Welcoming Dean Anderson
Syracuse University
Martin J. Whitman School of Management
On the Cover: Welcoming Eugene “Gene” Anderson as the 18th dean of the Martin J. Whitman School of Management.
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It’s been a busy and exciting time since arriving in Syracuse this past July to begin my appointment as dean of the Martin J. Whitman School of Management. I’ve already had the pleasure of meeting many of you—alumni, students, parents, recruiters, supporters, friends of the School and colleagues around the University. I am looking forward to connecting with many more members of our extended community, both on campus and on the road at alumni events, such as the recent ones in D.C., New York City, and Northern New Jersey.

I’m honored and thrilled to be leading Syracuse Whitman at a time when unprecedented rates of technological and social change call for a new generation of business professionals and leaders.

Business schools are challenged as never before to equip students for success in what will be the most dynamic, diverse and interconnected economy in the history of mankind. Whitman is uniquely well-positioned to do so. Our world-class faculty members are thought leaders in their chosen fields and the educational experiences they design. Our access to the breadth and richness of Syracuse University is a distinct advantage in an era when interdisciplinary talent and solutions are at a premium. Our proximity to one of the world’s great economic and cultural centers presents an abundance of opportunities for experiential learning, career exploration and recruiting partnerships. We are also fortunate to have such a passionate and successful alumni network in New York City and beyond.

By drawing on these strengths, Syracuse Whitman can be a leader in equipping students for professional success, engaged citizenship and lifelong learning in the rapidly changing landscape of global business. It will require augmenting great classroom teaching with transformative experiential learning opportunities, drawing on our alumni and industry connections to bring the world of practice to campus, partnering with our sister schools and colleges at SU and bringing exceptional students, faculty and staff from around the world to the School.

All of this happens only with your help: your time and talent shared with our students, your consideration of our students and graduates for internships and jobs, your generous gifts of financial support and your thoughtful input on how to move our community forward. Together, we will develop the professionals that the business world needs today and the leaders it needs for tomorrow.

I welcome your ideas about the future of business school education, research and engagement, as well as how the Martin J. Whitman School of Management and Syracuse University can help lead the way into that future. Our highest aspiration must be to ensure and accelerate this remarkable institution’s rise in quality, reputation and impact. Please feel free to email or call me with your thoughts. I look forward to hearing from you.
Syracuse University has announced Invest Syracuse: Advancing Academic Excellence and the Student Experience, a $100 million initiative to provide all students with a distinctive, world-class learning experience to prepare them for professional and personal success.

“Invest Syracuse is the engine for advancing the University’s academic programs and the student experience,” says Chancellor Kent Syverud. “It will elevate our academic excellence, provide an unrivaled student experience and solidify Syracuse University’s standing as a distinctive, preeminent, global research institution.”

Invest Syracuse follows the University’s comprehensive academic strategic planning process, during which students, faculty, staff and alumni helped define a shared vision for the University and identify clear priorities, to achieve those aspirations.

As part of Invest Syracuse, over the next five years, Syracuse University will invest $100 million to implement several of those priorities including:

- **Redefining the student experience at Syracuse, beyond Syracuse and after Syracuse by:**
  - Providing comprehensive and integrated academic and career guidance and support so every student has a personalized path to future success;
  - Supporting students through tailored plans to better address mental health, physical well-being and spiritual needs;
  - Ensuring every student has at least one global learning experience while at Syracuse; and
  - Fostering a cross-campus collaborative that includes Alumni Engagement, Academic and Career Advising, and the advancement offices in the schools and colleges to formalize a networking community that connects students and young alumni to internship and career opportunities.

- **Advancing discovery and innovation by:**
  - Recruiting and hiring 100 additional faculty scholars over the next five years and allocating resources to retain outstanding faculty;
  - Building a more robust Office of Research to offer tangible support to all faculty pursuing scholarship, research and creative work; and
  - Launching a Faculty Innovation and Discovery Fund to incentivize faculty to pursue interdisciplinary scholarship, research and creative work outside the core mission of their academic department.

- **Expanding opportunity for students of promise and talent from across the socioeconomic spectrum by:**
  - Launching the Invest Syracuse Initiative, a $40 million fundraising campaign focused exclusively on supporting need-based undergraduate scholarships and financial aid;
  - Creating a new named scholarship program focused specifically on valedictorians and salutatorians at high schools from across the country; and
  - Rebalancing student grants and loans so Syracuse students graduate with significantly less debt.

“Invest Syracuse will allow us to accelerate learning, fuel discovery and cultivate and drive intellectual curiosity,” says Michele G. Wheatly, vice chancellor and provost. “It will further position our students, faculty and staff for success as they identify solutions for our most pressing global challenges.”

Syracuse University has made significant operational improvements in recent years and recently achieved a genuinely balanced budget. Moving forward with an investment of this magnitude requires generating new resources. Invest Syracuse resources will be generated from three sources:

- **Administrative cost savings and efficiencies:** Reducing administrative spending by $30 million and identifying additional efficiencies.
- **Fundraising and philanthropy:** Raising an additional $40 million to support high-achieving prospective students interested in pursuing a Syracuse University education.
- **Rebasing tuition:** Establishing a new tuition base for the 2018-2019 academic year. For first-year and transfer students entering in the fall of 2018, there will be a $3,300 Invest Syracuse premium added to the tuition base, in addition to the 3.9 percent tuition increase (pending board approval). No current students or first-year and transfer students entering in the fall of 2017 will be impacted by the premium.

“This $100 million investment in our academic and student programs is significant,” says Cathryn Newton, special advisor to the Chancellor and Provost for faculty engagement. “When in place, it will bring far stronger support for our students and will intensify our commitment to both new and continuing faculty.”

To learn more about Invest Syracuse: Advancing Academic Excellence and the Student Experience, visit [InvestSyracuse.syr.edu](http://InvestSyracuse.syr.edu).
Amanda Nicholson left her post as the associate dean for undergraduate programs and professor of retail practice at Whitman in October to assume a new role as assistant provost and dean for student success at Syracuse University.

A member of the Syracuse University faculty since 1997, Nicholson received the University’s prestigious Meredith Teaching Award; spearheaded the team that created Whitman’s Goodman IMPRESS program; led the growth of the school’s undergraduate program; and created and maintained the Whitman Leadership Scholars Program, among numerous other accomplishments. In her new post, Nicholson will lead efforts in student retention, success and graduation, working closely with colleagues in the schools, colleges and Academic Affairs to address challenges and opportunities related to students’ persistence, degree completion and postgraduate success.

For the significant impact she has made—and will continue to make—at Whitman and in the lives of countless students, staff, faculty and alumni, we share our sincere gratitude, heartfelt congratulations and very best wishes for her next chapter at Syracuse University.

“Without Dean Nicholson’s passion and dedication to students, I wouldn’t be where I am today. She is an incredible professor, ENACTUS Sam Walton Fellow, career coach, dean and, most importantly, someone I consider family. She has helped students land amazing careers and improved the lives of Mayan families in Guatemala and the underserved in Syracuse through ENACTUS programs. Congratulations, Amanda! I am excited to see you have an even bigger impact on students in this next step in your career.”
—Josh Fishman ’12, digital brand manager, Unilever

“Amanda’s passion for teaching, commitment to students and determination for accomplishment is inspiring. I would not be the person I am today nor as successful in my career had it not been for Amanda. She inspired me while I was a student in her Retail 101 class and continues to inspire me today. I am honored to call her my mentor, my inspiration and my friend.”
—Nicole Walters ’07, store manager, Duluth Trading Company and vice chair, Whitman Young Advisory Council (YWAC)

“Amanda has been such a vibrant presence at Whitman. I’ve heard many stories of Amanda being the reason students chose to come to Whitman. She takes a personal interest in every student and that is remarkable. I have no doubt she will make an enormous impact as part of the Syracuse University leadership team. I am so excited to see what she does next.”
—Mike Gursha ’10 (WHIT/NEW), CEO, Rookie Road and chair, YWAC

“Amanda was the first professor I met at Syracuse and really set the tone of my four years in Whitman. I would not be where I am today without the guidance, support and wisdom she’s shared over the years. Thank you for everything you’ve done for all of us at Whitman and best of luck!”
—Daniel J. Kinney ’09, ’10 M.S., senior accountant, Ernst & Young, LLP
“Congratulations, Nicholson! Words cannot begin to explain the impact that you have had on my life—academic, professional and personal. These are sentiments shared by every student who has crossed paths with you. I cannot wait to see all you will achieve in your new role.”
—Hannah Zucker ’13, account executive, CHF Industries

“Amanda put her heart and soul into making sure Whitman students have a stellar experience and are prepared for great career success.”
—Carol Heil, director of undergraduate recruitment and college relations, Whitman

“Amanda is a rare find. She absolutely never settles and never gives less than her best. Her expectations are high, but her passion is infectious, which makes everyone around her believe and contribute. I am so fortunate to have Amanda as a mentor and friend—these past four years have been an invaluable learning experience, thanks to Amanda’s open leadership style. She is already missed in Whitman, but the University made an excellent choice—I cannot wait to see the impact she makes in this next phase of her career.”
—Lindsay Quilty, assistant dean for undergraduate programs, Whitman

“Amanda’s departure is a bittersweet one for our community. She’s brought such terrific creativity, energy and leadership to our undergraduate program in her role as associate dean, and the legacy she leaves behind will be a lasting one benefitting students, faculty and alumni for years to come.”
—Gene Anderson, dean of the Whitman School

“Amanda was the first person I met when I came for an interview at SU 17 years ago. We went to lunch and talked all afternoon! I remember going home from that interview knowing she was someone I could be happy working with everyday...and that turned out to be quite true. Amanda has been the heart of our program for all these years, and her departure will be a big loss. We wish her all the best in her new position, and I am sure she will have a positive impact on students all across campus.”
—Linda Cushman, associate professor of retail management, Whitman

“Congratulations, Amanda! You have been a professor, mentor, leader and friend...and the key reason I chose SU after meeting you on Admitted Student’s Day. The University is fortunate to have you as a leader. You have pioneered many programs from ENACTUS to IMPRESS, and I look forward to seeing your impact continue on a bigger scale.”
—Megan McDermott ’09, product manager, Macy’s Merchandizing Group

“As a Martin J. Whitman Retail Advisory Board member for many years, I have had the rewarding opportunity to not only work with Amanda Nicholson as our faculty advisor and ‘fearless leader,’ but to also bear witness to the growth and development of SU’s retail program, much the result of Amanda’s steadfast convictions. Always fighting for what she believes to be the best for SU’s retail students, Amanda has driven the curriculum forward, while educating the faculty on the Retail Program’s merits and its important relevance to SU’s success. Hail, Amanda!”

“I’ve had the privilege to work with Amanda for the past four years through ENACTUS and can’t put into words everything she’s taught me and what a huge role model she has been. From myself and the rest of ENACTUS, we wish A Game well with her new role!”
—Lindsay Swanson ’18, Syracuse University ENACTUS president
Stacy Bunce
Administrative Specialist

Stacy Bunce had joined the Whitman School as an administrative specialist in the graduate programs office. In this role, she is responsible for triaging student inquiries, office FT and on-line budgets, supervision of student workers, general office management and support to staff. Prior to Whitman, Bunce served as administrative assistant for the Syracuse Center of Excellence. She earned a bachelor’s degree from Houghton College.

Caleb Coy
Student Technology Coordinator

The Whitman IT Department has welcomed Caleb Coy as the student technology coordinator. In this role, Coy oversees the Student Technology Center help desk, with additional responsibilities of managing the maintenance of student computer labs and equipment, providing troubleshooting and repair services, and offering general IT support to Whitman students. Prior to joining Whitman, Coy served as the IT manager at Blurb, Inc. in San Francisco.

Anh Murphy
Academic Advisor

Whitman’s graduate programs team has welcomed Anh Murphy as an academic advisor. She will work with online MBA students, providing support in course selection and concentration requirements, among other areas. She comes to Whitman from the SU College of Arts and Sciences, where she advised undergraduate students. Murphy holds a BA from Ithaca College and a master of education from the University of Massachusetts, Amherst.

