and transportation was first offered in 1919, the year of the School of Management’s founding.
The Whitman Alumni-Student Connection Is an Invaluable Asset

Whether it’s speaking to a class or attending a networking event off-campus, alumni enthusiastically share their time and career experiences to help students achieve success during their time at Whitman and in the business world. While it is hard to quantify the number of times alumni give students the gift of their time, knowledge and professional connections in even a month’s time, the benefit of their engagement is truly invaluable.

The Whitman Alumni-Student Connection Is an Invaluable Asset

Management Day Offers Students Access to Accomplished Alumni

This year, more than 60 Whitman students participated in Management Day at Whitman, an annual event that gives students the opportunity to engage with members of the Management Advisory Board, who also spend part of their time on campus meeting with management faculty and conducting board business. The day’s programming included small group workshops led by board members Steve Bell ’09 MBA (project engineer at FedEx Express), Steve Granat ’83 (Senior Vice President Americas and Partners at Cloud4C Services Inc.), Michael Blackshear ’91 (chief compliance officer, North America at Chubb), Mark Hebert ’05 (executive director of investment grade credit trading at Morgan Stanley), Stephanie Jorden ’07 (director of global value-based partnerships at Amgen) and Dan Rosenbloom ’14 (former strategy associate at JPMorgan Chase and current MBA candidate at Northwestern University). Students rotated through hour-long sessions covering professional development topics such as effective interviewing, global careers, personal branding, career management and graduate programs. A network luncheon, during which students were able to make one-on-one career connections, concluded the event.

Alumni Club Supports and Rewards Student Success

The focus of the Whitman Alumni Club of Central New York is to support and reward student success through mentoring, student engagement, scholarships, program funding and monetary prizes for promising entrepreneurial ventures. Financial support is made possible through proceeds of the Club’s annual golf tournament fundraiser. Pictured is Club President Bruce Ruppert and Brittney Loper ’21, one of seven students who received an academic achievement award funded by the Club for the 2017-2018 academic year.

The Young Whitman Advisory Council Welcomes Grasso and Fuentes

Jeff Grasso ’09
VP - Investments & Development
Silverstein Properties

Oriana I. Fuentes ’12
Chief Operations Officer
Emptor
The Generosity of Alumni Provides Scholarship Support and Enables Career Exploration Opportunities

Alumni generously support the growth of the Whitman School and its students by giving their time, professional perspective and financial support to provide scholarships and a range of opportunities that enrich the education experience. Two long-standing examples of such alumni support are the Stuart Frankel & Company New York Stock Exchange Program and the D’Aniello Scholarship Program.

Frankel Scholars Visit NYC for Finance Immersion Experience

As part of the Stuart Frankel & Company New York Stock Exchange Program, funded by Stuart Frankel ’61 and his wife, Sharyn, a group of accomplished Whitman School students visited New York City in October to connect with prominent Whitman alumni and to participate in a highly personal, up-front experience exploring the financial services industry.

This year marks the 16th anniversary of this invaluable career immersion program. The students chosen as 2018 Frankel Scholars were Matthew Alnwick ’19, Robert Blecher ’20, Nicholas Delmonico ’19, Kyle Garuccio ’19, Olivia Huang ’19, Nicholas Martin ’19 and Hina Nagi ’19 M.S.

The students spent two full days visiting leading financial firms hosted by Whitman alumni. Day one included stops at Needham & Company, National Holdings Corp., Citi Private Bank, UBS Securities LLC and BlackRock. That evening, the students joined the Frankel family and alumni scholars for dinner and networking at Syracuse University’s Lubin House.

The students continued their in-depth exploration of the financial services industry with a second full day of meetings. Visits with alumni at Goldman Sachs Group Inc., The Frankel Group, PIMCO and J.P. Morgan Private Bank rounded out the itinerary for the trip.

“Participating in the program helped bridge my vision and an actual career in the financial services industry,” says Huang. “The trip was such a valuable experience. It allowed me to network with outstanding professionals and gain insights to help pave the way to my career success.”

D’Aniello Scholarship Program Rewards Seniors for Academic Excellence

Daniel D’Aniello ’68, Syracuse University Life Trustee, a noted philanthropist and founding partner and chairman emeritus of The Carlyle Group, has long supported the Whitman School and its students. One of the most transformative ways he supports Whitman students is through the D’Aniello Senior Scholars Program, which he founded with his wife, Gayle.

Each year, Whitman students are selected for the D’Aniello Senior Scholars Scholarship based on their grade point average and academic merit.

Lindsay Quilty, assistant dean of undergraduate programs at Whitman, has been involved in the selection process for the past five years. “The program is designed to reward rising seniors who have excelled academically, yet have not received a merit scholarship, previously,” says Quilty. “Since students do not apply for the scholarship, but are selected, it’s a great phone call to make! The students are always surprised and so appreciative of the generous award.”
Our Five Under Five column features a Q&A with a Whitman alum who graduated within the last five years. For this issue, meet Ashley Keyes ’14, an assistant purchasing manager on the advanced vehicle development team at General Motors in Warren, Michigan. In this role, Keyes works on future vehicle content to help ensure the vehicles manufactured and sold by General Motors are profitable. Previously, she served as a supply chain group leader at the GM Lake Orion assembly plant, where the autonomous vehicle is planned to be manufactured. Earlier in her career at General Motors, Keyes was a buyer for propulsion system commodities and led cost savings workshops in China and Taiwan.

1. **What made you choose Whitman?**
   I was a high school track and field state champion, and Dave Hegland, the Syracuse University track and field sprints coach, invited me for an official NCAA on-campus visit. I always wanted to study business and, after my tour of Whitman, Syracuse University felt like home. The business curriculum and resources available to students are phenomenal; I knew that Whitman would prepare me to be competitive in the workplace.

2. **What do you enjoy most about your current job?**
   I love working cross-functionally with other departments to help solve issues within the company. I work with engineering, quality, finance and marketing to help plan future vehicle content. It is very fascinating to help develop vehicles that aren’t on the road, yet especially considering the autonomous vehicle movement. General Motors is an excellent company to work for right now, because we have influential executive leaders who are adamant about driving the future.

3. **How did Whitman help prepare you for your position?**
   Whitman’s curriculum is laid out to help ensure students touch every facet of business during the first two years. This helped me feel more comfortable at the Whitman career fairs that open doors to top corporations and allow students to meet with hiring managers in person and apply for internships. Upon graduation, I had multiple job offers. The career fairs helped me land a summer academic research opportunity at Duke University and an internship at Walmart that gave me real work experience before I walked across the stage.

4. **What do you do to unwind and de-stress?**
   I love to travel as often as I can. This year, I’ve been to the Bahamas, France and the Netherlands, and I have plans to visit Iceland and Indonesia this year. International travel is an integral part of growth. It creates eye-opening experiences and allows me to learn more about different cultures and people through my own eyes. Traveling helps me de-stress while expanding my global knowledge base. There is so much to discover in the world!

5. **What would you like to accomplish in the next five years?**
   I would like to have two master degrees completed. I am currently working on my first master’s degree in lean manufacturing and I will graduate next May. I will pursue an MBA soon after I finish my master’s so that I can continue to develop my leadership skills and broaden my cultural and intellectual horizons.

Keyes excelled as a student and athlete during her time at Syracuse University (far left) and has continued to excel in her career. Pictured far right is Keyes with General Motors Chairman and CEO Mary Barra.
Molly Fisher: Three Degrees and a Top Spot in Finance at HelloFresh

By Kathleen Curtis

Molly Fisher ’08, ’12 M.S. grew up in the small town of Lakeville, Massachusetts, home to Ocean Spray’s corporate headquarters. Her father was a successful salesman, and she remembers understanding from a young age, “business is what you do.” When it came time to look at colleges, the strong math student and high school athlete was looking for a school that was the right distance from home, with an excellent business school and great sports.

The timing couldn’t have been better for a visit to Syracuse. The men’s basketball team had just clinched the NCAA championship, and when Fisher arrived on campus, she stepped into a gleaming, brand-new Whitman School of Management building. “I was so impressed with the new Whitman building,” she says, “and of course, how pretty the rest of campus was with a light covering of snow.”

Fisher is director of finance for HelloFresh, a subscription meal-kit company, based in Berlin, which operates in Western Europe, Canada, Australia and the United States. Fisher works at the U.S. headquarters in New York. In an increasingly competitive market, HelloFresh is the largest meal-kit company operating in the country. Distribution centers in New Jersey, Texas and California deliver more than 100 million meals each year throughout the continental United States. When Fisher began, the U.S. headquarters office had 50 employees. Now that number has grown to 250.

Fisher joined HelloFresh in 2015, after completing her MBA at the Whitman School of the University of Pennsylvania and a master’s of accounting at Whitman prior to that. Fisher was hired onto the special operations team, a rotational program for top talent. After a year on the special operations team, she was asked to lead the finance team and help build out the finance capabilities in the United States, as the company prepared for an IPO. HelloFresh SE was subsequently listed on the Frankfurt Exchange in 2017. During this time, Fisher grew the finance team from five to more than 20 employees, developing accounting, tax and forecasting expertise. Currently, she manages all finance functions for the U.S. operations.

She credits Whitman with providing her the solid educational background and hands-on experience that helped her launch her career. “When I came to Syracuse, I didn’t really know the difference between finance and accounting,” she says. She quickly got on board, thriving in her classes, crafting a double major in both of those fields and graduating summa cum laude at Syracuse, Fisher participated in SU Abroad, studying in London for a semester. She was also a member of Beta Alpha Psi, Whitman’s honor accounting fraternity. Today, she serves on the Young Whitman Advisory Council.

Fisher says a capstone class in her senior year gave her hands-on experience in collaboration that she has drawn on ever since. As part of the class, students are put in groups and charged with developing an idea for a new company. “You’re paired with people across the different majors—entrepreneurship, marketing, supply chain, etc.—Fisher says. “When developing a business plan as an undergrad, you finally see how everything ties together. You have to work with your classmates, who come from diverse backgrounds to define an idea and execute it.”

When developing a business plan as an undergrad, you finally see how everything ties together. You have to work with your classmates, who come from diverse backgrounds, to define an idea and execute it.” Fisher says she relies on that skillset often at HelloFresh. “To run an effective finance department, you need to be able to drive the actions of others across the organization,” she says. “So first you must understand what they care about and what’s guiding their decisions.”

Fisher and Whitman capstone teammates developed an idea for a day care center that would provide transportation services for children to different sports, music or other enrichment activities. “It seems so basic,” she says, “but this was before Uber.”

An internship during the summer before her senior year in the controller’s office at Goldman Sachs in New York led to a job offer for Fisher. She also had an offer from a Big Four accounting firm.

Fisher joined the financial reporting team at Goldman Sachs, reporting daily earnings to the executive office. During that time, she began the distance-learning program at Whitman, earning her master’s degree in accounting. Fisher says she always knew she wanted to earn her MBA but also felt she wanted to take an intermediate step, which Whitman’s online accounting master’s program afforded. While matriculating for her master’s, she would stay at the office to study after work, complete assignments over the weekends and travel to Syracuse for a few days at the start of each semester as she began new classes. Fisher says she appreciated that her managers were supportive of her going back to school.

Fisher went on to study at the Wharton School, earning her MBA in 2015. When job recruiters came to campus, Fisher says she knew she wanted to pursue work in the newly emerging subscription world. It didn’t necessarily have to be in food preparation—but when HelloFresh recruited her, it was a good match.

“I wouldn’t consider myself a foodie,” she says. “It’s easier that way. I don’t get sidetracked in the headquarter’s test kitchen.” But Fisher and her boyfriend do have a subscription to HelloFresh. “It’s great,” she says. “It’s taught me how to cook.”

Whitman / Fall 2018 / 25
We encourage you to share news and photos of marriages, births, adoptions, board appointments, promotions, new jobs and other announcements. You may provide the details online at whitman.syr.edu/alumnifeedback.

1960-1979:

**New Positions and Promotions:**

**William Virkler ’75:** Associate Dean, School of Business and Justice Studies, Utica College

**Alan Crain ’76 J.D./MBA:** Member of the Board of Directors, Harvey Gulf

**Mark Wiggins ’78:** Chief Business Officer, TRACON Pharmaceuticals

**In Memoriam:**

**Charles F. Schaffstall Sr. ’50** died on July 1 in his Orchard Park, New York, home at the age of 92.

**Norman R. Ahlheim ’57** of Chaumont, New York, passed away on April 30. He was 84.

**Susan (Simcha) Rudolph ’76** passed away on March 4 at the age of 64.

1980-1989:

**New Positions and Promotions:**

**Anthony Carbone ’81 J.D./MBA:** Co-Chair, Global Tax Department, Morrison & Foerster

**Andrew McCormick ’82:** Head of Fixed Income, T. Rowe Price

**Walter Kress ’83:** Chief Investment Officer and Treasurer, Ernst & Young, LLP

**Ann Giacobbe Neidenbach ’84:** Chief Information Officer, London Stock Exchange

**Michael Margolis ’85:** Partner, Dalton & Finegold, LLP

**Scott Brogi ’87:** Strategic Chief Financial Officer, HyreCar, Inc.

**Daniel Estay ’87:** Chief Business Officer, TriSalus Life Sciences

**Rachel Jackson ’88:** Financial Advisor, Morgan Stanley Wealth Management

**Andrew Hess ’88:** Advisory Board for the Information Technology and Operations Management Department, Cox School of Business at Southern Methodist University

**Awards & Accolades:**

**Dr. Michael K. Simpson ’83** was awarded a Distinguished Service Award by the International Astronautical Federation.

**Jim Crowley ’84** received the American Traffic Safety Services Association’s Industry Achievement Award.

**Mergers & Acquisitions:**

**Carl Gundersen ’87 MBA** welcomed his first grandchild, Kadence Ela, on April 18.

1990-1999:

**New Positions & Promotions:**

**Kim (Ross) Jackson ’90:** Senior Director, Creative Merchandising at J. Jill

**Richard Long ’90:** Global Manager of Customer Loyalty and CRM, McDonald’s

**Lorena Mathieu ’91:** Tenure and promotion to Associate Professor, SUNY Buffalo State
Kathleen Barnes ’91 MBA: Dean, Bertolon School of Business at Salem State University

Edward Barno ’91 MBA: Board of Directors, Crouse Health System

Jody Maier ’92: Launched JEM Business and Marketing Concierge in South Florida

Beth Brown ’93: Director of Supply Chain & Procurement, Reed’s Inc.

Clark Machemer ’93: Senior Managing Director, Crow Holdings Industrial

Sean M. Mahone ’93: Executive Vice President, Chief Financial Officer and Treasurer, RLJ Lodging Trust

Bruce Cummings ’94 MBA: Chief Executive Officer, Advantage Business Marketing

Kelli Valade ’94: President and Chief Executive Officer, TDn2K, LLC

Daniel Montaigne ’95: Vice President of Business Development, Laurel Road

Christopher Babcock ’95 MBA: Director, Guidehouse

Anthony Berger ’95 MBA: Treasurer, Board of Trustees of Wyoming Seminary College Preparatory School

John McCallion ’96: Chief Financial Officer, MetLife, Inc.

Brooke Kaplan ’98: Director of Marketing, Darn Tough Vermont

Danielle Holloway ’99: Member of the Advisory Board, Convenience Store News Top Women in Convenience

Eric Sheiffer ’99: Associate Vice President - Media Strategy, Marketing Evolution

Ryan Shannon ’99: Chief Financial Officer, Waste Harmonics

Awards & Accolades:

Leigh Cohen ’91, a financial advisor with Merrill Lynch’s private banking and investment group in New York City, was among Barron’s “America’s Top 100 Financial Advisors” for 2018, her third consecutive year of inclusion on the list.

Leah Decesare ’92 has received eight literary awards for her debut novel, Forks, Knives and Spoons, including the 2018 International Book Awards Winner in Fiction.

Faraz Siraj ’95, regional vice president - Americas Channels, Distribution & Alliances at RSA Security, was named one of the 2018 Top 100 Executives in IT and a top 25 Channel Sales Leader by CRN.

Thomas S. Bozzuto ’97 MBA was named the Business Leader of the Year for 2018 by Loyola Maryland Business School.

Jennifer Sampson ’99 MBA, president and CEO of the United Way of Metropolitan Dallas, was included in The NonProfit Times “The Power and Influence Top 50” list for 2018.

Mergers and Acquisitions:

Seth Weinger ’97 welcomed his second child, Henry Eli, on April 30.

2000-2009:

New Positions & Promotions:

Jessica Thayer ’01: Group Leader, Financial Services Risk Solutions Practice, Starkweather & Shepley Insurance Brokerage Inc.

Alyssa (Colonna) Young ’03 (WHIT/NEW): Vice President and Director of Digital Marketing, KickCharge Creative

Jennifer Morel CPA ’05: Senior Manager, The Siegfried Group, LLP
Marc Valerio ’05: Partner, The Bonadio Group
Joe Goldberg ’07: Management Consulting, RSM
Michael J. Hawthorne ’07 MBA: President and CEO, Bendix Commercial Vehicle Systems
Nicole Walters ’07: Retail Business Manager, Duluth Trading Company
Michael Murtagh ’09 MBA: Vice President and Group President, Specialty Alloys Operations at Carpenter Technology Corp.
Latin Suneja ’09 MBA: Managing Director, Guggenheim Securities

Awards & Accolades:
Jason Mingelgreen ’04 was named to Forbes’ Top Next Generation Wealth Advisors list for 2018.
Candice C. Moore ’09 MBA received the Rising Star Award from dbusiness magazine and the Association for Corporate Growth Detroit Chapter.

Mergers & Acquisitions:
Chad Bender ’05 (WHIT/NEW) and Elizabeth Vasek were married on June 2 at Red Maple Vineyard in West Park, New York.

Tom Brown ’07, and his wife, Liz, welcomed their first child, Ella Marie, on September 1.

Todd Burach ’07 welcomed his second child, Shaina Rae, on July 3.

2010-2018:

New Positions & Promotions:
Mat Daussan ’10: Group FP&A Manager, Funding Circle
Jeffrey R. Vaughn CPA, CVA ’10 M.S.: Manager, Grossman St. Amour CPAs LLC.
Adam Davidson ’11: Consultant, Bain & Company
Stephanie Voong ’12: Social Media Strategist, EXIT Realty One
Joshua Fishman ’12: Senior Brand Manager, St. Ives Digital & Engagement, Unilever
Hannah Zucker ’13: Director of Account Management, CHF Industries
Olivia Zaiya ’13 J.D./MBA: Managing Director, Financial Planning, Callan Capital
Natasha (Olejar) Bailey ’14: Regional Account Manager, Community Coffee
Katherine Najera ’14: Manager, Strategy and Business Transformation, EY
Ashley Thoms ’14, ’15 M.S.: Management Consulting - Financial Management Advisory Group, KPMG, LLP
Alexandria Lee ’15: Corporate Responsibility Data Analyst, PVH Corp.
Justin Saia ’15 MBA: Vice President of Corporate Communications, Symantec
Joseph Simek ’15: Social and Events Manager, Virgin Hyperloop One
Jeremy Martin ’15: Account Executive, PMKBNC
Sandeep Ramachandran ’15 MBA: Senior Manager - Supply Chain Solution Design, Resilinc
Robert (Jay) Dietz ’16 MBA: Assistant Director of Graduate Recruitment, Syracuse University School of Information Studies
Eric Klein ’16: Category Space Manager, Anheuser-Busch
Daniel Riding ’16: Financial Analyst, Goldman Sachs
Joseph Howard ’16: Ecommerce Specialist, Simple Energy
Kanique Swinson ’16: Brand Partnerships and Sales Manager, Jazz at Lincoln Center
Kara Sciscente ’16: Senior Account Executive, Negotiatus
Derek Wohlfarth ’16, ’18 M.S.: General Manager, Joplin Miners (Independent, Southwest League)
Hannah Zunick ’17: Product Assistant - Intimate Apparel and Hosiery, Macy’s
Lester Sandres Rápalo ’17 MBA: Dean, Elizabeth Campus at Union County College
Stephen Bolen ’18 MBA: Director of Digital Operations, Emerson
Eli Carter ’18: Marketing Coordinator, The Chefs’ Warehouse
Gianna Mangicaro ’18: Coordinator for Summer College Pre-College Program for High School Students, Syracuse University
Dina Resnick ’18: Enterprise Operations and Services - Procurement, IBM

Awards and Accolades:

Tim Noparumpa ’12 Ph.D. received an Outstanding Faculty Member award in teaching excellence at Chulalongkorn University.