Kari O’Mara
IMPRESS program manager

Kari O’Mara has joined Whitman as IMPRESS program manager. She is responsible for all activities associated with the program, which encompasses the active engagement of all 1,800-plus undergraduate students. Previously, she worked for the Johnson Museum of Art at Cornell University as coordinator of student engagement. O’Mara holds a master of arts degree from Syracuse University and a bachelor’s degree from Cazenovia College.

Tara Schroer
Executive Assistant

Tara Schroer has joined the Whitman School as the new executive assistant to the dean. She comes to Whitman with extensive experience in higher education and a degree in public relations from Birnam College, Johannesburg, South Africa. Previously, Schroer worked for six years as an executive assistant to Le Moyne College’s president and provost. She also served as a meeting and conference manager at Cazenovia College.

Bruce Williams Jr.
Academic Advisor

Bruce Williams Jr. is the newest member of Whitman’s undergraduate academic advising team. He oversees students in the IMPRESS Waverly House and in the supply chain management and management programs. Previously, he worked as an academic advisor in the College of Arts and Sciences at SU. Williams is a two-time Syracuse University graduate (undergraduate 2009; master’s 2012) and former member and captain of the football team.

Alecia Zema
Program Coordinator

Alecia Zema has been appointed program coordinator at Whitman. She provides student support and performs operational program functions for the online programs, which includes onboarding, administering teaching evaluations, and residency planning, among other tasks. An SU employee since 2003, Zema most recently served as graduate and curriculum coordinator for the Psychology Department. She holds a B.A. from Russell Sage College.

Joseph Zielinski
Academic Advisor

Joseph Zielinski brings former experience as an academic advisor in the Syracuse University College of Arts and Science to his graduate academic advising post at the Whitman School. He will work with students in the online master’s programs, specifically advising those in the specialty M.S. programs (accounting, business analytics and entrepreneurship). Zielinski earned both his undergraduate and graduate degrees from Ohio University.
HOW DO WE RANK?

#6
Financial Times
2017 Best Online MBA
United States

#10
Financial Times
2017 Best Online MBA
Global

#13
U.S. News & World Report
2018 Best Programs
Undergraduate Entrepreneurship

#21
U.S. News & World Report
2017 Graduate Entrepreneurship

#23
Bloomberg Businessweek
2016 (Final Ranking)
Best Undergraduate Business School Programs

#42
U.S. News & World Report
2018 Best Undergraduate Business School Programs

#47
U.S. News & World Report
2017 Best Online Business Programs

#64
Bloomberg Businessweek
2017 Best MBA Program

For a complete listing of undergraduate, graduate and program-specific rankings, visit whitman.syr.edu/rankings
About Dean Anderson

Hometown:
Pittsburgh, Pennsylvania

Education:
Doctorate from the University of Chicago; master’s and bachelor’s degrees from the University of Illinois at Urbana-Champaign

Former Positions:
University of Miami School of Business Administration – Dean
University of Michigan’s Ross School of Business - Senior Associate Dean for Academic Affairs, Associate Dean for Degree Programs and Academic Director for the Executive MBA

Research Interests:
Marketing and business performance, customer satisfaction and customer analytics

Significant Publications:
Anderson’s research on customer satisfaction and business performance has been published in all four premier academic marketing journals, and he has served on their respective editorial boards. In a recent study, three of his papers ranked among the Top 50 most impactful articles on research and practice. One is the second most cited article in Marketing Science. Overall, his work has received more than 4,000 SSCI citations and 30,000 Google Scholar citations.

Family:
He and his wife, attorney Sheryl Manning, have two children, a son and a daughter.
Welcoming Dean Anderson

Eugene “Gene” Anderson was appointed dean of the Martin J. Whitman School of Management in May after a meticulous search process that began eight months prior. He brought a record of results to his post as the School’s 18th leader, which he assumed on July 1.

During Whitman’s Annual Orange Central Alumni Awards Ceremony in October, Syracuse University Vice Chancellor and Provost Michele G. Wheatly officially introduced Anderson as the new dean to an audience of alumni, staff, faculty, students and supporters. Upon stepping to the podium, she said, “Though we are here today to present awards to many exceptional alumni, I believe Whitman has received the best award of all in Gene Anderson.”

Wheatly shared that Anderson’s “vast achievements as an administrator; his ability to attract, recruit and retain high-achieving students and faculty and his innovative approach to assessing the marketplace to create new academic programs that align with economic trends are a few of the many reasons he is the ideal individual for this role.”

Shortly before his appointment at Whitman, Anderson concluded a five-year term as dean of the University of Miami School of Business Administration. During that time, he oversaw stunning progress, most notably improving the school’s MBA program ranking in BusinessWeek from 72 to 47. Anderson is also credited with creating a more diverse cohort of students—increasing enrollment among students from underrepresented populations from 15 to 33 percent and increasing female MBA enrollment by 16 percent. He expanded full-time, tenure or tenure-track faculty from 83 to 96; increased graduate student enrollment from 475 to 900; grew annual revenue from $42 million in FY12 to $59 million in FY16; and raised $30 million toward an eight-year campaign goal of $50 million in four years. Anderson also initiated new degree programs in analytics, finance, leadership and international business; expanded international and domestic experiential learning opportunities; and launched the Miami Executive MBA for Artists and Athletes.

Prior to his deanship at Miami, Anderson spent more than two decades at the University of Michigan’s Ross School of Business. During his time there, he served in many important leadership roles, including senior associate dean for academic affairs, associate dean for degree programs and academic director for the Executive MBA Program.

J. Michael Haynie, Syracuse University’s vice chancellor for strategic initiatives and innovation and the Barnes Professor of Entrepreneurship at Whitman, chaired the search committee. He describes Anderson as “a true innovator who understands the critical importance of applying an entrepreneurial philosophy to business education. As the global economy continues to evolve based on emerging trends, it is important that the Whitman School has someone of his caliber at the helm to navigate a constantly shifting higher education landscape.”

Dean Anderson graciously agreed to answer a few questions so that Whitman magazine readers can learn about his thoughts on what made Syracuse University and Whitman attractive, the future of business education and the path for Whitman’s second century of success.
Q. What attracted you to Syracuse University and this leadership position?

A. I like to build things. My passion has always been working with others to create something of which we can all be proud and that will have an impact on things that matter. Coming to Syracuse University at this time when you have such a great leadership team at the University level, there is a real sense of purpose and possibility in the air. Within the Whitman School itself, there are wonderfully talented faculty and staff who are committed to the school and its mission. Recent innovations, such as IMPRESS, the integrated core and the expanding portfolio of online programs, have created a tremendous sense of momentum. And, of course, you have a terrific student body that is getting stronger all the time. Having the opportunity to be a part of shaping the future of Whitman and Syracuse really excites me.

Q. When you arrived at Whitman, you shared that your first 100 days would be largely spent listening and learning. Can you discuss common sentiments you heard over those first three months and how that input might help shape the course of Whitman moving forward?

A. As a new person on campus, it was very important to me to learn about the community, its people and culture, and its strengths and aspirations. So, I embarked on a systematic program of listening, learning and testing ideas with faculty, staff, students, alumni, recruiters and advisory boards. Through our conversations, new opportunities have surfaced for Whitman to distinguish itself as an excellent, relevant and exemplary school of management. The result is a set of bold initiatives for building our future, including:

- **19 for ’19:** Attract and retain 19 new faculty talents in strategic and emerging areas of importance as Whitman approaches its second century in 2019;
- **Project A.G.I.L.E.:** Ensure all of our programs are equipping students to be Analytic, Global, Innovative Leaders and Entrepreneurs;
- **Engage Syracuse:** Pursue interdisciplinary research and/or educational programs in partnership with other schools and colleges where Whitman can play a leading or major role;
- **Whitman in NYC:** Strengthen experiential learning opportunities for existing programs, alumni and corporate relationships, and our educational program portfolio in New York City
- **Global Whitman:** Expand experiential learning opportunities for existing programs, academic partnerships and our educational program portfolio in international settings;
- **The Future Now:** Ensure Whitman is an exemplary learning community where all members feel valued and have the opportunity to add value.

While I will always be listening, we are now taking the next steps towards implementation. We’ve formed working groups of faculty and staff to help develop specific elements of each of these initiatives, including objectives, strategies for achieving these objectives, accountability, timelines and resource requirements. Throughout this process, each working group will continue to consult with faculty, staff, students, alumni and advisory council members. The proposals that emerge will be shared and, following broader input from our community, incorporated into the school’s strategic plan we are developing.

Q. Though each business school has its own unique challenges and opportunities, are there tenets you feel are common to most successful institutions?

A. There are some things that are really important to me that I think are shared by the business education community generally. Student and alumni success is very important and is a top priority for me, as is conducting high-impact research and educational programs. Finally, building a strong, respectful community, one that really embraces diversity in every direction, is inclusive and creates a culture of belonging for everyone is important.
Q. The landscape of business education is rapidly changing. How do you see the Whitman School responding to and thriving in the face of this changing environment?

A. Technology, of course, is having a huge impact. It’s changing what and how we teach, as well as reshaping the industry overall. A lot of basic knowledge that we teach is going to be freely available online, if it isn’t already. This democratization of knowledge is happening not only with business school education but within higher education in general. That puts tremendous pressure on leading business schools to offer something that goes beyond that basic information. If you can find out how to do net present value analysis or basic accounting online, why would you come to campus for business school or even enroll in an online program in business?

Obviously, we offer the experiences that come with being on campus. Interacting with our faculty and accomplished classmates is very important. Certainly, we offer access to an alumni network. But I think it’s going to be really important for us to offer enriched learning experiences for students—teaching in ways that really stick. Experiential learning is going to be a part of that. We need to get students more closely connected to industry by bringing business people and practice to campus and sending students out into the world to think more globally. We want the Whitman School to be a special place and an attractive community for students. Utilizing experiential learning pedagogies and partnering with our alumni network, we can provide students with an education they can’t get anywhere else.

Q. What do you see as the single most important challenge facing the Whitman School?

A. The central challenge for Whitman, and for all business schools, is how to equip students for a world of rapidly accelerating social and technological change—one where we can’t predict half of the jobs that they’ll be doing or what industries are going to look like in 15 or 20 years. That’s really the fundamental question.

There’s a second set of questions around what’s happening in the business school industry. What’s the set of activities and where and how should we play in the rapidly changing landscape of business education? What should we be doing online? How should we be bringing distance technology to our other programs to make them more blended or hybrid and taking advantage of our full-time programs? What kinds of programs and certificates should we be offering given the market?

Q. What role do the alumni play in the Whitman School’s future trajectory?

A. The alumni are essential. If a primary goal of students coming to business school is to find a great job and be successful in their careers going forward, alumni are going to play a really important role in that. The most successful business schools in terms of finding great internships and great opportunities for their current students are ones that have a strong alumni network and alumni that are committed to helping the school. And then more generally in a world that’s changing so rapidly, the alumni are going to be a really important source of counsel and advice for us in terms of what we should be doing in our curriculum, as well as what we should be doing strategically as a school. They’re experiencing the dynamic changes going on in business every day, while we are somewhat insulated. Whether it’s time, talent or treasure, their generous support and contributions are going to be important to whether or not we achieve the full potential of the school and realize our full aspirations going forward.

Q. What is one characteristic every leader should possess?

A. I think a successful leader has a drive and ability to work with others to make the world a better place. I think this is true no matter what industry you’re in—whether it’s education or a for-profit practice. At the end of the day, people get excited about having a purpose. Being able to have an authentic set of goals that you’re able to articulate to people helps get them excited about what they’re doing and the impact they’re having on the world.
Whitman Hosts Networking Luncheon in Celebration of CBT 2017

During the 12th Coming Back Together (CBT) on-campus celebration for Syracuse University African American and Latino alumni held in September, more than 80 Whitman and SU alumni, students, faculty, staff and friends gathered for a networking luncheon that was filled with optimism and enthusiasm.

Whitman Dean Gene Anderson shared his early impressions as well as future aspirations for the School, emphasizing the importance of diversity and inclusion in realizing goals for excellence, prominence and leadership.

Whitman’s CBT alumni chair and recipient of the Chancellor’s Citation, Michael Blackshear ’91, the North America chief compliance officer for Chubb Insurance Co., led guests through a survey and personal sharing exercise designed to create an open dialogue and explore ideas for continued engagement. Students shared their career aspirations, while alumni imparted advice for achieving success.

“I was so pleased with the turnout and the engagement of alumni, students, faculty and staff,” shares Blackshear. “There were friendships rekindled, new ones made and the common questions was, ‘What can we do together to help make Whitman the best it can possibly be?’ Our collective charge now is to find ways to turn that willingness into action.”

Starr Gunther-Bland ’85, commercial operations associate at Integra LifeSciences, came from New Jersey to attend CBT 2017 at Syracuse. “The CBT luncheon at Whitman was great. I really enjoyed networking and hearing the stories of alumni success and the words of encouragement shared with the students,” she says. “It was really special to see the Whitman pride felt by all.”

The luncheon concluded with time for networking before guests moved on to the next event on their CBT schedule. Early event feedback was very positive with wonderful suggestions shared for improving the event in the future.

There has been ongoing communication with CBT 2017 guests and responses to an engagement survey have been collected to not only enhance Whitman’s CBT 2020 programming but to also identify opportunities for alumni to be involved with Whitman, help promote student success and create a community of alumni connections and support.

“The foundation of a learning community like ours is that we all respect, value and care for one another as individuals,” shares Dean Anderson. “The richness of our community’s diverse pool of talents, experiences, paradigms and perspectives is a tremendous source of learning for all of us. We are fortunate to have such a committed group of diverse alumni to help support and strengthen an inclusive culture of belonging at Whitman.”
Two Whitman Alumni Receive the Chancellor’s Citation During CBT Weekend

The Whitman School extends its congratulations to alumni Michael Blackshear ’91 and Constance “Connie” Orlando ’89 on their receipt of the Chancellor’s Citation presented at the CBT 2017 dinner gala.

Blackshear and Orlando were among five notable SU alumni honored with this prestigious recognition. The citation was delivered by Syracuse University Chancellor Kent Syverud, who presented each honoree with a commemorative plate created by David MacDonald, emeritus professor of studio arts.

“This event honors outstanding members of Syracuse University’s alumni community,” Chancellor Syverud says. “These five alumni are exceptional professionals who are inspiring to the next generation. They are wonderful representations of the Orange spirit and commitment to giving back.”

Awarded to African American and Latino alumni during CBT, the Chancellor’s Citation serves to recognize the significant civic or career achievements by the selected winners. Since 1983, the ceremony has been a signature event presented at the triennial Coming Back Together reunion.

“This year’s Chancellor’s Citation winners are exceptional,” says Rachel Vassel ’90 (WHIT/NEW), assistant vice president, Office of Program Development. “They are not only accomplished leaders in their fields, but also generous University donors. We are grateful for their willingness to pay it forward to benefit the next generation.”

Michael Blackshear ’91, chief compliance officer, Chubb

Blackshear serves as the North America chief compliance officer for Chubb Insurance Co., the world’s largest publicly traded property and casualty insurance company. He is responsible for providing leadership and management, within the Office of General Counsel, for developing and maintaining an effective compliance program in North America designed to establish compliance standards and to monitor, detect and prevent compliance deficiencies.

Blackshear has more than 20 years of financial service and executive experience in the areas of compliance and risk management. Prior to joining Chubb, he held various leadership roles for Marsh & McLennan Companies and served in management advisory roles for KPMG and PricewaterhouseCoopers. Blackshear periodically lectures at universities and industry trade associations on compliance and risk management topics and serves on several advisory boards.

As a Syracuse student, he participated in Omega Psi Phi Fraternity and was a member of the Syracuse University track and cross country teams. He and fellow fraternity brothers are spearheading the reinstatement of the Kappa Chapter-Omega Psi Phi Endowed Scholarship Fund. Blackshear serves on Whitman’s Management Department Advisory Board and chaired this year’s CBT Networking Luncheon at Whitman.

Constance “Connie” Orlando ’89, head of programming, Black Entertainment Television

Orlando, previously the senior vice president for specials, music programming and news at BET, now serves as interim programming chief. In her current role, she leads the teams responsible for The BET Awards, Hip Hop Awards, The BET Honors, Celebration of Gospel and Black Girls Rock!

Before joining BET, Orlando, who also serves on the Advisory Board for Clark Atlanta University’s TV department as the programming committee chair, launched her own full-service production company, CMO Productions. Not long after, CMO struck a partnership with music icon and businessman Jay-Z to produce the first of its kind, direct-to-video movie soundtrack The Streets Is Watching.

A recipient of six NAACP awards and a 2016 Network Journal 25 Influential Black Women in Business honoree, Orlando was named a National Association for Multi-Ethnicity in Communications (NAMIC) “Top 40 Under 40” as one of cable’s top executives.

As a student at Syracuse, Orlando participated in SU Abroad and Alpha Kappa Alpha sorority. She has launched the Connie Orlando endowment for black women with television industry majors.
Each year, Orange Central offers the opportunity for Syracuse University alumni to return to their alma mater for a weekend of events, programming, camaraderie and a gridiron matchup in the Carrier Dome. As part of the 2017 homecoming celebration, Whitman hosted a day filled with opportunities for alumni, staff, students, staff, faculty and friends to connect, learn and engage.

The fall meeting of the Whitman Alumni Council (WAC) was held during Orange Central, which gave the many board members present the chance to enjoy activities across campus and spend time with students—in addition to their regular WAC working sessions.

“I feel energized by the students,” says WAC member Lisa Fontenelli ’86, retired former deputy head of global investment and head of securities research at Goldman Sachs, who served as a judge for Whitman’s third Annual Orange Tank during her return to campus. “It is great to see old friends, and I am excited about the opportunities coming at Whitman and Syracuse University.”

Members of the Young Whitman Alumni Council (YWAC) took advantage of their time on campus to engage with students. Many served as interviewers during an “Interview Rush Hour” event, as participants on a “Transitioning to the Workplace” panel and/or as Orange Tank judges.

Orange Tank featured alumni and student entrepreneurs pitching their business ventures in the hopes of winning cash prizes. The first-place presenter in the alumni and student categories were awarded $5,000. Second-place presenters received $2,000, and $1,000 was given to third-place winners. This year’s Orange Tank competition, sponsored through generous gifts from Mark ‘83 and Judi ‘84 (VPA) Morris and Andrew Greenberg ‘85 (VPA), had a record number of entries and was enjoyed by an audience double the size of last year.

Tamara Seredneva ’19 MBA won first place in the student category for her learning vacation business, Devtrips. Giorgio Parlato ‘18 MBA and Thuy Nguyen ‘18 MBA placed second for their business Miruku, a peanut milk manufacturing business. Nikolay Rodionov ’15 (ECS), ‘18 MBA came in third-place for his business venture, Apollo Biomedical, which designs and develops wearable technology for collecting outpatient biomedical data.

“It was exciting to pitch in front of an experienced panel of judges and the audience,” shares Serednova. “It was also beneficial to network with fellow entrepreneurs and Whitman alumni, students, staff and faculty during the reception. The prize money will go toward the development of the business website. I appreciate this incredible opportunity for Whitman students made possible by the generous alumni sponsors.”

In the alumni category, Daniel Brenner ’16 and Alec Ellin ’16 (NEW) were awarded first-place for Laylo, a fantasy sports-style business that allows users to compete to find and spread music. Logan Bonney ’17 M.S and Brittany Berry ’18 (VPA), placed second for Anything But Beer, a New York farm brewery that manufactures and markets craft beverages for consumers who are gluten-sensitive. DraftingSleepers.com, a social network for fantasy sports pitched by Thomas Berman ’10, received third place.
This year’s judges were:
- **Daniel Folkman ’12**, YWAC member and vice president of business development for goPuff, an on-demand convenience store delivery company
- **Lisa Fontenelli ’86 (WHIT/NEW)**, WAC member and retired former deputy head of Global Investment Research and head of Securities Research for Goldman Sachs
- **Karen Livingston ’12 MBA**, co-founder of Divine Renewable Energy and an advisor for the Onondaga Small Business Development Center
- **Jared Hutter ’06**, founder of Aptitude Development, a real estate investment and development firm headquartered in New Jersey
- **Michael Gursha ’10 (WHIT/NEW)**, YWAC chair and CEO/chairman of Rookie Road Inc., a sports media and technology company.
- **Mike Smith ’12, ’13 M.S.**, an entrepreneur and advisor, served as the master of ceremony.

Orange Tank winners were announced during the Annual Alumni Awards Ceremony, held immediately after the competition. Syracuse University’s Vice Chancellor and Provost Michele G. Wheatly opened the ceremony with the introduction of Gene Anderson as the new dean of the Whitman School.

Dean Anderson presented the Orange Tank winners and distinguished alumni awards. He shared congratulations on behalf of the entire Whitman community to Whitman Advisory Council member and Syracuse University Life Trustee Dan D’Aniello ’68, who received the 2017 George Arents Award for Excellence in Business and Philanthropic Leadership at a ceremony later that evening. The Arents Award is Syracuse University’s highest alumni honor.

D’Aniello is also a former recipient of Whitman’s Jonathan J. Holtz Alumnus of the Year Award, the School’s most prestigious alumni recognition. The recipient of the 2017 Holtz Award was Arthur Rock ’48, one of Whitman’s most high-profile and successful alumni widely known for his extraordinarily accomplished career in finance and early investments in major firms including Intel, Apple Computer, Scientific Data Systems and Teledyne.

The Orange Entrepreneur of the Year Award, which recognizes a Syracuse University alumnus for extraordinary entrepreneurial achievement, was given to Syracuse University Life Trustee Dan D’Aniello. Halpin ’50 A&S (Feb. 15, 1923, to Aug. 14, 2017). Halpin, a highly accomplished entrepreneur and developer who passed away shortly after being notified of the award, is best known for developing Tysons Corners, a regional economic center in Northern Virginia, which lies within the Washington Metropolitan Area.

The Whitman Dean’s Citation for Exceptional Service was awarded to Peter Bliven ’80 and Cory Notrica ’91. Citations are given to alumni and supporters who exemplify a commitment to helping the School prepare future business leaders through direct engagement, career and placement opportunities, programmatic support and/or other contributions to position students for professional success. Bliven serves as managing director of Institutional Sales in Citi’s Municipal Securities Division covering major clients on behalf of the firm across all sectors of the Municipal Bond market. Notrica, the senior director of Digital Governance at PepsiCo, is responsible for global brand reputation and corporate integrity in the digital space.

The Young Alumnus and Alumna of the Year Award recognizes Whitman graduates who set a positive example for students and the greater Whitman community through his/her professional excellence and service to the School. This year’s recipients were Oriana Fuentes ’12, co-founded of Emptor, a data automation company, and Thomas Brown ’07, a partner at Syracuse-based Registered Investment Advisor Blue Water Capital Management.

Whitman’s day of Orange Central programming culminated with an alumni reception that allowed guests to reacquaint, make new Orange connections and celebrate the School’s annual award winners.

“Being recognized during the awards ceremony was certainly nice, but giving back and engaging with students, faculty, staff and fellow alumni is rewarding and keeps me connected,” shares Thomas Brown. “I look forward to helping get other area alumni connected to the Whitman community and continuing to support students with their endeavors.”
The Whitman Community Extends Its Thanks to Arents Award Honoree Daniel A. D’Aniello ’68

Daniel A. D’Aniello ’68, Syracuse University Life Trustee and member of the Chancellor’s Council and Whitman Advisory Council, is the most recent Whitman School graduate to receive Syracuse University’s highest alumni recognition. D’Aniello was presented the Arents Award for Excellence in Business and Philanthropic Leadership by Chancellor Kent Syverud during Orange Central this past October.