Patrick Smeeding ’12, a sales representative for Power Home Remodeling Group, has achieved the Million Dollar Sales status for the past three years in Boston.

Mergers and Acquisitions:

Myles Silvers ’10 married Stefaneec Brody ’14 on August 11.

Kelly Ryan ’11, ’12 M.S. married Eric Jaffe ’10 on June 23 in the Catskill Mountains. They were surrounded by friends and family, including almost 50 SU alumni, 15 of whom were members of their wedding party.

Joshua Fishman ’12 and Emily (Sherrin) Fishman ’12 were married on September 2 in Philadelphia. Josh and Emily met at Whitman and served as ENACTUS project leaders together.

Nick Massa ’13, ’18 MBA and Sara Curtin ’13 (FALK), G ’18 (NEW) were married on July 7 at SU’s Hendricks Chapel.

Robert (Jay) Dietz ’16 MBA married Margaret Lee ’13 (BFA).

In Memoriam:

The Whitman community mourns the passing of Gerald Obah ’12 and Jason Starzyk ’17 MBA.

Readers Respond 📧

The Whitman magazine staff welcomes your suggestions for features, regular columns or other content you would like to see included in the publication. We are also interested to learn if you would prefer to have a digital copy of the magazine emailed to you rather than receive a printed copy in your mailbox. Please visit whitman.syr.edu/alumnifeedback to notify us of your preference, update your contact information or submit an announcement for Class News & Notes.
2017-18 Annual Report on Philanthropy
Dear Friends of Whitman,

Joining the staff of a major research university always comes with a steep learning curve. Joining an academic unit within that university right after the fall semester has started can be somewhat daunting. Joining the Whitman School of Management’s advancement team just a few weeks before Orange Central has given me an appreciation for the expression “drinking from the firehose.” And I wouldn’t have it any other way. Though I did everything I could in the days leading up to my start date to prepare and develop a deeper appreciation for Whitman, beyond its excellent reputation, nothing could get me ready for walking the halls of this building and meeting the passionate students, faculty and staff here.

The positive energy and pride I have felt here in the building on the corner of University and Adams goes a long way to explain why our alumni that I have met so far are so engaged. Though I enjoy being on this great campus and in Whitman, the foundation of my work is away from campus...bringing the Orange to you. I am working hard to connect and speak with the alumni, parents and friends of Whitman to discuss our strategic plan, the Roadmap to Whitman’s Second Century, and I am inspired by the enthusiasm and passion you have for our school. This makes my work easy!

As Dean Anderson often reminds us, our mission is to “develop analytic, globally minded, innovative and entrepreneurial leaders.” This concise statement will be a consistent aspiration of our advancement team as well. I look forward to speaking with you, as many of you as I possibly can, to discuss how you can have a hand in helping us achieve this mission. Each of us can have a role, an essential role, in Whitman’s success.

So THANK YOU. Thank you for helping create such an amazing institution. Thank you for inviting me to be a part of it. Thank you for making me feel so welcome. And thank you for your support of Whitman, year in and year out.

I am looking forward to speaking with you. Whether it be here in our home, at the Dome, at an alumni event in your city or at your office. I am excited to connect with you and hear your Whitman story.

My best,

Christopher Crooker
Assistant Dean for Advancement
Giving By the Numbers

- Number of Gifts to Class Act: 300
- Total of Whitman's 151 Endowments: $73,091,426
- Number of Gifts to the Dean's Fund: 1,627

Graphs showing the Cash Flow and New Business for 2014 to 2018.
Whitman is grateful for the gifts made by the following individuals, corporations and foundations that support scholarships, program enhancements, experiential learning opportunities, technology upgrades, faculty research and other enhancements that enrich the Whitman experience for our 3,000-plus students.

### Individuals

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<td>Ronald D. Aarons '66</td>
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<td>Sidharth Abrol G'02</td>
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<td>Yong Bang and Yoon Bang</td>
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<td>Donald B. Barker G'76 and Janet B. Barker</td>
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<td>Carrie C. Langdon '92 and</td>
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<td>Geoffrey R. Langdon '92</td>
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<td>Jonathan R. LaSala '12</td>
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<td>Cheryl J. Lasse '90 and Stuart Rogers</td>
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<td>Vincent R. Latorre '95</td>
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<td>Kevin T. LaWall G'87 and Nancy LaWall G'87</td>
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<td>Francis C. Layton and Kathleen P. Layton</td>
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<td>Dr. Callin Leary and John W. Leary</td>
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<tr>
<td>Larry R. Leatherman G'90 and</td>
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<td>Mary-Lynn R. Leatherman</td>
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<td>Justin R. Lee L'17</td>
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<td>Tae Y. Lee and Young H. Lee</td>
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<td>Yejin Lee '18</td>
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<td>Yue Liu '18</td>
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<td>L. George Leonard '63</td>
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<td>Deborah R. Leone '86, G'87 and</td>
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<td>Louis D. Leone '87</td>
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<tr>
<td>David A. Levetz '62 and Brenda S. Levetz</td>
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<td>Doreen T. Levine '03, G'04</td>
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<td>Norman Levine G'76</td>
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<td>Jack H. Levitz '68</td>
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<td>Arthur A. Levy '65 and Joyce F. Levy</td>
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<td>Joel J. Levy and Pamela S. Levy</td>
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<td>Liza M. Levy '98 and Eric Levy</td>
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<td>Gelene T. Lewis G'59</td>
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<td>Kelley M. Lewis '03</td>
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<td>Koïwen Li '18</td>
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<tr>
<td>Xueyan Li '18</td>
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</table>
Whitman 2017-18 Annual Report

Elizabeth J. O'Sullivan '80 and John M. O'Sullivan Jr. '81
Brian L. Oppenheimer '74 and Judith L. Oppenheimer '74
S. Robert Oresman '84 and Cathy E. Oresman '85
Stephen J. Orzella G'79
Pavel A. Osipov '98
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Thomas R. Palmer
Tracy T. Palmer G'85 and Michael C. Palmer
Yongwei Yu Pan '19
David H. Panasci '80 and Janice S. Panasci
Alina A. Pappas '16
Andrew J. Parise
Andrea M. Parisi
Daniel D. Park '75
Allen E. Parker '51
Ben L. Parker '84
Kevin R. Parks '09
Giorgio Parlato G'18
Paul W. Parsons '53
Spencer M. Partrich and Myrna Partrich
James E. Pasternak '75 and Lucinda A. Pasternak
Praphish S. Patel '90
Viraj N. Patel '12
Joseph P. Patin II '90
Keith A. Pattison G'80
Kathleen E. Pavelka '82 and Thomas E. Schmitt
Elizabeth T. Peacock '89 and Michael J. Peacock '89
Debbi A. Pearlman '89
Robert H. Pearlman '64 and Sula Pearlman
Kalvin A. Peary '18
Dawn B. Peck '97
Michelle O. Peirsol '18
Osvaldo Pena
Kiran Penmetsa and Dr. Kumar Penmetsa
Benjamin Perelman '75 and Rosa B. de Perelman
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Chelsea M. Porter '18
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Jay L. Post '01 and Nicole S. Post '03
Earl B. Powell G'77 and Linda L. Powell
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Matthew H. Przybysz '18
Griffin A. Psaila '18
Marisa A. Psaila and Steven A. Psaila
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Leola Rodgers
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Carlos E. Rodriguez G'18
Daniela S. Rodriguez '15
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Joanne Roshong
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Joseph R. Simon ’57  
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Steven R. Simpson G’98, G’99 and  
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Stephen M. Simpson G’95  
Krescent Sims G’18  
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Estate of Peter B. Skelton ’60  
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Michael J. Smith G’94 and Beth A. Smith  
Michael A. Smith ’12, G’13  
Susan S. Smith  
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Harold D. Snyder ’49  
Harvey C. Snyder ’58  
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Jacqueline M. Solondz  
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Mark H. Stanland G’88 and  
Stephanie L. Smith-Stanland  
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Don R. Stanton ’03  
Gary E. Starr ’84 and Michelle G. Starr ’84  
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Frederick W. Stone G’83  
Diane G. Strahan ’85 and  
Douglas S. Strahan ’85  
Sheridan Street ’18  
Pamela F. Strollo G’97  
Michael A. Strong ’90  
Helen A. Sugden ’94  
Garrett S. Sullivan and Lynne D. Sullivan  
Gregory R. Sullivan and  
Raeanne F. Sullivan  
Jennifer A. Sully G’10 and Rey P. Sully G’10  
Yuxi Sun G’18  
Leyla E. Swanson ’05 and  
Russell M. Swanson ’05  
Lindsay Swanson ’18  
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Kexin Xiang G’16 and Cong Feng ’17 Ph.D.
Yan Xie G’99, ’03 Ph.D. and Huaiwei Liao
Curtis K. Yandow ’16
Zhihan Yang G’15
Alfred A. Yebara II ’15 Ph.D.
Paula Morabito G’83 and Maria M. Yip
Joshua M. Young ’99
Keith A. Young ’94
Raymond L. Young G’90
Joyce A. Zadzilka G’96
Amy W. Zagar ’84 and David S. Zagar ’84
Penelope A. Zamkov ’94 and
James A. Zamkov ’95
Lee R. Zaretzky ’89 and Lauren Zaretzky
Richard B. Zarski ’76
Martin Zaussner ’50 and Adrienne B. Zaussner
Natolie R. Zozzara ’18
Kirsten Zeimen ’18
Katie L. Zeise ’02
John S. Zelasko ’91
Jeffrey M. Zell ’77 and Lauri M. Zell ’77
Wenqi Zhang G’18
Yunpei Zhang ’18
Zheng Zhan G’17
Yi Zhong ’18
Wanzhen Zhu ’18
Sudan Zhuang ’18
Ray Zhung ’13
Geoff A. Zimmerman ’01 and
Marie E. Zimmerman
Margaret A. Zminda and Phillip J. Zminda
Claudia C. Zocki ’73 and Ronald D. Zocki
John E. Zogby ’74
Jason R. Zou ’18
William L. Zysblat ’72 and Laura R. Sirulnik M.D.

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<thead>
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<th>IBM Corporation Matching Grants Division</th>
<th>PricewaterhouseCoopers</th>
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<tr>
<td>AccessLex Institute</td>
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<td>Microsoft Corporation</td>
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<td>Walt Disney Company Foundation</td>
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<td>Goldman Sachs Philanthropy Fund</td>
<td>PNC Financial Services Group Inc.</td>
<td>YourCause</td>
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This annual donor report acknowledges philanthropic gifts from July 1, 2017, to June 30, 2018. Recognizing our donors is of the highest priority. We have made every effort to ensure the accuracy of our donor lists, but it is possible for errors to occur. To provide an update, please contact Tyler Harding, director of development, at sthardin@syr.edu or 315.443.8384.
Whitman’s Newest Class of Accomplished & Diverse Students

<table>
<thead>
<tr>
<th>Program</th>
<th>Number</th>
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<td>MBA</td>
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<td>M.S. in Accounting</td>
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<td>M.S. in Business Analytics</td>
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<td>M.S. in Finance</td>
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<td>M.S. in Supply Chain</td>
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<td>M.S. in Entrepreneurship</td>
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<td>M.S. in Marketing</td>
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<tr>
<td>Total Incoming Students</td>
<td>128</td>
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Numbers reflect June and August starts for MBA, August and January starts for M.S.A., and an August start for all other programs.

Online Master’s Students

<table>
<thead>
<tr>
<th>Program</th>
<th>Number</th>
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<tr>
<td>MBA @ Syracuse</td>
<td>459</td>
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<tr>
<td>M.S. in Accounting @ Syracuse</td>
<td>59</td>
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<tr>
<td>M.S. in Business Analytics @ Syracuse</td>
<td>62</td>
</tr>
<tr>
<td>M.S. in Entrepreneurship @ Syracuse</td>
<td>29</td>
</tr>
</tbody>
</table>

*The online numbers reflect entrants from the January 2018, April 2018, July 2018 and October 2018 cohorts.

Online MSE number reflects inaugural class with short application period due to timing of New York State approvals.

737 Total Incoming Master’s Students

4 Ph.D. Students
Undergraduate Students

- 450 First-Year Students
- 96 Internal Transfer Students
- 8 Transfer Students
- 554 Total Incoming Students

14 Student-Athletes Representing
- Football
- Men’s Rowing
- Soccer
- Men’s Track and Field
- Lacrosse
- Women’s Rowing

28 Total States

Top 6 States:
- NY -
- NJ -
- MA -
- CT -
- PA -
- CA -

30 Countries

62% Male
38% Female
Spotlight on Students

’19 Carl MacEwen

Hometown: Somerset, New Jersey
Majors: Finance and Accounting
Of note: Carl is a certified scuba diver.

Carl MacEwen remembers touring Whitman’s Ballentine Investment Center while he was in high school and learning about Whitman alumni working on Wall Street. That’s when he knew he wanted to study finance and accounting at Whitman.

MacEwen’s mother worked two jobs after leaving the military. She modeled a work ethic for MacEwen that he says has helped him forge ahead in realizing his goals. He looks up to her and tries to emulate her value of hard work and her caring and compassion for others.

He practices the lessons for success that he learned from his mom and has already accepted a full-time job offer to work in Citigroup’s Markets Division, where he interned last summer. His dream is to build a lasting career on Wall Street—a goal he’s chasing with the help of his financial modeling classes and the Orange Value Fund. Getting certified in Excel bolstered his skillset, and Whitman alumni have mentored him throughout his time as a student.

“The people and faculty at Whitman are truly invested in your success,” he says. “The friends and mentors I have made through Whitman will no doubt last a lifetime and I am very thankful for that.”

Because he is biracial, MacEwen says diversity in business has a heightened meaning for him. Long term, he wants to help banks like Citi develop diversity movements and empower more people of color to rise in the business world.

As a senior, MacEwen is well versed on the value of Whitman and, accordingly, he offers advice to students who are making their way.

“Use the alumni network, as it is one of the most powerful tools you have as a Whitman student,” he says. “And get involved in all the great extracurricular opportunities Whitman offers. Your network of connections and experiences outside of the classroom are what will land you a job.”

’19 Radhika Moharir

Hometown: Nagpur, India
Degree: MBA
Of note: Moharir was a long-distance sea swimmer in India. She swam about four miles a day in the Arabian Sea.

Radhika Moharir’s biggest role model is her late father, who always encouraged her to dream big. He urged her to leave their small town in India and pushed her out of her comfort zone. He died a week before she interviewed for the Whitman MBA program in January 2017, but she keeps his spirit at the forefront.

Having already graduated with a bachelor’s degree in computer application from Nagpur University, Moharir is now pursuing an MBA in marketing and business analytics. Her long-term goal is to rise through the ranks in brand management—an aspiration she hopes her Whitman experiences will help her attain.

“I have never worked as hard as I do at Whitman, but I have also never felt better about myself,” Moharir says. “I get so many opportunities to improve myself every day. This is hands down the best learning experience I have ever had.”

Moharir has amassed some real-world marketing experience. She worked as a marketing and membership services manager at a convention center in her hometown and recently completed an internship at the YMCA of Northern Utah as a marketing and events intern. Coupling those experiences with Whitman’s rigorous curriculum, hands-on learning opportunities and resources have put her on course to realize her career ambitions.

She says the Whitman professors have been outstanding in allowing her to problem solve and reach her fullest potential, while the Whitman Career Center has helped in her internship search.

Moharir’s Whitman experience has been enriched by the hours she has volunteered in the Whitman Consulting Club. Not to mention, she’s the president of the Whitman Graduate Student Organization and Master Toast (Toastmasters club).

She advises Whitman undergraduate students and fellow big dreamers, alike, to dive into opportunities and immerse themselves in all the opportunities available so they can best discover their own path.

“Studying in Whitman has given me a clearer picture of the marketing world,” Moharir says. “I have a much better idea of exactly what I want to do in my career.”
Joshua Vaughan

Hometown: Bakersfield, California
Degree: MBA
Of note: Vaughan has a bucket list that he tries to cross two items off of each year. The most recent one he accomplished was visiting 20 countries before the age of 30.

Joshua Vaughan spent his undergraduate years studying business management at San Diego State University. After years building a successful career in supply chain management, he faced a challenge: how to balance work and family while pursuing his lifelong dream of getting an MBA. Whitman’s online MBA program provided a solution.

As an MBA@Syracuse student, Vaughan tailors his educational pursuits around family and his job as a logistics manager in Denver, where he oversees operational processes, develops best practices, plans inventory and monitors equipment, among other duties. Since enrolling in the program, he has also managed to travel to Dubai and Florence for residencies.

At Whitman, he’s creating a start-up, which he pitched as part of Whitman’s fourth annual Orange Tank in October. The concept is an application and voice assistant platform for individual travelers and families to create memorable vacations centered on budget and interests.

Entrepreneur is another hat Vaughan now wears. He says his mother set an example of balancing multiple roles and the value of education and hard work. She pursued her master’s degree while working three jobs—as a single mom. She cautioned her children that “nothing is ever handed to you in life” and nothing would replace dedication.

Looking ahead five years after Whitman, Vaughan hopes to move into an executive position with a company or start his own business and lead it from the ground up. Whatever he chooses, he says Whitman has laid the foundation for what’s shaping up to be a fulfilling career—with a healthy dose of risk taking.

“Whitman has helped prepare me to meet my professional goals and given me the experiences and confidence to embrace opportunities,” he says. “Never be afraid to try new things or take a leap of faith. Go take that job that relocates you to a city where you haven’t been before. You only live once, so take that chance and see where it leads you.”

Fabian Diaz Parada

Hometown: Ejido Copaíta Zapopan, Mexico
Degree: Ph.D. in entrepreneurship
Of note: Fabian co-founded the San Jose State University Division II lacrosse team.

Fabian Diaz Parada, a Ph.D. student from Ejido Copaíta Zapopan, Mexico, moved with his family to the United States in 1999. To help develop his English language skills, he watched subtitled cooking shows on PBS and worked with volunteers at the local Boys & Girls Club.

Embracing his entrepreneurial side, Diaz founded The Classic Movers, a moving service company based in Fremont, California, which is still in operation today. “The success of my business made it possible to pursue my educational goals,” says Diaz. “I wanted to finish my college degree to show the younger generation of my family that we can achieve beyond a high school education. Once there, I became more curious; I wanted to continue questioning and learning.”

He went on to obtain a both a bachelor’s and master’s in economics from San Jose State University. That desire for discovery led to Whitman, where Diaz plans to graduate in 2021 and secure a position at a university where he can teach and pursue his academic research ambitions. He credits the Whitman faculty members’ expertise and available research projects with professors Maria Minniti, the Bantle Chair in Entrepreneurship and Public Policy; Alejandro Amezcua, assistant professor of entrepreneurship; and Roger Koppl, professor of finance. Through these projects and navigating the Whitman curriculum, Diaz is learning how to develop research, collaborate and write—all skills he will need to contribute to leading academic journals.

In pursuing his Ph.D., Diaz says he’s come to recognize how powerful oceanic curiosity and genuine understanding can be. “Revive the 5-year-old in you. “Ask ‘Why?’s” he says. “Remembering facts and figures will only get you so far. The understanding of underlying mechanism behind causes and effects will make you much more valuable and effective in any role you choose.”
Coaches, Coursework, Tests and Teamwork: A Day in the Life of Whitman Student-Athletes

The Whitman students who represent the Syracuse Orange on the field or court are accustomed to playing in front of large crowds. They learn how to handle—even feed on—pressure. But they’re also accustomed to much quieter scenes: group study sessions and independent coursework away from the loud cheers.