D’Aniello is chairman and co-founder of The Carlyle Group, a global alternative asset management company based in Washington, D.C., with 35 offices across six continents and more than $174 billion in assets under management.

The Carlyle Group originates, structures and acts as lead investor in many forms of activities, including management-led corporate buyouts, strategic minority equity investments, private placements, consolidations and buildups, growth capital, real estate, energy, credit products and structured financings.

Prior to forming Carlyle in 1987, D’Aniello held the role of vice president for finance and development at Marriott Corp., where he assessed the worth of major corporate mergers, acquisitions, divestitures, debt and equity offerings, and project financings. Before joining Marriott, he served as a financial officer at PepsiCo Inc. and Trans World Airlines.

D’Aniello graduated magna cum laude from Whitman with a bachelor’s degree in transportation economics. He went on to earn an MBA as a Teagle Foundation Fellow from the Harvard Business School in 1974.

While at Syracuse, D’Aniello was a member of the Beta Gamma Sigma honor society for undergraduate and graduate scholars in business programs, the highest recognition a business student can receive in an Association to Advance Collegiate Schools of Business program.

Whitman and its students have been the beneficiary time and again of D’Aniello’s generosity and commitment to paying it forward—from providing students with opportunities to explore careers in entrepreneurship through the D’Aniello Internship Program to supporting high-achieving Whitman seniors and top-notch graduate students with merit scholarships. His consistent generosity to Whitman through leadership gifts has made numerous programs and experiential learning opportunities possible for Whitman students. D’Aniello’s impact on the Whitman education experience is significant and long-lasting. He recently made a challenge gift of $500,000 in support of Syracuse University’s first-ever day of giving, which resulted in 3,568 generous donors and $1,769,780 raised in just 24 hours.

A Unites States Navy veteran, D’Aniello is an ardent supporter of SU’s Institute for Veterans and Military Families (IVMF). Through his steadfast service as co-chairman and his generous support, D’Aniello has played a key role in the growth and success of the IVMF and growth in its programming.

During his service in the Navy from 1968 to 1971, D’Aniello was a supply officer aboard the USS Wasp (CVS 18). In 2016, he received the prestigious Lone Sailor Award from the United States Navy Memorial Foundation. The award is bestowed on sea service veterans who have distinguished themselves in their subsequent careers and lives, while exemplifying the core values of honor, courage and commitment.

D’Aniello is actively engaged in both industry and community organizations. Currently, he is co-chairman of the American Enterprise Institute for Policy Research; a member of the U.S.-China CEO and Former Senior Government Officials’ Dialogue of the U.S. Chamber of Commerce; an advisor to the John Templeton Foundation; chairman of the Wolf Trap Foundation for the Performing Arts; and a founding trustee of the Lumen Institute.
“I am honored to be a fellow member with Dan D’Aniello on the Whitman Advisory Council. His commitment to the Whitman School and its students, to the University and to programming for veterans and military families is truly exceptional. His career success—though extraordinary—is enhanced materially by his ‘use of proceeds,’ namely Dan’s philanthropic contributions.”
—Martin J. Whitman ’49, H’08
Founder and Manager of the Whitman High Conviction Fund

“Dan D’Aniello is the entrepreneurial story. He is someone who was able to rise above and beyond his circumstances and really live the American Dream. He is one of our most committed alums, supporting programs at the Whitman School and Institute for Veterans and Military Families. We could not do what we do at the University without him.”
—J. Michael Haynie
Vice Chancellor for Strategic Initiatives and Innovation and Executive Director of the IVMF

“I would like to express my gratitude for the opportunity to participate in the D’Aniello Internship Program. The projects I worked on during my internship were far beyond what can be accomplished in the classroom. It was invaluable to have this level of exposure to a startup, and it translated into professional connections that will help further my career. I am so grateful to Mr. D’Aniello for making this tremendous opportunity possible for me.”
—Amy Ribar ’17

“The school is extremely fortunate to count someone like Dan among its alumni. We are deeply grateful for all the ways in which he supports our students, Whitman and SU.”
—Gene Anderson
Dean of the Whitman School

“I am grateful to have had Dan D’Aniello as a mentor while I was a student at Syracuse University and early in my career during my time at Goldman Sachs. I am also incredibly fortunate to have had the opportunity to work with and learn directly from Dan during my time at The Carlyle Group. You won’t find a better leader or person. He is truly committed to sharing his time, knowledge and capital to help others and benefit society.”
—Corey Passarella ’11
Former Associate at The Carlyle Group and Current Director of Strategic Planning at Ambulnz

“The D’Aniello Scholarship means the world to me, as it gives me more flexibility in paying my student loans after graduation and helps alleviate some of the stress on my hard-working parents. I am extremely thankful for the opportunities this scholarship will give me in the future.”
—Rafael M. Molina ’18
Supply Chain Management and Finance, D’Aniello Senior Scholarship Recipient

“Without Mr. D’Aniello’s scholarship support, I would likely be unable to attend Whitman and the SU College of Law to simultaneously earn my J.D. and MBA. Thanks to his generous donation, I am learning alongside wonderful classmates with different cultural, professional and educational backgrounds and, in two and a half years, I’ll able to say that I have earned two graduate degrees. Experiences the scholarship is making possible will, no doubt, open many doors for me in my career.”
—Laura Daniels ’19 J.D./MBA
D’Aniello Merit MBA Scholarship Recipient

“Dan D’Aniello has made a lasting impact on his industry and on the countless individuals who have benefited from his generous philanthropy, especially toward veterans, the Whitman School, and the University as a whole. We were pleased to recognize him this fall with an Arents Award, the University’s highest alumni honor, in recognition of his professional achievements and his commitment to excellence in all he does. Dan truly embodies the aspirations we hold for each one of our students to do well while doing good.”
—Kent Syverud
Syracuse University Chancellor
Holtz Alumnus of the Year: Arthur Rock ’48

The Holtz Alumnus of the Year Award is the highest honor given to graduates of the Martin J. Whitman School of Management. 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. Arthur Rock ’48 is the 2017 Holtz Alumnus of the Year.

Rock grew up in Rochester, New York, where his parents owned and operated a candy store. As a young adult, he left Rochester to serve in the Army but would return to his home state to attend Syracuse University through the GI Bill. He majored in finance and political science.

Rock went on to earn his MBA at Harvard Business School, where decades later he established the Arthur Rock Center for Entrepreneurship. His efforts to impact entrepreneurship at his alma maters included a key role, working with former Whitman School of Management Dean George Burman and former Syracuse University Chancellor Buzz Shaw, in creating the Entrepreneurship and Emerging Enterprises Department at Whitman.

Known as one of America’s first venture capitalists, Rock was instrumental in launching Fairchild Semiconductor in the 1950s, Intel in the 1960s, and Apple Computer in the 1970s and many other high-tech companies. Following an early career on Wall Street in investment banking, he started his first venture capital partnership with Tommy Davis. Between 1961 and 1968, the two invested $3 million and returned $100 million to their investors.

“Arthur Rock & Company, where he became a driving force in the emergence of the Silicon Valley. That same year, he backed Intel’s founders. Ten years later, he gave Steve Jobs and Steve Wozniak money to help start Apple Computer. His early investment in Intel in 1968 and Apple Computer in 1978, made Rock a billionaire. He was portrayed in the 2013 film Jobs, which depicted the growth of Apple Computer in the 1980s.

Dean Gene Anderson met with Rock in the fall to discuss the roadmap for Whitman’s second century. “It was a pleasure to meet Arthur and express my gratitude on behalf of everyone at Whitman for the impact he has made on our school and throughout his distinguished career,” says Anderson. “We are extremely fortunate and proud to count him among our alumni.”

In addition to the contributions he has made in business and to his alma maters, a number of nonprofits and institutions of higher learning have benefited from the generosity of Rock and his wife, accomplished attorney Toni Rembe Rock. They are noted philanthropists and dedicated community servants who are committed to a myriad of causes, including performing and visual arts and access to education in under-resourced areas.

“We are extremely fortunate and proud to count him among our alumni.”

—Gene Anderson
Dean of the Whitman School

Arthur Rock ’48 and Chancellor Kent Syverud
The Orange Entrepreneur of the Year award recognizes Syracuse University alumni for extraordinary entrepreneurial achievement. This year, Whitman honored Gerald T. Halpin ’50 A&S (February 15, 1923, to August 14, 2017), who passed away shortly after learning of the recognition. He had been looking forward to receiving this award from his beloved alma mater. According to good friend and long-time business associate, Tom Fleury, “Syracuse was near and dear to Jerry’s heart and soul and was part of his fabric.”

Halpin was a Syracuse University Life Trustee who had an exceptionally successful career as a real estate developer and entrepreneur. According to Fleury, he was widely regarded as a man of instinct, vision and integrity.

A native of Pennsylvania, Halpin earned a bachelor’s in economics from Syracuse University through the GI Bill after four years of service as a Naval Seabee in the South Pacific during World War II. He first met his wife, Helen ’50 (A&S), in an economics class. She scored higher than him on the first test, and the competitor in him was intrigued. They married soon after graduation.

Helen Halpin was the ninth employee of Atlantic Research Corporation (ARC), which would become a primary developer of rocket propellant for the U.S. military and space programs. She introduced Halpin to ARC, and he soon left Georgetown Law School to become the company’s 10th employee.

Halpin spent 15 years managing the business side of ARC, a job that included purchasing, building and/or managing multiple manufacturing plants. He also built a missile launching station in Utah and developed a propellant manufacturing facility on several thousand acres on the Outer Banks of North Carolina. When he left ARC, the company had more than 4,000 employees. Helen, who had served as an accountant with ARC, left the company after a few years to raise their three children, Peter, Christina and Michael.

In 1960, Halpin co-founded Commonwealth Capital Inc. (which would later become West Group, Inc.) and began acquiring real estate in Northern Virginia, where he and his partners started the innovative development of the Greater Washington, D.C. area. Through West Group, Halpin and associates acquired significant properties near a rural crossroads at Tyson’s Corner Virginia and proceeded to develop, redevelop and construct more than 12 million square feet of office, retail, residential, resort and industrial space there and in neighboring communities of the burgeoning region.

Halpin also founded and served as president of more than 100 other related and non-related corporations and partnerships, including AFCO, an on-airport cargo facilities company; World Resources, Inc., a global recycler of industrial waste; and the Meridian Group, a developer of residential communities.

After becoming enamored with the Jackson Hole, Wyoming, area on their honeymoon, the Halpins returned years later to purchase property on the border of Grand Teton National Park. The property, which became Lost Creek Ranch, is operated by the Halpin family as a high-end guest ranch.

Halpin and Fleury remained in close contact after the Halpins recently moved from Virginia to Wyoming. “I spoke to Jerry just before he passed. He was one of the most influential people in my life,” shares Fleury. “He was a leader who expected and acknowledged excellence. He never gave you the answer to a problem but asked you the right questions to help you find a solution. He was loyal with strength of character possessed by few. I was privileged to call him my mentor and friend.”

Despite a demanding career, Gerald Halpin made time to share his experienced perspective as a founding director of Bell Atlantic Corporation (now Verizon) and a director of Crestar Bank (now SunTrust Bank). He also served on the Fairfax County, Virginia, Economic Development Authority and the Virginia Governor’s Advisory Board on Industrial Development. He was founding board chair for the Grand Teton National Park Foundation and spearheaded the effort to raise $65 million for the park’s Craig Thomas Discovery and Visitor Center. Dozens of institutions of higher learning and community organizations have benefited from the generous philanthropy of the Halpins.

An inductee of the Washington Business Hall of Fame, Mr. Halpin received numerous service and industry awards, including the National Association of Industrial and Office Park’s President’s Award and the Ernst and Young Greater Washington Entrepreneur of the Year Award.
The Whitman Dean’s Citation for Exceptional Service is given to a Whitman alumnus or friend who exemplifies a commitment to helping the school prepare future business leaders through direct engagement, career and placement opportunities, programmatic support and/or other contributions to position students for professional success. The 2017 citation recipients are Peter Bliven ’80 and Cory Notrica ’91.

Peter Bliven serves as managing director of institutional sales in Citi’s Municipal Securities Division, covering several major clients on behalf of the firm across all sectors of the Municipal Bond market. He has worked in the securities industry for over 35 years, 18 of which have been at Citi.

Bliven is very involved in Citi’s recruiting and diversity efforts and is captain of the Syracuse University recruiting team. He has been instrumental in building the strong Citi-Syracuse recruiting partnership.

“Peter has made excellent strides in increasing the recruiting effort at Citi for Syracuse University students,” shares Gary Graves ’17, a municipal securities analyst at Citi. “He dedicates guidance and mentorship to improving the candidacy of Syracuse University students throughout their professional careers.”

Daniel Paccininni ’17, a credit counterparty risk analyst at Citi, adds, “Peter has been key to Syracuse gaining a footing on Wall Street. By him taking a leap of faith a few years ago and getting Whitman students into the internship at Citi, he has helped create the pipeline of students we have today.”

“Cory Notrica ’91 is the senior director of Digital Governance at PepsiCo. He is responsible for global brand reputation and corporate integrity in the digital space. Previously, he was a senior director for IT Emerging Risk Audit at PepsiCo, covering social media, third-party governance and privacy.

Prior to PepsiCo, Notrica worked as a senior manager in the Technology and Security Risk Services practice for Ernst & Young’s Financial Services office. Other previous positions include service as a manager in KPMG’s Information Risk Management practice and director of security risk for the Americas at UBS Investment Bank. He has earned the CISA, CISM, CISSP, CGEIT and CIPP/US, in addition to other technical certifications.

Notrica has been actively involved in mentoring and creating opportunities for Whitman students for more than 13 years, dating back to his time at KPMG, EY and, most recently, at PepsiCo. He regularly participates in career development activities at Whitman and SU. He has also been a guest speaker for a number of our undergraduate and graduate classes and is always willing to provide career coaching.

“Cory is an exemplary alumnus and true asset to Whitman students,” shares Kara Primrose, interim director of career services at Whitman. “Beyond providing placement opportunities and making career connections for students, he enthusiastically and thoughtfully shares his knowledge and offers guidance to help them succeed.”
Brown and Fuentes Honored as Whitman’s Young Alumni of the Year

The Young Alumnus/Alumna of the Year Award recognizes a Whitman graduate who sets a positive example to our students and the greater Whitman community through professional excellence and service to the school. Honorees are awarded this distinction within 10 years of earning their degree. The 2017 recipients are Thomas Brown ’07 and Oriana Fuentes ’12.

Thomas Brown is a partner at Blue Water Capital Management, a Syracuse-based Registered Investment Advisor. He earned his B.S. in finance and entrepreneurship and emerging enterprises from Whitman in 2007. Upon graduation, he worked as a financial advisor for AXA Equitable, where he specialized in retirement planning for teachers. After two years, Brown accepted a position as investment advisor at Blue Water Capital and was later promoted to director of retirement plan services. He became a partner in 2016.

As an active member of the CNY Whitman Alumni Club, Brown has consistently provided internship opportunities for Whitman and SU students, participated in Whitman Gives Back Day and served as moderator of the Martin J. Whitman Day Finance Panel for the past two years. In 2017, he took on the significant task of chairing the Whitman CNY Alumni Club Golf Tournament, which is the primary fundraiser of the club and helps fund scholarships and programming support for Whitman students. Brown is among the area alumni who always answer the call to help Whitman students, be it serving as a mentor or participating in Interview Rush Hour sessions to help undergraduates hone their messaging and maintain poise in interview situations. He is an exemplary alumnus who makes time to engage and give back.

Oriana Fuentes graduated from Syracuse University in 2012, majoring in finance and economics with a minor in global enterprise technology. In addition to completing the honors and economics distinction program, she was a Remembrance Scholar, Whitman Scholar, University Scholar, Orange Value Fund analyst and member of the Whitman Undergraduate Board.

Upon graduation, Fuentes joined J.P. Morgan, working first as a trader and, a year later, became an investment banker. After four years at J.P. Morgan, she went on to earn a master’s in computer science from Columbia University and co-founded Emptor, a data automation company.

As a Syracuse University alumna, Fuentes is actively involved in the Whitman and SU community in a number of ways. As a member of the Generation Orange Leadership Council, she works on projects and programming for young Syracuse alumni, and she is helping start an honors alumni association.

Fuentes has had a direct impact on Whitman’s student placement over the last five years. During her time at J.P. Morgan, she was instrumental in the hiring of Syracuse University students directly into the investment bank. She has served as a mentor year after year, has made trips to Whitman to actively engage in student career education programs and speaking events, and helps connects Whitman students with her network of colleagues and peers. She is committed to giving back and her engagement with Whitman increases each year.
Maria Melendez ’89
Brings Inspiration from Whitman Professor Full Circle as a Mentor and Model of Success for Young Women of Color | By Kathleen Haley
“It’s very important to give back in that sense: to meet with students, to talk with them and encourage them to pursue their goals and not be dissuaded by the lack of minority representation in their field.”

Throughout her career, attorney Maria Melendez ’89 has mentored junior lawyers, students and peers in the profession. Sometimes mentoring is a role she takes on as a partner at Sidley Austin LLP, a law firm with more than 1,900 lawyers in 20 offices worldwide, and on various firm committees she has led throughout her 23-year tenure. Melendez wants women to see that they do have a place in the field and to pursue leadership opportunities. She takes inspiration from the quote by activist Marian Wright Edelman: “You can’t be what you can’t see.”

“There are huge gaps in this community, and there are a lot of first-generation folks who are coming through the ranks who don’t have access to partners that look like them,” Melendez says. “For a lot of people, it is important to connect with someone and say, ‘I see her and she’s a lot like me. She’s making it and it gives me hope that I can make it too.’”

Melendez had to forge her own path—she was the first Latina to make partner in her firm’s New York office in 2002.

“I personally did not have role models that looked like me in my firm, but I did have several men who were incredibly generous and did mentor me and were very helpful in my career development,” Melendez says.

While at Syracuse, Melendez, a marketing major, had her own mentor, Professor Elet Callahan, now professor emerita in the Whitman School of Management. Melendez took the required Law and Public Policy course with Callahan—and loved it.

“She was very professional and challenged students. She made us think and express our opinions,” Melendez says. “She was the one who really drew out that part of me, wanting me to be vocal and thoughtful and opinionated, and for me it was fun.”

Callahan saw her potential in the field of law. “She is the one who basically sat me down and said you should go to law school. She’s the one who guided me through the process,” Melendez says.

The two have stayed in touch over the years, following each other’s careers. “She was definitely a huge influence in my life and someone I credit mightily with my law career,” she says.

As she found her way academically, Melendez was also challenged as a first-generation student—as well as someone from a lower socio-economic status—to navigate an unfamiliar setting.

“It’s complex, but I think the hardest thing for me—and what I gather from other first-generation students that I’ve come to know over the years—is the sort of ‘fish out of water’ phenomenon, where everything is new, everything is different,” Melendez says.

Melendez imagines a lot of students with similar backgrounds may have a similar experience, but she found strength in her determination and her goals.

“Parts of CBT incorporate alumni and students interacting, which is very appealing to me,” says Melendez, who has two sons, Matthew and Joshua. “It’s very important to give back in that sense: to meet with students, to talk with them and encourage them to pursue their goals and not be dissuaded by the lack of minority representation in their field.”

Melendez will be returning to campus in December to be a part of an event with Our Time Has Come (OTHC) Scholars. The Syracuse University OTHC program is supported by an established endowment which provides scholarships primarily to African American and Latino students pursuing an undergraduate or graduate degree. Since the program’s founding in 1987, more than 1,200 OTHC scholarships have been awarded.

Melendez also serves as Sidley’s representative to Her Justice and handles cases on behalf of the organization, which provides legal help to low-income women in New York City on matters of domestic abuse and child custody.

“It’s incredibly rewarding work and the need is huge. I’m happy to provide that assistance, along with the support from my law firm,” says Melendez, who received the Her Justice’s Commitment to Justice Award in 2014.

Giving back to her alma mater is also important to Melendez, who was back on campus for Coming Back Together (CBT) 2017, the reunion weekend that brings African American and Latino alumni back to campus every three years. During this year’s CBT reunion, Melendez participated in a professional development workshop for students. She sees CBT as a way to reconnect with Syracuse and alumni and get to know the next generation of Syracuse students and leaders.

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“For me it was persistence because I wanted to get an education,” Melendez says. “And that’s what I would say to students: There might be obstacles and challenges and disappointments along the way, but you have to pick yourself up and keep moving forward.”
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.

1980-1989

New Positions and Appointments:

- **Greg Bankhurst ’82** is the new chief executive officer for the Public Investment Fund of Saudi Arabia, the largest global sovereign fund. Bankhurst leads the initiative to invest funds and develop projects on behalf of Saudi Arabia. The fund’s mission is aligned with Vision 2030, the plan created by His Royal Highness The Crown Prince Mohammed bin Salman to diversify the Saudi economy and reduce its dependency on oil.

- **Beth Perlman ’82** - Chief Information Officer, Live Casino & Hotel

- **Paul T. Czapiga, C.P.A., J.D. ’78, ’84 (LAW)** - Member, Connecticut Society of Certified Public Accountants Advisory Council and Chair of the Council’s Trust, Estate, and Gift Taxation Interest Group

- **Ann Neidenbach ’84** - Managing Director and Chief Information Officer, Cowen

- **Adam Boornazian ’85 MBA** - Managing Director, Golden Seed

- **Michel Khalif ’85 (E&CS), ’88 MBA** - Member, Board of Directors of the American Council of Life Insurers

- **Stewart Koenig ’85 MBA** - Adjunct Instructor, SU’s University College Bachelor of Professional Studies Program

In the Media:

- **Christine Carona ’85**, a senior vice president in wealth management at UBS, was named to Forbes’ inaugural list of America’s Top 200 Women Financial Advisors. A native of Syracuse, Carona works in UBS' Boston firm and manages assets in excess of $330 million.

1990-1999

New Positions and Appointments:

- **Marty Kovacevich ’90** - Strategic Account Executive, Zendesk

- **Susan Young ’91 MBA** - Chief Financial Officer, Terra Dotta, LLC

- **Michael Chung ’92** - Director of Information Technology, Boies Schiller Flexner LLP

- **Dave Gaetano ’92** - Account Director, Entertainment Oath

- **Ken Evans ’93** - VP of Marketing & Product, Steelyard

- **Andy Olsen ’93** - Executive VP, Direct Borrower Originations, A10 Capital

- **Anthony Pompo ’93 MBA** - IT Director, Corporate Systems, Aspen Dental

- **Rickey Brown ’95** - Executive Director, The Upstate Minority Economic Alliance

- **Allison Kempe ’96** - Head of Internal Communications and Change Management, Region Americas Linde

- **John Cahill ’97** - Senior VP, JLL, New York brokerage operations

- **Leida Kokona ’97** - Business Transformation Manager, Splunk

- **Freddy Morales ’97** - Director of Global Internal Audit & Assurance, Bristol-Myers Squibb

- **Jason Chung ’98 MBA, ’99 M.S.** - CEO, GroupM in Korea

- **Dan McSherry ’99, ’10 MBA** - SVP, Business Intelligence, Bankers Healthcare Group

In the Media:

- **Keith Lemer ’95**, CEO of WellNet Healthcare, was featured in a FastCompany.com article which showcased the research of Whitman’s Johan Wiklund, Al Berg Chair and professor of entrepreneurship, on the relationship between attention deficit hyperactivity disorder and entrepreneurial endeavors.

- **David H. Kirk ’98** of Ernst & Young LLP, authored Section 1411 — Net Investment Income Tax, a new Tax Management Portfolio published by Bloomberg BNA that analyzes the net investment income tax applicable to individuals, estates and trusts.
Awards and Accolades:

Gerard Athaide ’94 MBA, ’95 Ph.D., professor of marketing at Loyola College in Maryland, has been accepted for placement on the Fulbright Specialist Roster for the next three years. The Fulbright Specialist Program links U.S. scholars and professionals with their counterparts at host institutions overseas.