At Whitman, staying caught up with classwork is as critical as student-athlete performance. Many student-athletes rack up long hours after their early wake-up calls, with quick breakfasts, team lifts, film review, practice and games. They understand the double challenge and the time management skills required to excel in and out of the classroom.

Several Whitman student-athletes say coaches, athletic administrators and professors work together to create an environment in which they can thrive. They know managing a hefty course load with student-athlete responsibilities, sometimes up to 20 hours per week, is not easy. On long bus rides or flights, student-athletes coordinate with academic advisors to make up for missed class time and homework assignments.

There are currently 55 Whitman students who play a varsity sport, including four football players and one member of the men’s basketball team, as well as members of the field hockey, men’s rowing, men’s lacrosse, women’s lacrosse, women’s basketball, men’s soccer, men’s track, women’s rowing, softball, tennis and volleyball teams. They vary in major, from finance and accounting to real estate to marketing management.

Whitman student-athletes study at home and even on the road, namely at team hotel conference rooms, the plane or bus. Tommy Powell, Syracuse’s assistant provost for student-athlete academic development, says the Orange contact the academic centers at other institutions when Syracuse teams travel. They set up tutoring sessions and sometimes proctor tests on the road.

At the beginning of every semester, SU Athletics academic coordinators send college advisors on campus a list of team schedules, practice times and postseason tournament dates. Then, the advisors work with student-athletes to ensure they are taking classes that don’t interfere with team lifts and practice. Only if needed will SU Athletics make minor tweaks to the schedule.

All Whitman student-athletes balance coursework between 12 and 15 credits per semester. Many elect to take classes during the summer while training on campus, and some Whitman student-athletes even graduate early.

Chelayne Bailey ’19, a management major on the women’s basketball team, plays about 30 games per season. She admits that she once procrastinated, leaving assignments to the last minute. At Whitman, she learned the importance of planning and getting ahead. She tries to maximize the tutoring services available, as the time helps her set aside blocks of interrupted focus to hone in on her studies.

Bailey’s typical game day starts in the morning with a team meeting or shootaround. She stays in class until the early afternoon, then walks to the Carrier Dome for pregame warmups. In the off-season, the women’s basketball team has workouts starting at 6:45 a.m. They last three hours.

“Coaches reinforce the value of going to office hours,” Bailey says. “Studying for even 30 minutes instead of sitting on your phone really helps, as does meeting up with teammates to work together.”

Gabby Teran ’21, a finance major on the softball team, finished a stellar freshman season in the spring with a .319 batting average. She also has played for Team Venezuela. This semester is her first in Whitman after initially majoring in communications and rhetorical studies.

After arriving at Syracuse, Teran realized how much she wanted to be in Whitman—and what the opportunity would bring if she focused her attention. She studied a lot last season to maintain a strong GPA and become a strong internal transfer applicant.

In September, Teran noticed Whitman classes were typically
“You have to appreciate the opportunity to be a part of the student-athlete community and focus on soccer and you have to have a bigger vision of what you want to get out of life and business school.” - Hendrik Hilpert ’19

small—not large lectures—and she sensed that the professors really wanted to see her succeed. She also was blown away with how diligent professors have been in class structure.

“The professors in Whitman really look out for you,” Teran says. “They make sure you stay on top of your stuff.”

Before road trips, Teran tries to complete all of her homework. She has practice every day from 3 until 6 p.m., and, with classes, she has little free time. This fall, she’s doing two-a-days, with 6:30 a.m. workouts, class and afternoon practices.

Syracuse men’s soccer goalie Hendrik Hilpert ’19 has displayed an outstanding ability to succeed at Whitman and on the field. Hilpert, a senior finance major, already has accepted a full-time position at Citi, where he interned last summer. He credits a dose of gratitude, the Whitman faculty and his peers for all that he’s accomplished. He maintains a 4.0 GPA.

“You have to appreciate the opportunity to be a part of the student-athlete community and focus on soccer,” Hilpert says. “And you have to have a bigger vision of what you want to get out of life and business school.”

Hilpert uses a calendar to stay extremely organized and limit the number of surprises every day. By sticking to his strengths and his schedule, Hilpert has set up a path to thrive. His success then helps his classmates and teammates grow, because the bar is set higher.

Also key to Hilpert’s success: a consistent sleep schedule. He wakes up most days around 8 a.m. and tries to get to bed by 11 p.m. In the morning, he’s busy following the markets and going to class. In the afternoon, he attends practice before studying at night. He hasn’t hesitated to collaborate on homework or bigger career decisions, either.

“I learned through Whitman how valuable it is in life to ask for help,” he says. “It’s a skill in life to know how to deliberately ask someone for help. We can all use one another to lift each other up and make the Whitman community, and the world, a better place.”

Whitman Student-Athletes (2018-2019 Academic Year)

<table>
<thead>
<tr>
<th>Field Hockey</th>
<th>Jamie Martin ’19</th>
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<tbody>
<tr>
<td>Football</td>
<td>Eric Dungey ’19</td>
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<td></td>
<td>Matthew Keller ’18</td>
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<td></td>
<td>Cooper Lutz ’22</td>
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<td></td>
<td>Kielan Whitner ’19</td>
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</tbody>
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**Men’s Basketball**

Raymond Featherston ’20

**Men’s Lacrosse**

Basil Aburn Jr. ’22
Griffin Cook ’22
John Curry ’21
Nicholas DiPietro ’20
Cristian Edwards ’20
Andrew Kim ’22
Justin Kim ’22
David Lipka ’20
Nicholas Martin ’19
Grant Murphy ’21
Nathaniel Solomon ’19
Luke Strang ’20
Jonah Swigart ’19

**Men’s Soccer**

Ben Goldhar ’22
Samuel Gomez ’22
Anders Hagman ’19
Hendrik Hilpert ’19
Daniel Leahy ’20
John Hicks ’20
Jon Stangeland ’21

**Men’s Track**

Matthew Cavallaro ’21
Nathan Lawler ’22
Thomas Struzzi ’22
Brandon Williams ’22

**Softball**

Hannah Dossett ’19
Michala Macirolek ’21
Toni Martin ’20
Gabriella Teran ’21

**Women’s Basketball**

Chelayne Bailey ’19

**Women’s Lacrosse**

Hailey Bengston ’20
Molly Carter ’21
Emily Hawryshchuk ’20
Alexandra Marino ’22

**Women’s Rowing**

Emma Braun ’22

**Women’s Soccer**

Shannon Aviza ’21
Abigail Jonathan ’22
Alexandra Wakeman ’22

**Women’s Tennis**

Miranda Ramirez ’20

**Women’s Track**

Kayli Jones ’20

**Women’s Volleyball**

Dana Valelly ’20
The Continued Impact of Whitman’s Accomplished Leadership Scholars

The Whitman Leadership Scholars Program welcomed 52 first-year students this fall. This accomplished group is comprised of students who have excelled in and out of their high school classrooms, serving as student government officers, team captains, musicians, entrepreneurs and community volunteers. They hail from 11 states and territories, including California, Puerto Rico and Florida, with a mean GPA of 4.09, mean SAT score of 1335 and mean ACT score of 30. We look forward to seeing them flourish and enhance the Whitman community just as these Whitman Leadership Scholars from the Class of 2021 have done.

Allen Bailey ’21
“I have found in Whitman a place where I can unlock my potential—from being a part of the Whitman Community Council, Delta Sigma Pi professional business fraternity and the Beta Alpha Psi honor society to showcasing how much Whitman means to me to prospective students as a Whitman ambassador or peer mentor. Being here has truly been life-changing.”

Brittney Loper ’21
“As a dual major in Whitman and Newhouse, I always enjoy being busy. Throughout my first year, I have been lucky enough to become a Whitman ambassador and peer mentor, vice president of external affairs for the Whitman Community Council and a Fulbright Summer Institute participant. I am eager to see what’s in store for the next three years!”

Tyler Kaminski ’21
“I have been involved on campus as a peer mentor for both the Entrepreneurship Learning Community and Whitman’s SOM 122 class (55 mentees in total). Additionally, in my role as the VP of finance for Syracuse ENACTUS, I manage the organization’s finances for efficiency to allow the organization to give as much as possible back to the community.”

Ritu Sadarangani ’21
“I’ve had many opportunities to get involved as a Whitman/Newhouse dual. As a freshman, I joined the Whitman Community Council, Newhouse Ambassadors and Z89 Radio. This year, I’m a peer mentor for first-year Whitman and honors students, and I work in the Whitman Visitor’s Center as a student ambassador. I love sharing my passion for Whitman with prospective students!”

Paige Koss ’21
“Throughout my time at Whitman, I have been presented with amazing opportunities to grow my professional and personal skills. Through my involvement with Delta Sigma Pi professional business fraternity, Team Guatemala of Syracuse ENACTUS, my role as a residence advisor, I have connected to the Whitman community on a deeper level than I had ever imagined.”

Dibya Patnaik ’21
“Since arriving on campus, SU has presented me with a multitude of opportunities to enhance my college experience. Through my participation as a member of the Orange-Seeds club, an executive member of the Forever Orange Student Alumni Council, a dedicated member of Delta Sigma Pi, and an intern for Literacy Corps, I have found a home within Whitman and SU.”

Meghan Cherry ’21
“In addition to double majoring in accounting and finance, I enjoy showing new students my favorite things about Whitman as a Whitman ambassador! Additionally, this semester, I have become a part of the Balancing the Books program and a pledge of Beta Alpha Psi. I also play for the Syracuse Women’s Rugby Club.”

Joseph Colon ’21
“I am grateful for Whitman. It has been a bridge for me personally, academically and professionally. I have met extraordinary people here. It is a competitive environment where I strive for goals, like making the Dean’s List, getting involved with the community, and providing constant challenges and opportunities to build me into the person I want to become.”
Whitman Students Delve into the Marketing Industry

As part of a marketing exploration trip organized by the Whitman Career Services team, 20 juniors and seniors traveled to New York City for two days this past May to make connections and gain insight into the field.

On the first day of the trip, students attended an alumni networking reception at the Sheraton Tribeca. The alumni in attendance hailed from 18 companies, including Marvel Entertainment, Mattel, Google and the National Basketball Association.