Robert (Bob) Griffith ’95 MBA, a retired Army lieutenant colonel, was selected as the winner of the Fiscal Year 2016 Neil R. Ginnetti award by the Acting Assistant Secretary of the Army for Financial Management and Comptroller. This special award recognized Griffith for outstanding achievement in support of financial management, professional development, mentoring and career management. Griffith was also responsible for helping draft eight other winning awards for U.S. Army Medical Command of the 24 that were recognized at the ceremony in San Diego in May 2017.

2000-2009

New Positions and Appointments:

Sunday Asaju, M.D. ’01 MBA – Women’s health provider, St. Joseph’s Health
Frank Mullins ’01 MBA, ’11 Ph.D. – Associate Professor of Management, University of Alabama in Huntsville
Michelle Drolsbaugh ’02 – Cambridge Family & Children’s Service in Cambridge, Massachusetts
Nathan Marafioti ’02 MBA – Group Director Ecommerce, Nestlé Purina North America
Jason Sherman ’02 – Senior Product Manager, HBC Digital
Eric Wilk ’02 – CEO and Managing Director, Wurth Oliver H. Van Horn Co.
Joseph Brown ’03 MBA – Board of Directors, Mainstream Green, Inc.
Tom Radzim ’04 – Asset Pricing Manager, Reference Data Operations, JPMorgan Chase & Co.

Chad Bender ’05 has been named senior director of Ad Sales Strategy at NBC Universal. In this role, Bender is responsible for setting the strategy to drive revenue growth in video and branded content for a variety of entertainment and lifestyle properties including Bravo, Oxygen, E!, Universal Kids, Fandango, Rotten Tomatoes and Flixster. He has held previous roles in media at Disney, Deloitte and NBC.

Michael Markman ’05 – Corporate Controller, Q2 Solutions
Lauren (Russo) McLeavey ’05 – New Business and Strategy Manager, Dining Playbook NESN
Michael Bozym ’06 MBA – VP of Manufacturing, Wynright Corporation
Chiara Giorgi ’06 – Brand Director, Seatrade Cruise Global, UBM PLC
Charles Kinsolving ’06 MBA – C-Suite Brand Marketing Consultant, Redbench Consultants
Jeffrey Neal ’06, ’15 MBA – Executive Director, Direct Response Programs, Syracuse University
Chris Bossert ’07 – Senior Manager - Inventory Strategy, Wayfair
Abby Bridgeo ’07 – Account Supervisor, Energy BBDO
Ujjwal Dhoot ’07 MBA – VP Marketing & eCommerce, Charming Charlie
Andrew Duggan ’07 – VP, Business Intelligence, LPL Financial
Janet Levine ’07 – Managing Director, Invention Studio, Mindshare
Mark Newsome ’07 MBA – Associate Partner/Account Lead – Veterans Affairs & Defense Health, IBM Global Services
Anand Ramakrishnan ’07 MBA – Product Specialist, Getinge
Bryan Bissonnette ’08 – VP, CTL Capital
Jessica Friedman ’08 – Manager Global Product Development - Women’s Woven Bottoms, Gap Inc.
Peter King ’08 – Chief Operations Officer, SourceFunding.org
Allyson Levine ’08 – Senior Project Manager, Rightpoint
Sean Mulvey ’08 – Accountant, St. Camillus Residential Health Care Facility
Brooke Safran ’08 – Senior Manager, PayPal
Abha Bang ’09 MBA – Assistant VP - Risk Management, YES BANK
Gregory Chapin ’09 – Senior Wealth Strategy Associate, UBS
Leslie Chin ’09 – Merchandise Planner, UNIQLO
Sarah Colson ’09 – Director of Brand Management, Utica Comets
David Guilmette ’09 MBA – Director, Supply Chain Center, Domino’s
Mallory Lichtenstein ’09 – Senior Compliance Auditor Structure, Tone
Anthony Solomon ’09 – Director of Operations and Logistics, Flight Club
Kartik R. Srinivasan ’09 MBA - Manager - Media and Communications, Market Eye

Jeremy Vitale ’09 MBA - VP, Commercial Services Officer, Tioga State Bank

In the Media:

Jason Mingelgreen ’04 WHIT/NEW Director/Investments at Stifel Financial Corp., was named a Top Millennial Advisor by Forbes.

Jeremy Levine ’09 sold his sports fantasy venture, DRAFT, for $48 million to Ireland-based Paddy Power Betfair. The acquisition, Levine's second successful sell of a startup, was featured in Forbes. In 2014, Levine sold another fantasy sports venture, StarStreet, to DraftKings.

Mergers and Acquisitions:

David Cykiert ’05 and Olympia Eva (Pahis) Cykiert were married on July 8, 2017.

Natisha Crossman ’07, ’17 MBA and her husband, Seth, welcomed their second son, Lincoln Alexander, on October 4. He joins brother, Sebastian, who was born during mid-terms of mom's first semester in the Whitman MBA program.

Justin Cooper ’09, ’10 M.S. and his wife, Melanie, welcomed son, Ryan Lee, on October 2. He joins big sister, Charlotte Layla.

2010-2017

New Positions and Promotions:

Erica Barnett ’10 - Channel Marketing Manager-Retail and Events, Ring

Jason Denrich ’10 MBA - International Tax Director, PwC

Christopher Keeler ’10, G’11 (iSchool) - Associate, Booz Allen Hamilton

Viviana Rodriguez ’10 - Partner, Portfolio Management, UM Worldwide

Jillian Rosen ’10 - Operations Manager, Solid & Striped

Kathleen Scully ’10 - Business Development Manager, Mastercard

Lou Buscemi ’11 - VP - Corporate Oversight, JPMorgan Chase

Amanda Cohen ’11 - Deployment Consultant, PwC

Evan Ganz ’11 - Senior Manager, FinTech Partnerships & Innovation, American Express

Ian Yiyuan Huang ’11 MBA - Associate Planning Director, INSPIRE Integrated Marketing

Jackie Teller ’11 - Vice President, Global Marketing & Communications, BlackRock

Raynauld Cherry II ’12 MBA - Customer Service Team Manager, First Tennessee Bank

Kelly Ryan ’11, ’12 M.S. - New York Metro Marketing Manager, PwC

Taylor Childs ’12 - Director of Client Development, Amnet Group - US

Nicole Feltes ’12 - Senior Associate, HR Technology Discover Financial Services

Barbara Ferris ’12 - Inside Sales Manager, Dell EMC

Michael Gray ’12 - Senior Manager, Content and Partnerships, YouNow, Inc.

Erica Taylor ’12 - Traffic Manager, Fire TV Amazon.com

Jake Abraham ’13 - Senior Account, Executive Salesforce

Will Evans ’13 - Associate, The Halifax Group, LLC

Kyle Hoffstein ’13 - Account Executive, Zoominfo

Camellia Loojune ’13 - Junior Analyst, High Impact Financial Analysis

Lauren Miller ’13 - Competitive Strategy Specialist, Cox Communications

Jason Low ’13 - Research Analyst, Egon Zehnder

Adam Parish ’13 - Domestic Pricing & Procurement Associate, Flexport

Michael Yormark ’13 - General Manager, Product Innovation, Lab SNAP Interactive, Inc.

Rachel Butler ’14 - Senior Account Executive, JW Player

Cody Clark ’14 - Management Consulting Analyst, Accenture Strategy

Robert Feit ’14 - Global Operations Associate, Flexport

Benjamin Fischer ’14 - Commercial Real Estate Lending Analyst, Morgan Stanley
Juliana Gazzillo ’14 - Assistant Site Merchandising Manager, Williams-Sonoma, Inc.

Amy Gatto ’14 - Senior Financial Reporting Analyst, Scripps Network Interactive

Alma (Puskar) Keita ’14 - Senior Human Resources Specialist, Samsung C&T America, Inc.

Ashley Keyes ’14 - Supply Chain Material Group Leader, General Motors

Kevin MacConnell ’14 - Director of Business Development - Cannabis Division, Riderflex

Chris McCarthy ’14 MBA - Program Manager III, ACES Quality, Amazon

Jenny Wan ’14 M.S. - Financial Analyst-BAAM, The Blackstone Group

Julia Wilner ’14 - Media Planner, The TJX Companies, Inc.

Charlene Bozzi ’15 MBA - Director, Talent Management and Vision Segment HR Business Partner, Novanta Inc.

Jennifer Conlon ’15 - Mergers & Acquisitions Business Manager, J.P. Morgan

Moises DeLeon ’15 - Account Manager, Indeed.com

Alexandra Fortin ’15 - Allocation Analyst, Belk

Kriti Kanwal ’15 - Digital Analyst, Diageo

Layan Khayat ’15 - Quality Management, Bupa Arabia

Jeremy Martin ’15 - Marketing Coordinator, Office of the CEO, PMK•BNC

Chelsea Ransom-Cooper ’15 - Wealth Advisory Associate, Baker Avenue Asset Management

Melinda Rivera ’15 - Assistant Manager, Integrated Marketing, Disney ABC Television Group

Ivan Robles ’15 - Analytics Consultant, PwC

Scott Schaller ’15 MBA - Anatomic Pathology Solutions Manager, Roche Tissue Diagnostics

Olivia Bowser ’16 - Brand Manager, Foodstirs

Brittany Feldman ’16 - Brand Strategist, Horizon Next

Joey Howard ’16 - eCommerce/Marketing Operations Specialist, Simple Energy

Molly Smith ’16 - Corporate Finance Reporter, Bloomberg LP

Ming Zhou ’15, ’16 M.S. - Staff Accountant, Grossman St. Amour CPAs

Germano Coelho ’17 MBA - Commercial Director, North America, Evonik

Janell Hager ’17 MBA - Business Transformation Leader for Revenue Cycle Management in Information Services, Cancer Treatment Centers of America

Marko Milosevic ’17 MBA - Global Operations Manager, Flexport

Jiashi (Cathy) Sun ’17 - Media Planning Executive, Ogilvy & Mather

Awards and Accolades:

Mary Kiernan ’12 was inducted into the American Academy of Chefs.

Mergers and Acquisitions:

Jonathan Weinstein ’10 and Alexandra Psyhojos ’10 (VPA) were married at Hendricks Chapel on August 12, 2017.

Nicole Wooley ’11 married Eric Meyers ’10 (NEW/A&S) on September 10, 2016, in New City, New York.

Erica LeMon ’12 M.S. married Paul Corgel ’09 (MAX), ’13 M.P.A. on June 24, 2017, at Hendrick’s Chapel, complete with an appearance from Otto.

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.

If you are not receiving the monthly Whitman Alumni Connections e-newsletter via email but would like to, please send an email to whitmanalumni@syr.edu.
The Young Whitman Alumni Council Welcomes New Members

Andrew Dreisinger ’06  
Financial Advisor and Assistant Vice President of Investments at the Blaustein Clancy Financial Group of Wells Fargo Advisors

Dan Folkman ’12  
Vice President of Business Development at goPuff

Chris Grant ’12, ’13 M.S.  
Analyst at Fetner Properties

Kelly Ryan ’11, ’12 M.S.  
New York Metro Marketing Manager at PwC

Alec Speckhart ’12  
Brand Partnerships at Snapchat

Advisory Board Members Share Their Time and Talent with Whitman Students

In addition to the responsibilities of being a part of the Whitman Advisory Council (WAC), you will often find members engaging with students both on and off campus. These interactions provide students with unique and invaluable access to highly accomplished professionals who not only share their perspectives on leadership but also provide examples of the extraordinary success that can be achieved with a Whitman education combined with commitment and hard work.

Alumni Council member and former Syracuse University Trustee Michael J. Falcone ’57 and his son Mark visited the Entrepreneurial Family Business Management class at Whitman in October to talk about the evolution of their family business, The Pioneer Companies, and the role of entrepreneurship in the company’s longstanding success. Following the class visit, the pair attended a luncheon with entrepreneurship students and faculty in Whitman’s Falcone Center for Entrepreneurship, for which Michael is the naming benefactor.