“Not only did the networking session allow me to connect with Syracuse University alumni, but it also opened my eyes to how vast the marketing field truly is,” says Claire Stocum ’19, a marketing and management double major.

“Hearing about their varying career paths built up an excitement for me to dive deeper into what aspects of marketing I love and how I can match a perfect career to that.”

On day two, students visited Publicis Media, Ogilvy and Civic Entertainment Group, where they were able to get an in-person understanding of agency life and how different components—such as brand management, global marketing and consumer behavior—support marketing campaigns. During their visits, the three agencies presented on various marketing projects and hosted Q&A sessions to help students get a sense of how each agency operated.

“Visiting the agencies was a really valuable experience,” says Stocum. “It helped put what I’m learning in the classroom into perspective.”

Not only did the trip strengthen students’ understanding of the marketing space and help them build relationships with the employers visited but students also learned about entry-level opportunities at many of the firms and came to understand how Whitman students and alumni can readily impact organizations.

According to Alicin Welsh, assistant director of the Whitman Career Center, there is only so much that can be gleaned on both sides in a typical one-hour interview. The marketing trip helped bridge that gap for the students.

“Trips such as this give students and companies a chance to get a feel for the employee-to-job and employee-to-organization fit,” says Welsh. “Spending time on site also allows recruiters to have more time to get to know potential employees and to really understand the depth of skills and multitude of talents Whitman students bring to their employers,” says Welsh.

We extend our thanks to the following alumni who helped make the spring marketing trip a success:

Briana Bartel ’12 (WHIT/NEW)
DoorDash

CJ Cervantes ’15
Marvel Entertainment

Katelyn Cozzi ’10 (WHIT/NEW)
Mattel

Craig Dennin ’13 (WHIT/NEW)
Google

Courtnee Futch ’15, ’16 M.S.
HelloFresh

Bryan Harris ’10
BuzzFeed

Liz Leister ’06 (NEW)
Showtime Networks Inc.

Michael Lombardi ’03, ’12 MBA
Ogilvy

Melinda Rivera ’15
AMC Networks

Viviana Rodriguez ’10 (WHIT/NEW)
UM Worldwide

Kelly Jaffe ’11, ’12 M.S.
PwC

Allison Schultz ’06
Discovery Inc.

Alec Speckhart ’12
Yieldmo

Kanique Swinson ’16
Jazz at Lincoln Center

Ethan Waltersdorf ’16 (WHIT/NEW)
News America Marketing

Nick Webber ’08 (WHIT/NEW)
Facebook

Sam Weinberg ’15
Showtime

Julia Wolkoff ’11
Teads.tv
Online Program Update: Enrollment Numbers Continue to Grow, Residencies Remain Key to Student Success

Surpassing 2,000 enrolled students in 2018, the Whitman School of Management’s online master’s program continues to grow, bringing students together virtually to be taught by award-winning faculty. Their learning however, doesn’t just occur online.

During their time in Whitman’s online MBA program students are required to attend three in-person residencies—on campus and/or abroad—which feature hands-on experiences, workshops, prominent speakers, networking, cultural immersion and more. In 2018, Whitman has hosted residencies in Dubai, UAE; Dublin, Ireland; and Florence, Italy and four U.S. residencies—three on campus and another in Atlanta.

The Florence residency was the first collaboration between the Whitman online program and Syracuse University Abroad. Nearly 80 online students participated in the residency.

“It was a wonderful experience, and, in such a short period, I have learned as much as in some of the courses I took over an entire semester,” says Allen Shaw, an MBA student. “I cannot say enough good things about the past week in Florence.”

Adjunct professors Ken Resnick and Simone Anselmi taught students about management practices in Italy, and an intensive elective was offered with Anselmi on Italian business, luxury and brand success. This was highlighted by several company visits, including a tour of a Maserati factory, bespoke shoemaker Stephano Bremer, coffee machine maker LaMarzocco, papermaker Il Papipo and others.

“I’m in love with Italy now,” adds Shaw. “I’m grateful for all the time and effort the Whitman faculty and staff exerted to put together such an amazing program.”

Although studying online, bonds between students develop through group coursework and engagements such as the residencies. Evidence of those bonds took place in October when a group of online students traveled to MetLife Stadium to support fellow student, Central New York native and Minnesota Vikings running back Latavius Murray, when his team faced off against the New York Jets. The trip was organized by students during the Florence residency, which Murray attended prior to the start of training camp.
Syracuse University Launches First-Year Experience, a Diversity and Inclusion Initiative for New Students

Exciting changes are always in motion at the Whitman School and Syracuse University. This fall semester was no different with an especially exciting new program, The First-Year Experience, underway.

The First-Year Experience, which aims to promote diversity and inclusion across the Syracuse University campus, offers anchor courses, health and wellness activities and shared reading and discussion groups. Dialogue is a key component of the program, as the goal is to encourage students to meet and interact with other students from different backgrounds, promoting mutual understanding and respect. The program makes extensive use of the University’s strongest resource—its people. Four hundred faculty members, staff and students have been trained to serve as conversation facilitators, guiding all first-year students through a series of classroom conversations with other students.

The initiative is co-chaired by Whitman’s Kira Reed, associate professor of management, and Amanda Nicholson, assistant provost and dean for student success. More than 3,700 students enrolled in the First-Year Experience.

Reed emphasizes how beneficial it is that the First-Year Experience connects people from all corners of campus. “We enjoy getting all of the students from different disciplines together,” says Reed. “I have loved getting faculty and staff from across the campus involved.”

Whitman senior Sachin Patel got involved with facilitating the First-Year Experience because he is passionate about people and culture and understands that the first year of college can set the tone of a student’s experience for years to come.

“College is all about finding out who you are and who you are supposed to be,” says Patel. “Meeting different people and having different experiences is so important, but sometimes that gets lost.”

According to Gizelle Vidal ’22, a new student at the Whitman School, the facilitators made the First-Year Experience topics approachable.

“The First-Year Experience helps you learn more about other people’s backgrounds and why that matters,” says Vidal. “Knowing this, you can be a more understanding person and create a positive atmosphere in and outside the classroom.”

Beyond the sharing of personal experiences, facilitators have used the book Born a Crime by Trevor Noah as a catalyst for conversations in classes, which are each composed of about 20 first-year students and that have been carefully organized to ensure that the composition reflects the impressive diversity that is evident across campus. The mix of perspectives pushes the conversations to the most productive level possible. These discussions, however, are much more than a book club.

“The book is what we talk about to learn about each other,” says Reed. “When you have another thing to talk about, and somebody then chooses to share, that’s how you start getting to know each other. It’s more about relationship building than the book.”

As the conversations flow, relationships begin to grow, and relationships are key to bridging gaps in understanding.

Kira Reed
Appointed As Provost Faculty Fellow to Help Lead University-Wide First-Year Experience Initiative

Vice Chancellor and Provost Michele G. Wheatly announced the appointment of Kira Reed, Whitman associate professor of management, to serve as a Provost Faculty Fellow. Reed’s appointment supports the University’s commitment to develop a shared first-year experience that builds connections, promotes health and wellness, and fosters a respectful and inclusive campus community. Reed currently co-chairs the First-Year Experience Initiative Steering Committee along with Amanda Nicholson, assistant provost and dean of student success. In that capacity Reed has helped lead efforts to develop a University-wide, long-term and course-based first-year experience, and with implementing a professional development program to assist faculty in fostering a more culturally inclusive classroom. As Provost Faculty Fellow, she will collaborate with the Academic Affairs leadership team as well as with other administrators, faculty, and academic leaders across campus.
Spotlight on Students

Celebrating success at the master's graduation.

Members of Harrison House with the coveted Goodman IMPRESS Cup.

Yarinya Borsuk ’19 (left) and Meghan Tomassetti ’19 show their achievement awards presented during the Salzberg Memorial Lecture Program.

During the IMPRESS “How to Dress” workshop, students learn proper professional attire.

Online master's students take in the SU sights during a campus residency.

The 2018 Whitman Scholars are chosen to represent their class based on demonstrated engagement and leadership at Whitman and SU.

Members of the Alpha Kappa Psi business fraternity at the Whitman student clubs mixer.
The newest Defense Comptrollership Program graduates at the August commencement ceremony. Students pose following a Whitman Women in Business guest lecture. Enjoying WhitFest and celebrating the end of the spring semester. Gustavo Pérez Berlanga, senior vice president of social responsibility at Mexico’s Toks Restaurant Group, speaks with a Whitman student following his IMPRESS Current Challenges lecture. The senior barbeque is a tradition of fun, food and friendship. All smiles on commencement day for these Whitman undergraduates. Graduates of the Certificate of Advanced Study in Sustainable Enterprise program and Todd Moss (back, center), faculty director of the program, celebrate their achievement.
Fred Easton, professor of supply chain management, passed away June 29. He was 68.

Born in Sarnia, Ontario, and raised in Port Huron, Michigan and Salinas, California, Easton studied business administration at California State University in Fresno, where he went on to earn an MBA. In 1971, his senior year at Fresno State, he met his future wife, Sally Jo; their memorable first date involved catching frogs in preparation for a frog-jumping competition in Calaveras County. He worked for Pacific Gas and Electric before returning to academia.

After earning a Ph.D. in operations management from the University of Washington and being named a Boeing Fellow in 1982 and an Edna Benson Fellow in 1983, Easton went back to Fresno to teach before moving across the country with his family to join the Whitman faculty in 1986.

During his years on the West Coast, Easton developed a lifelong passion for cycling, sailing, skiing, camping and flying planes. He also acquired a 1967 Volkswagen Beetle, which he brought with him to Syracuse and lovingly restored over the years. It was one of his hallmarks on the Syracuse University campus.

With a focus on operations and labor scheduling in supply chain management, Easton authored nearly two dozen papers on the subjects. His most recent work, “Swarm Staffing for Inpatient Respiratory Care,” published with Gary La Point, professor of supply chain practice, and Russell Acevedo, M.D., medical director of the intensive care unit and respiratory care at Crouse Hospital, was a semi-finalist for the Franz Edelman 2016 Award, a prestigious award recognizing academic papers that have the potential for significant impact on practice. This paper was also accepted to the ninth annual European Decision Sciences Institute Conference in Udine and Venice, Italy, earlier this year.

Easton also helped to organize the Biennial Workshop on Information Intensive Services, which was most recently held at Whitman in September of 2017. The event brought together the region’s academics and practitioners to discuss the current challenges and opportunities in professional and other information intensive services.

During his tenure, Easton mainly taught master’s and doctoral students. As director of the Robert H. Brethen Operations Management Institute, he spent time sponsoring and organizing site visits for students and sponsoring projects on current topics, resulting in published research. He also supported student certifications, including the American Association of Professional Supply Chain Management Professionals (CSCMP) and Council for Supply Chain Professionals (APICS) and Council for Supply Chain Management, Easton authored

“\textit{He was a dedicated teacher; he was a model colleague, always willing to help.}” - Raja Velu

man who was supportive and kind to everyone he encountered.

His 32 years of service at Syracuse University will be fondly remembered by his colleagues and friends; his family recalls that he loved his work and his Whitman family.

“Fred was a selfless human with impeccable core values,” says Raja Velu, professor of managerial statistics. “He was devoted to all his commitments; he adored his family and was very proud of their accomplishments. He was a dedicated teacher; he was a model colleague, always willing to help.”

“Fred truly loved his work as a professor. He spent numerous hours with graduate students describing the details of operations and supply chain management planning techniques,” says Burak Kazaz, Steven Becker Professor of Supply Chain Management. “I often found him working with graduate students in one of the seminar rooms. I was always impressed with his dedication to training.”

Easton is survived by his wife of 43 years, Sally Jo, his two daughters, Kathryn and Jennifer, his brothers, George and Tim, and his nieces and nephews.
Whitman Welcomes New Faculty

Robert Arscott

Robert Arscott has joined the Whitman faculty as an assistant professor of finance. He completed a Ph.D. at the University of Rochester’s Simon School of Business. His experience includes real estate acquisitions and asset management, investor reporting, fundraising pitch preparation, business valuation, initial debt fundraising pitch preparation, management, investor reporting, real estate acquisitions and asset management. Arscott specializes in business operations, syndicated loan documentation, leveraged loan trade settlements and administration.

Suho Han

Suho Han is a new assistant professor of entrepreneurship at Whitman. His research focuses on examining the internal dynamics within angel investor networks and how processes in these networks evolve over time. Through his research, Han explores how ventures are evaluated and funded in the context of diverse, voluntary organizations, as well as provides insight into organizational survival under varying degrees of internal disequilibrium. Other projects include examining how founding teams with family members establish trust with outside parties to acquire key resources. Han received a Ph.D. from The University of Texas at Austin.

Minjung Kwon

Minjung Kwon is the newest member of Whitman’s marketing faculty. An assistant professor, Kwon’s research focuses on quantitative marketing and empirical industrial organization, including forward-looking consumer choices, dynamic structural models and marketing or products with seasonal demands. She earned a Ph.D. in quantitative marketing from New York University’s Stern School of Business after receiving a master’s in entrepreneurship and social sciences from Columbia University. Originally from Seoul, South Korea, Kwon also has industry experience, which includes working for Samsung Electronics Co., Ltd. and I&S Business Consulting Group.

David Lucas

David Lucas joins the entrepreneurship faculty as a postdoctoral research fellow in the Institute for an Entrepreneurial Society (IES) after serving as a visiting Ph.D. student in the IES last year. Lucas recently received the Horowitz Foundation for Social Policy Grant to fund his research, which will study the political and social conditions in which entrepreneurs can thrive, as well as the complexities of the environment, particularly how the public policies of national and state governments interact to influence entrepreneurs’ ability to create jobs. He earned master’s and doctorate degrees in economics from George Mason University’s School of Business.

Professor John Torrens’ Company Makes the Inc. 5,000

In 1995, John Torrens, a professor of entrepreneurship practice at Whitman, wasn’t yet thinking of teaching. He was busy launching InterActive Therapy Group (ITG), a provider of therapy and special education services to children with disabilities.

Torrens spent 13 years shepherding the company to success and, ultimately, sold it in 2008. A few years later, after settling into his professorial role at Whitman, the opportunity arose to buy back the Upstate operations of his former company. In 2011, in partnership with Syracuse-area health care company Liberty Resources, he assumed the role as head of what is now Liberty POST and has been leading efforts to grow the company since.

Today, Liberty POST employs 320 people and offers services in Buffalo, Rochester, Syracuse, the Hudson Valley and Manhattan. The company reported revenues of $14.5 million in 2017, which represents a three-year growth rate of 83 percent.

That remarkable growth helped Liberty POST secure a spot on the 2018 Inc. 5,000, an annual report that looks at the country’s fast-growing innovators. Liberty POST came in at 4,163, but Torrens expects that ranking to improve in 2019, as the company recently took over the remaining ITG operations in New York City and is on pace to exceed $20 million in revenue in 2018.

As Liberty POST has grown, so has Torrens’ role at Whitman. Today, he is deputy chair of the entrepreneurship department and manages the master’s in entrepreneurship and emerging enterprises and the Entrepreneurship@Syracuse programs.

The benefit of Torrens’ role at Liberty POST to his Whitman students is invaluable. “You learn important lessons about entrepreneurship from failure and success,” says Torrens. “I can share first-hand lessons on both with my students. And I can offer them insights and scenarios through my real-world case study, if you will. I think the practical experience and perspective I bring to the classroom and projects, such as the Capstone, really enriches my teaching.”
ANNA CHERNOBAI: Languages, Analytics and a Change of Plans that Led to Academia

By George S. Bain

Her students have heard Anna Chernobai say that her birth country has changed its name twice since she was born. They may know her native language is Russian, that she’s fluent in English and Japanese and also knows some Spanish and German. With her background—born in the former Soviet Union, lived and studied in Japan and Germany, now a citizen of both Russia and the United States—she advocates for a global business perspective.

“In today’s global marketplace, knowing a foreign language and experiencing different cultures are an absolute must and a key to an exciting career,” says Chernobai, an associate professor of finance who joined the Whitman School of Management faculty in 2006, the same year she received a Ph.D. in statistics and applied probability from the University of California, Santa Barbara (U.C. S.B.). “I always encourage my undergraduate students to take a semester off and go study abroad, and not just go to England, but go to France, Spain, Singapore, Japan—take the risk, have fun, see the world, experience a different culture,” she says. “You don’t know what you are missing until you go live abroad for a while.”

In 2010, Chernobai received a University-wide Meredith Teaching Recognition Award for junior faculty, and in 2012 Whitman presented her its Guttag Junior Faculty Award. An expert on operational risk in banking, she teaches business statistics (undergraduate), data analysis (MBA), and banking risk management (undergraduate and graduate); chairs the Whitman Teaching Committee; and serves on the committee developing a new undergraduate business analytics major.

“Studying a foreign language was never a burden for me. It was always fun,” Chernobai says. She grew up speaking Russian in Sevastopol, the Crimean city where she was born. (When the USSR collapsed in 1991, Sevastopol became part of Ukraine. Russia annexed all of Crimea in 2014.) Her family also lived in the former Leningrad—now Saint Petersburg—and Moscow before moving to Japan when she was seven; her father was a diplomat at the Russian Embassy in Tokyo. When the family returned from Moscow to Tokyo when she was 15, she began to learn Japanese.

At 18, she entered Sophia University (Jouchi Daigaku) in Tokyo, where all instruction was in Japanese. Chernobai faced a choice about a college major—art or economics—and made her decision based on her mother’s career. Growing up, she says painting was her hobby and she took art school classes in the evenings. (Those studies still pay off today. “I use lots of drawings when I teach statistics,” she says.)

Her mother worked as an economist for the Russian Central Bank, and since “my mother was my role model, I decided to follow her steps.”

With a B.A. in economics, Chernobai moved to England and obtained an MSc in economics and finance from Warwick Business School, writing a master’s thesis on the declining role of the main banks in Japan as a corporate governance tool. Her studies extended to a third continent when she moved to California to pursue a master’s in economics at U.C. S.B. Intending to find a finance job on Wall Street, she interviewed at some banks in the summer of 2001.

The terror attacks of 9/11 upended those plans. That day, she and her twin sister were supposed to fly to New York City for the first time—Anna from London and Katerina from California. Their flights were canceled, their tourist plans disrupted. Her parents encouraged Anna to come to Moscow for several weeks. “I had a lot of time to do soul-searching. This became the turning point in my career plans. No more Wall Street for me, I thought.”

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turning point in my career plans. No more Wall Street for me, I thought,” Chernobai says. “And I decided to drastically change my path, pursue my Ph.D. and get an academic job. And here I am now, very happy with what I do. I love research, and teaching is my passion.”

With a new career goal, she switched to a Ph.D. program in statistics and applied probability. Since her Ph.D. advisor held a dual appointment with U.C.S.B. and the University of Karlsruhe in Germany, she spent six months in Germany to work on her dissertation and write and publish papers with his other doctoral students.

To Chernobai, speaking other languages unlocks a multitude of opportunities.

“To know that I can go to a different country and speak in the language that is spoken there has always felt amazing,” she says. “And it’s not just about the language. When you learn a foreign language, especially if you are physically in the country where the language is spoken, you get submerged in the culture, history. You don’t just learn the language. You live it.”

She’s enthusiastic about the many cultures represented at Whitman: “It is very inspiring for me to be surrounded here at Whitman by colleagues with very diverse international backgrounds.”

Today’s business students must learn how to deal with digital data’s demanding volume, Chernobai says. “The pace at which industries are accumulating business data that they need to make sense of is faster than the pace at which we are teaching our students. Much of what we teach in business schools revolves around the theoretical understanding of why and how things work, but lesser attention is devoted to the experiential component.

“But when students graduate, companies expect students to be experts at it all: understanding the theory and knowing how to work with real data, fast, right away, today.”

In her statistics courses, she aims for a balance between statistical theory and practical applications, using Excel and real business data. The range of data sources is limitless, she says: Walmart’s historical sales, borrowers’ defaults, corporate bankruptcies, Beijing housing prices, air pollution in India, CEO salaries, marketing campaigns, historical gas prices, even political and Facebook data.