During his time on campus in November for a Syracuse University Board of Trustees meeting, WAC member Jonathan Holtz ’78 also spoke to the Entrepreneurial Family Business Management class about his experience as chairman and CEO of Winholt, a leading manufacturer of food service, food handling and material handling equipment founded by the Holtz family in 1946. In addition to visiting Whitman classes, Holtz helps open doors for placement opportunities within Winholt for Whitman MBA students.

As part of the Goodman IMPRESS Program’s Current Challenges Speaker series, professionals across a range of industries offer insight into the opportunities and challenges within their field. Deborah Leone ’86, ’87 MBA, managing director of Goldman Sachs Group, Inc., was a Current Challenges speaker in October. Leone is a loyal alumna who is serves on both the Whitman Alumni Council and the Syracuse University Board of Trustees and regularly hosts students at Goldman Sachs for career exploration visits.

Kenneth Pontarelli ’92 Joins the Whitman Advisory Council

Kenneth Pontarelli graduated from Syracuse University in 1992 with a double major in finance and economics. He went on to earn an MBA with distinction from Harvard Business School. Pontarelli had a successful 22-year career at Goldman Sachs, helping build the firm’s private equity investments in the energy and natural resources sector. He was named managing director in 2004 and partner in 2006. At the time of his retirement in 2017, Pontarelli held the title of chief investment officer. He has served as a board member for a number of private and public companies, including Coffeyville Resources, Cobalt International Inc., Horizon Wind Energy, Kinder Morgan and Plastipak. Currently, he is a trustee of the Marymount School of New York, a private all-girls nursery-through-12th grade school.
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.

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<th>Chairman</th>
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<tr>
<td>James D. Kuhn ’70, ’72 MBA</td>
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<td>President</td>
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<th>Members</th>
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<td>Mark Andreae ’68</td>
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<td>Chairman and CEO</td>
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<td>Clarke Power Services Inc.</td>
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<td>Colleen F. Arnold ’81 MBA</td>
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<td>Senior Vice President (retired)</td>
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<td>IBM Corporation</td>
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<td>Steven W. Ballentine ’83</td>
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<tr>
<td>President and CEO</td>
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<tr>
<td>Ballentine Capital Management Inc.</td>
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<td>Robert C. Bantle ’86 (VPA)</td>
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<td>President and CEO</td>
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<td>Cat Rock Group</td>
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<td>Steven W. Barnes ’82</td>
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<td>Managing Director</td>
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<td>Bain Capital Partners LLC</td>
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<td>Steven R. Becker ’73</td>
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<td>Executive Vice President and Treasurer</td>
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<td>Southern Glazer’s Wine &amp; Spirits</td>
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<td>Mark W. Begor ’80</td>
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<td>Managing Director and Operating Partner</td>
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<td>Larry Benedict ’84</td>
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<td>Managing Director</td>
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<td>Banyan Equity Management LLC</td>
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<td>Martin L. Berman ’62 (A&amp;S)</td>
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<td>Chairman and CEO</td>
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<td>Palisade Capital Management</td>
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<td>Jonathan P. Brodsky ’96 (A&amp;S/MAX)</td>
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<td>Principal and Founder</td>
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<td>Cedar Street Asset Management LLC</td>
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<td>Steve Charney ’81</td>
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<td>Peckar &amp; Abramson P.C.</td>
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<td>Yvette Clark ’94 MBA</td>
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<td>Executive Vice President and Regulatory Innovation Officer</td>
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<td>Wells Fargo &amp; Company</td>
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<td>Richard Corgel ’71, ’76 M.S.</td>
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<td>Executive Director - Fraud Investigation and Dispute Services (retired)</td>
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<td>EY (Ernst &amp; Young)</td>
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<td>Michael C. Cornell ’94</td>
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<tr>
<td>CEO, Chairman and Partner</td>
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<td>MCC Capital Partners</td>
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<td>John Couri ’63 (A&amp;S)</td>
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<td>Doug Cramer ’87</td>
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<td>Managing Principal and Founder</td>
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<td>Alternative Access Capital LLC</td>
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<td>Daniel D’Aniello ’68</td>
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<td>Chairman and Co-founder</td>
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<td>Carlyle Group</td>
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<td>Rob D’Avanzo ’88</td>
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<td>Managing Director</td>
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<td>Darlene Deremer ’77, ’79 MBA</td>
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<td>Managing Partner</td>
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<td>Michael A. Dritz ’59</td>
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<td>Chairman</td>
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<td>Dritz Enterprises, LLC</td>
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<td>Rick Einhorn ’92 (A&amp;S)</td>
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<td>Vice President, WW</td>
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<td>HP Data Center Consulting</td>
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<td>Robert Fagenson ’70</td>
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<tr>
<td>Chairman of the Board (retired)</td>
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<td>National Holdings Corp. Group Companies</td>
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<td>Michael J. Falcone ’57</td>
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<td>Founder and Chairman Emeritus</td>
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<td>Pioneering Partners</td>
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<td>Harold A. Fetner ’83</td>
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<td>President and CEO</td>
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<td>Sidney Fetner Associates</td>
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<td>David Flaim ’75</td>
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<tr>
<td>Chief Executive Officer</td>
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<td>Flaim Management Co. Inc.</td>
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<td>Elisabeth Fontenelli ’86 (WHIT/NEW)</td>
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<tr>
<td>Deputy Head of Global Investment Research and Head of Securities Research (retired)</td>
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<td>Goldman Sachs Group Inc.</td>
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<td>Lee R. Goldberg ’06</td>
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<td>Co-founder &amp; President</td>
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<tr>
<td>Vector Media Group</td>
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<tr>
<td>Kenneth E. Goodman ’70</td>
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<tr>
<td>Presiding director, President and COO (retired)</td>
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<td>Forest Laboratories Inc.</td>
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<td>John Guttag</td>
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<td>Professor, Electrical Engineering and Computer Science</td>
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<td>MIT</td>
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<tr>
<td>Charles D. Harris ’70</td>
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<tr>
<td>Senior Vice President and Senior Portfolio Manager</td>
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<td>PNC Bank - Wealth Management Group</td>
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<td>Richard L. Haydon ’66 (A&amp;S), C.F.A.</td>
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<td>Managing General Partner</td>
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<td>Tipp Hill Capital Management LLC</td>
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<td>Thomas Herskovits ’69, ’94 MBA</td>
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<td>Managing Partner</td>
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<td>Feldman Advisors</td>
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<td>Joanne Hill ’76 MBA, ’78 Ph.D.</td>
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<td>Research and Strategy Lead</td>
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<td>Close Vail</td>
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<td>Jonathan J. Holtz ’78</td>
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<td>Chairman and CEO</td>
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<td>Win-Holt Equipment Group</td>
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<td>Hugh Johnston ’83</td>
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<tr>
<td>Chief Financial Officer, Vice Chairman</td>
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<td>PepsiCo Inc.</td>
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<td>Steven A. Kass ’78, CPA</td>
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<td>Kass Advisory, LLC</td>
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<td>Bernard R. Kossar ’53, ’55 J.D. (LAW)</td>
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<tr>
<td>President</td>
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<td>Millennium Partners LLC</td>
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<td>Theodore Lachowicz ’72</td>
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<td>President</td>
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<td>EBV Foundation</td>
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<td>Robert Laughlin ’87</td>
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<tr>
<td>Region Head</td>
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<td>Citibank/Citibank NA</td>
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<td>Deborah R. Leone ’86, ’87 MBA</td>
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<tr>
<td>Chief Operating Officer, Investment Management Division</td>
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<tr>
<td>Goldman Sachs Group Inc.</td>
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<td>Keith L. Lippert ’78</td>
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<td>Partner</td>
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<td>Patrick A. Mannion ’80 MBA</td>
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<tr>
<td>Vice Chairman</td>
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<td>Columbia Financial Group</td>
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<tr>
<td>Jeffrey S. McCormick ’85 (A&amp;S), ’86 MBA</td>
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<tr>
<td>Chairman and Managing Partner</td>
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<td>Saturn Asset Management, Inc.</td>
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<td>Christopher J. McGurk ’78</td>
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<td>Chairman and CEO</td>
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<td>Philip A. McNeill ’81</td>
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<td>Managing Partner</td>
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<td>Farragut Capital Partners, LLC</td>
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<td>Steven Merson ’93</td>
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<td>President</td>
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<td>The Command Group</td>
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<td>Alex G. Nason ’81</td>
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<tr>
<td>President</td>
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<tr>
<td>Alex G. Nason Foundation, Inc.</td>
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<tr>
<td>Robert H. Pearson ’64</td>
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<tr>
<td>Senior Portfolio Manager, The Frenkel Group</td>
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<td>Neuberger &amp; Berman, LLC</td>
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<td>Bruce D. Pergament ’80</td>
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<td>President</td>
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<td>Pergament Properties</td>
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<td>Edward Pettinella ’76 MBA</td>
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<tr>
<td>Former President and CEO</td>
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<td>Home Properties</td>
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<td>Nicholas T. Pinchuk</td>
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<td>Chairman and CEO</td>
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<td>Snap-on Incorporated</td>
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<td>Kenneth Pontarelli ’92</td>
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<td>Chief Administrative Officer (retired)</td>
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<td>Goldman Sachs Group, Inc.</td>
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<td>Douglas A. Present ’86</td>
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<td>Founder</td>
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<td>Douglas Present Associates</td>
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<td>Andrew Quinn ’97 MBA</td>
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<td>President and CEO</td>
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<td>LSLCO Corporation</td>
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<td>Carl H. Reimers ’63 (ESF)</td>
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<td>Consultant</td>
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<td>Neil Rotenberg ’79</td>
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<td>Managing Partner</td>
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<td>Rotenberg/Merrill</td>
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<td>David E. Salzmann ’00 (FALK)</td>
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<td>President</td>
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<td>Salzmann Capital LLC</td>
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<tr>
<td>Joel A. Shapiro ’59</td>
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<tr>
<td>President</td>
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<tr>
<td>Bartman, Shapiro &amp; Associates</td>
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<td>Leonard H. Shapiro</td>
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<td>Chairman and CEO</td>
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<td>Commander Enterprises LLC</td>
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<td>Hon. Nancy Harvey Steorts ’59</td>
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<tr>
<td>President</td>
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<tr>
<td>Nancy Harvey Steorts International</td>
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<td>Martin J. Whitman ’49, H’08</td>
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<td>P.J. Wilmot ’02</td>
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Whitman / Winter 2018 / 29
Our "Five Under Five" column features a Q&A with a Whitman alum who graduated within the last five years. For this issue, meet Joshua Fishman ’12, a native of Sharon, Massachusetts, who majored in marketing management and entrepreneurship and emerging enterprises. Fishman currently serves as co-chair of the Young Whitman Advisory Council and lives in New York City, where he works as the digital brand manager for Unilever’s St. Ives product line. In this role, he leads the strategic and executional excellence of digital marketing and e-commerce for the brand worldwide and oversees brand operations, including product development, communications planning, customer development, retail design and execution, and experiential marketing. Previously, he managed Unilever’s AXE brand.

1. How did you choose Whitman?
I remember flipping through Entrepreneur magazine and reading about Whitman’s EEE program. Other family friends had attended Syracuse, and I knew I had to visit. Once I stepped foot on campus, I fell in love with the energy, facilities and management program. It’s one of the best decisions I’ve made. I even met my fiancé at Whitman. We’ll be married in September 2018.

2. Were there early influences in your life that helped shape your interest in business/management?
My dad owned his own business when I was growing up, and that got me interested in the consumer goods industry at an early age. From owning a “store” in my basement (complete with a cash register) as a child to visiting my father at his office leading up to college, I always knew I wanted to work in consumer goods marketing.

3. How do you feel Whitman helped prepare you to meet the responsibilities of your position?
I was incredibly involved in ENACTUS (previously SIFE) during all four years at Whitman, which allowed me to gain real-world experience in marketing and product management, develop my skillset and, eventually, land an internship at Unilever that led to a full-time offer. Six years later, I’m still here working with some of the brightest scientists, engineers, marketers and people who challenge me each day to bring the best products and advertising to market.