“Students need to learn that vast amounts of data are everywhere you look, and no matter their major, data analysis skills are a prerequisite for a successful career in the rapidly changing and highly competitive business world,” she says.

Enrollment in her MBA class, Data Analysis and Decision Making, reflects students’ interest. Several years ago, she says, it had about 40 students; this semester it has 150, more than half from outside Whitman.

With the school developing a new major in business analytics, she says, “I am hopeful that Whitman would be a pioneer in producing high-quality, cutting-edge experts in data analytics.”

Chernobai’s research examines determinants of operational risk events and what characteristics of banks or the macroeconomic environment might be driving those events. Such risk can include fraud, IT failures, flawed business practices or damage to physical assets.

She explains that the Basel Capital Accord subjects large banks to mandatory capital requirements for operational risk that can amount to several billion dollars a year for one bank. Under the Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010, operational risk has been part of mandatory stress testing requirements. The Federal Reserve requires U.S. bank holding companies termed “systemically important” to hold a risk-based capital surcharge to increase their resilience in the case of a financial crisis, like the one 10 years ago.

Her recent research, she says, shows that business complexity is a key driver of operational risk in banks. Financial deregulation of the late 1990s permitted banks to expand into previously restricted nonbanking activities, such as insurance and securities underwriting.

“This allowed them to benefit from increased economies of scale and some productivity gains,” Chernobai says. “But my research has shown that such benefits come at the expense of weakened risk management and potentially greater systemic risk.”

This research attracts attention. She’s recently spoken at both the Federal Deposit Insurance Corp. and Federal Reserve Bank.
WHITMAN FACULTY AWARDS

Congratulations to the faculty members who were honored during the 2017-2018 academic year awards ceremony.

**Whitman Teaching Fellow:**
Kivanç Avrenli
Assistant Professor of Statistics

**Edward Pettinella Associate Professorship:**
Natarajan Balasubramanian
Associate Professor of Management

**Whitman Research Fellow:**
Erasmo Giambona
Falcone Chair in Real Estate and Associate Professor of Finance

**Undergraduate Faculty of the Year:**
Pat Penfield
Professor of Supply Chain Practice

**Graduate Faculty of the Year:**
John Petosa
Professor of Practice

**Guttag Junior Research Fellow:**
Lynne Vincent
Assistant Professor of Management

**Syracuse University’s Meredith Professorship for Teaching Excellence:**
Ken Walsleben
Professor of Entrepreneurial Practice

**Oberwager Award for Contributions to Student Life:**
Ray Wimer
Professor of Retail Practice
Featured Publications

Narcissistic Leaders Alienate Their Employees, Threaten Their Self-Esteem

Having a narcissistic leader can frustrate and demotivate employees, but can their demeaning and self-interested tendencies be controlled? A new study, “Leader consultation mitigates the harmful effects of leader narcissism: A belongingness perspective,” by Joel Carnevale, assistant professor of management, and Lei Huang (University of Alabama), together with Peter Harms (University of Alabama), forthcoming in Organizational Behavior and Human Decision Processes, explores employees’ sense of belonging at work in relation to how they react to their narcissistic leader.

Award-Winning Study Explores Allocation of Supplies in Humanitarian Crises

A new study by Burak Kazaz, Steven Becker Professor of Supply Chain Management, co-authored by John H. Park ’12 Ph.D. (Pepperdine University) and Scott Webster (Arizona State University), which is soon to be published in Production and Operations Management (POM), enables humanitarian organizations to determine the optimal amount of budget to be earmarked for local country offices, as well as for emergency response in humanitarian crises. The research received the best paper award from the 2016 POM Society’s College of Humanitarian Operations and Crisis Management.

Study Reveals How Human Nature Affects a Firm’s Approach to Risk Management

Managers who avoid risk tend to seek out firms that engage in risk management, according to a first-of-its-kind study that examined the “human element” in corporate risk management. What’s more, hedging happens even more when managers are compensated by equity in their companies. “A View of Corporate Risk Management,” co-authored by Erasmo Giambona, the Falcone Chair in Real Estate and associate professor of finance, Gordon Bodnar (Johns Hopkins University) as well as John Graham and Campbell Harvey (Duke University), found that CFOs who have more of their personal wealth tied to the firm tended to hedge more.

Study is One of First to Examine Effectiveness of Native Advertising

The advertising industry has recently witnessed proliferation in native ads, which are inserted into a web-stream (e.g., a list of news articles or social-media posts) and look like the surrounding non-sponsored contents. A new study, “Serial-Position Effects on Native-Advertising Effectiveness: Differential Results across Publisher and Advertiser Metrics,” by Guiyang Xiong, assistant professor of marketing, and his co-authors, Pengyuan Wang (University of Georgia) and Jian Yang (Oath Inc), forthcoming in the Journal of Marketing is among the first to examine native ads and unveil how their effectiveness changes across serial positions.

Other Selected Publications

Susan Albring, associate professor of accounting
“Management earnings forecasts, CEO incentives and risk-taking” (with Xu, X. ’13 Ph.D.), Advances in Accounting, forthcoming

Joel Carnevale, assistant professor of management
“Speaking Up to the ‘Emotional Vampire: A Conservation of Resources Perspective,” (with Huang, L. and Harms, P)
Journal of Business Research, forthcoming

Erasmo Giambona, Falcone Chair in real estate and associate professor of finance
“The theory and practice of corporate risk management: Evidence from the field” (with Bodnar, G., Graham, J. and Harvey, C.), Financial Management, forthcoming

David Harris, professor of accounting

Eun Jeong (E.J.) Ko ’17 Ph.D.
“Signaling for more money: The roles of founders’ human capital and investor prominence in resource acquisition across different stages of firm development” (with McKelvie, A.), Journal of Business Venturing, forthcoming

Rong Li, assistant professor of supply chain management
“Integrated risk management for newsvendors with VAR constraints” (with Kouvelis, P.), Manufacturing & Service Operations Management, forthcoming

Todd Moss, assistant professor of entrepreneurship

Rob Nason ’14 Ph.D.

Johan Wiklund, Al Berg Chair and professor of entrepreneurship
“Gender gaps and reentry into entrepreneurial ecosystems after business failure” (with Levie, J., Bradley, S.W. and Sunny, S.A.), Small Business Economics, forthcoming
Selected Honors and Appointments

**Alejandro Amezcua**, assistant professor of entrepreneurship, won the John Jack Award from the USASBE Annual Conference for the best paper on entrepreneurship by women or minorities or under conditions of adversity, for “Women’s Business Ownership and Women’s Entrepreneurship through the Lens of U.S. Federal Policies” (with Pandey S., Pennsylvania State University).

**Burak Kazaz**, the Steven R. Becker Professor of Supply Chain Management was elected to serve a two-year term as chair of iForm SIG, the Special Interest Group on the Interface of Finance, Operations, and Risk Management.

**Rong Li**, assistant professor of supply chain management, has been awarded two grants totaling $60,000 by the 2018 Collaboration for Unprecedented Success and Excellence (CUSE) Program.


**Cathy Maritan**, associate professor of management, was re-appointed co-chair of the Strategy Research Foundation, the research funding arm of the Strategic Management Society, for a three-year term (2018-2020).

**Cameron Miller**, assistant professor of management, had his dissertation selected by the Research Committee of the Academy of Management’s STR Division to be one of up to six finalists for the Wiley Blackwell Award for Outstanding Dissertation Research in Strategic Management. Miller also received the Distinguished Paper Award for the Strategic Management Division at Academy of Management.

**Maria Minniti**, the Bantle Chair in Entrepreneurship and Public Policy, delivered keynote addresses at the Sixth International Workshop on Entrepreneurship, Culture, and Economic Development and the 4th International Conference on the Dynamics of Entrepreneurship.

**Kira Reed**, associate professor of management, was recognized at the 2018 Academy of Management meeting for her leadership and service as chair of the Public and Non-Profit Division, both by the academy and the division membership.

**Padmal Vitharana**, associate professor of MIS, was elected for a two-year term to serve as president of SIG SAND, the Special Interest Group on the Systems Analysis and Design.

Faculty in the Media

**Burak Kazaz** was quoted for the story “3 Things Amazon Still Hasn’t Figured Out at Whole Foods 1 Year In,” featured on TheStreet.com.

**Roger Koppl** commented on hedge fund stocks for the WalletHub.com article “Q2 2018 Hedge Fund Holdings: Top Stocks, New Buys & More.”

**Eunkyu Lee** participated in several interviews in the wake of Nike signing Colin Kaepernick for its advertising campaign, including Financial Times, Retail Dive and Spectrum News.

**Maria Minniti** was interviewed for the Business Mirror article “Starting a Business Can Improve Older Workers’ Quality of Life.”

**David Park** discussed Spotify’s strategy with Fortune magazine for the article “Spotify: Nevermind Profits.”

**Patrick Penfield** was interviewed by the Charlotte Observer for the story “Harris Teeter parent company to phase out plastic bags.”

**John Petosa** shared tax refund tips with the U.S. News & World Report for the story “7 Smart Ways to Spend a Tax Refund.”

**Milena Petrova** was interviewed for the U.S. News & World Report story “8 REIT Categories with the Wind at Their Backs.”

**John Torrens** was quoted in a Reuters story “Marijuana Stock Report: Pot Stocks Gain As All Eyes Turn To Canada.”

**Ray Wimer** discussed experiential retail strategies for the Forbes article “Retail’s Bankruptcy Pandemic May Have Peaked, But It’s Not Over Yet.”

Promotions

**Alexander McKelvie** has been promoted to professor of entrepreneurship and emerging enterprises.

**Julie Neiderhoff** has been promoted to associate professor, with tenure, of supply chain management.
It’s Up to All of Us...

This is Our Whitman. It takes all of us—staff, faculty, alumni, parents and partners—giving our time, talent and treasure to make Whitman extraordinary. Gifts to the Dean’s Fund support student experiences, faculty initiatives and pioneering programs. These collective dollars help attract the brightest students, enrich the educational experience and raise Whitman’s prominence on the international academic stage. Please consider a donation today. Together, we are Whitman proud!

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