4. What do you do to unwind and destress?
I love to watch TV and read magazines—two things that are actually part of my job, so that is great! I like consuming media since it allows me to look at the industry and challenge my agency partners and team to develop best-in-class advertising (and it’s nice to just sit on the couch and laugh or smile at good—or bad—content from time to time). I have recently started meditating, which really allows me to get away from all the technology we consume every day and reflect.

5. Is there any advice you’d like to give current Whitman students?
Always network. The power of relationships is priceless. From day one, start connecting with alumni, recruiters, faculty and staff. Keep in touch with them, share what you’re working on, things you’re proud to have accomplished, what you’re interested in learning. One of them, someday, may have a job or internship for you or will likely know someone who does.
WhitmanCNY Continues Its Commitment to Support Student Success

On June 5, the Whitman Alumni Club of Central New York held its annual golf tournament. This is the club’s primary fundraiser, with proceeds supporting Whitman student scholarships and programming. Thanks to 80 golfers and tournament sponsors Colonial Laundromat, Cork Monkey, Crouse Hospital, Deli Boy, Kenworth, Sheraton and Superior Plus, this year’s event was a great success. Mike Haynie, Syracuse University vice chancellor for strategic initiatives and innovation, and John Wildhack, director of athletics, addressed guests during the dinner, which also featured a raffle, silent auction and golfer awards.

Whitman CNY Board member and golf tournament chair Thomas Brown ’07 was recognized as the 2017 Whitman Young Alumnus of the Year, not only for his time and effort in planning the tournament but for his many contributions to the Whitman School.

In August, the Whitman CNY Board welcomed Dean Gene Anderson to a gathering at a Syracuse Chiefs baseball game. This was a great opportunity early in his tenure for Anderson to get to know members of the board and to discuss ways the club can best support the school.

This fall, Whitman CNY launched a mentorship program for first-year MBA students. The club played a key role in building the undergraduate mentorship program to more than 200 student and mentor pairings. To further acquaint the MBA students with prospective alumni mentors, the club hosted a meet and greet in November.

The club is pleased to provide financial support and come together again this year with students, staff, faculty and alumni for the Whitman Gives Back Day in December. This is a mutually rewarding event for all involved, including several Syracuse-area charities that will benefit from the hundreds of volunteers’ gifts of time and service.

Whitman alumni in the Central New York area can learn more about the Whitman Alumni Club of CNY by visiting whitmancny.com.

WhitmanNYC Announces Merger with Big Apple Orange

Effective July 1, 2017, the Whitman Alumni Club of NYC officially merged with Big Apple Orange, the Syracuse University Alumni Club of New York City. The goal of the merger, approved by both boards, was to form a stronger, more effective alumni organization in the New York City metro region.

Bringing together the creativity, enthusiasm and dedication of both organizations’ board, club members and volunteers, as well as combining their strengths in professional development, social events and engagement opportunities, make for an enriched membership experience.

Whitman alumni in the New York City area are encouraged to join Big Apple Orange and enjoy the many opportunities and benefits that come with membership. Details can be found at bigappleorange.org.
Alumni Enrich the Whitman Experience

On any given day, you can find Whitman alumni in the building guest lecturing, speaking to student clubs and organizations, attending advisory board meetings, interviewing students for positions within their firm or otherwise giving their time and perspective to help prepare students for success. We are grateful for these continued connections with alumni, as they truly enrich the Whitman experience for our students.

Ernie Roth ’73 president and CEO of Furman Roth of New York City, recently visited campus to speak to marketing students about a new advertising campaign the agency created for Whitman’s full-time MBA program.

Kathy Cody ’87, chief operating officer, Personal Lines, at Farmers Insurance (pictured with daughter, Kelly Cody, a Whitman sophomore), conducted two informational networking sessions at Whitman in October for students interested in learning more about internships and full-time opportunities with Farmers.

Adria Saracino ’09, UX content strategist at Facebook, and her colleagues from Facebook and Instagram, were on campus this fall and spoke to Whitman marketing students about content strategies and careers in social media.

Management Day Gives Students Career Perspectives and Connections

The annual Management Day at Whitman provides students the opportunity to engage with members of the Management Advisory Board. More than 70 students selected by management faculty participated in last year’s event, which featured board members Stephen Bell ’09 MBA, senior engineering specialist at FedEx Express; Steven Granat ’83, senior vice president Americas at Cloud4C Services; Mark Hebert ’05, executive director - investment grade credit trading at Morgan Stanley; and Stephanie Jorden ’07, senior manager of strategic initiatives at Amgen.

The students were divided into working groups that were each led by a board member. They spent the morning hearing about the career paths of these accomplished alumni, who shared lessons in leadership and discussed real-world management scenarios and marketplace trends. The event also afforded students the chance to build their network of alumni connections.

“We are grateful to our advisory board members for all they do year-round to support the management department,” shares Ravi Dharwadkar, management professor and department chair. “Their participation in Management Day is particularly valuable for our students, as it helps them understand various career paths as well as the knowledge and skills needed to be successful. It is especially impactful for students to hear alumni speak from first-hand experience about how their Whitman education is applied in the workplace.”

The event is planned in conjunction with one of the board’s regular on-campus meetings, which gives members the chance to interact with students while also attending to board business and spend time with management faculty. “It is always a pleasure engaging with the students and helping them get a sense of the life awaiting after Whitman,” shares Bell. “As a board member committed to the best possible experience for Whitman students, it is gratifying not only to learn about the myriad of experiences available to them but to also see how bright and curious they are. I, too, learn something new or gain a new perspective from my interactions with them.”
Alumni Fill Roles of Mentor and Placement Partner in Support of Whitman MBAs

The support of Whitman alumni is critical to the success of the school and our students. Alumni engagement takes many forms... mentorship, financial support and career connections, among others. Alumni regularly visit Whitman to help advance the school’s mission, and there are alumni all over the world who help strengthen the Orange bond through their involvement.

We would like to acknowledge four alumni whose commitment to Whitman’s MBA students is exemplary. “Whitman is fortunate to have a successful and dedicated alumni base, many of whom go above and beyond to support our efforts to prepare and place students,” shares Dean Gene Anderson. “Mark Andreae, Jonathan Holtz, Nathan Marafioti and Patrick McGraw are model alumni who are passionate about supporting our MBA students by providing guidance and showing confidence in their promise by putting them to work within their firms.”

**Mark Andreae ’68** serves as chairman and CEO of Cincinnati-based Clarke Power Services, a commercial vehicle maintenance provider. He has a long record of service to Whitman as a member of the advisory council, frequent class lecturer and generous donor, specifically in support of experiential learning opportunities for students. In addition to considering Whitman a hiring source for MBA-level candidates, Andreae is committed to helping student applicants—hired or not—make themselves more attractive to potential employers. Clarke’s hiring managers provide detailed critiques of those who interview with the company. This constructive feedback helps students better articulate how they would impact an organization.

**Jonathan Holtz ’78** is chairman and CEO of Winholt, a leading manufacturer of food service, food handling and material handling equipment. He is a member of the Whitman Advisory Council and founder of the Holtz Alumnus of the Year Award, Whitman’s most distinguished alumni recognition, which he himself received in 2004. He has served on the Syracuse University Board of Trustees since 1997.

For the past decade, Holtz has looked to Whitman first when his company has openings, from product management to e-commerce, that require an MBA degree. “I am happy to help open the door for these candidates,” says Holtz, “but they sell themselves to our management team with their initiative and capabilities.”

He has been pleased with the work ethic and business acumen of those he has hired, including two who graduated just last May. Holtz also helps connect Whitman students to international business leaders.

**Nathan Marafioti ’02 MBA** is the group director of ecommerce at Nestlé Purina North America. Previously, he held positions in brand management at Reckitt-Benckiser and SC Johnson. In addition to placing Whitman MBA students in internships and helping alumni obtain full-time roles, he returns to campus regularly to lecture in marketing classes.

You’ll see a line of students waiting to speak with Marafioti after his lectures, and he stays to talk to each one. During his visits to campus, he carves out time to meet with students individually and shares feedback on their resumes and how to position themselves for placement and professional success.

**Patrick McGraw ’84** holds the title of executive vice president of client operations at Ipsos-MMA, an industry leader in the areas of commercial effectiveness analytics (marketing mix-based ROI) and marketing optimization. Previously, he served as director of consumer and market knowledge at Procter & Gamble.

McGraw has been hiring Whitman MBA students for full-time positions for several years. He is also a familiar guest lecturer at Whitman. He gives generously of his time—including the Sunday morning of Orange Central 2017—to share insights with MBA students to help enhance their marketability. “Whitman provided the initial spark to my career,” says McGraw. “Supporting this generation of Whitman students in launching their careers is a privilege.”

These four alumni recognize the impact they can have on MBA students, and they take that very seriously—not only in sharing their professional paths and providing career counsel but also by giving students a chance to gain experience through internships and long-term jobs.

“There are many of us who benefited from a Whitman education and are now in a position of hiring or influence within our firms,” shares Holtz. “I have confidence in putting Whitman MBAs to work because they have proven themselves and made meaningful contributions in my company. I urge other alumni to look to Whitman the next time there is a need for an MBA-level intern or graduate in their organization.”
Ed Pettinella ’76 MBA
Establishes Second Endowed Professorship to Help Attract and Retain Exceptional Faculty

Syracuse University Trustee Edward “Ed” Pettinella ’76 MBA attributes his extraordinary 43-year career to two management principles: (1) consistently hiring and retaining people who are ambitious, talented and motivated, and (2) ensuring that the right people are in the right positions. The value he places on people guided Pettinella to initially endow a professorship in finance at Whitman in 2012 with a $1 million gift and, more recently, a $2 million gift to fund a new junior faculty professorship.

Pettinella grew up in Batavia, New York, in a family of modest means. “I thought of myself as middle class, and maybe that was a stretch,” he says. “We were a family of four in a small apartment. We moved into our first home when I was 12.”

A few decades later, Pettinella would become president and chief executive officer of Rochester, New York-based Home Properties, an S&P 400 company and one of the nation’s 25 largest apartment owners, with 44,000 units in 10 states. Given the early years of his upbringing, he could easily relate to apartment life.

Pettinella earned a B.S. degree in 1973 from SUNY Geneseo, where he was president of his class. With a major in business, he entered the management training program at Community Savings Bank (CSB) in Rochester. Soon after he began his career at CSB, he pursued and earned an MBA at Syracuse University. He was “singularly focused” on his concentration in finance. With encouragement from professors Alan Young and Moon Kim, Pettinella realized he had found his niche.

He returned to CSB to blaze a trail as the bank’s first investment analyst. “In the three years that followed,” he says, “everything I learned was put to the test.” Through that challenge, he developed a strong expertise in investments and asset/liability management.

To diversify his experience, Pettinella accepted an offer from the Ford Motor Credit Corporation in Dearborn, Michigan. For two years, he was part of a team that created and sold financial products to institutional investors.

By 1981, Pettinella had worked in two major industries—one public and one private—and gained a broad, dynamic repertoire of skills.
In 2001, Pettinella joined Home Properties, which owns, operates, develops, acquires and rehabilitates apartment communities in the coastal Northeast and Mid-Atlantic markets. He initially served as executive vice president with oversight of corporate strategy. Three years later, he became president and chief executive officer and ran the company’s $7 billion real estate investment trust.

Under Pettinella’s leadership, Home Properties’ acquisitions grew by $3 billion, while assets in low-growth markets were reduced by $700 million. By redesigning company-wide compensation plans, he lowered the annual employee turnover rate from 57 to 24 percent, and he achieved a solid shareholder return over 15 years. In 2015, Pettinella shepherded the company through its purchase by Texas-based Lone Star Fund.

Since the sale of Home Properties, Pettinella continues to utilize his broad background by serving on several boards, where he consults and advises on strategy, finance and human resources.

From his first management role at CSB to his last at Home Properties, Pettinella understood and exemplified people-first leadership.

“I believe in a fully participative management approach—one that encourages critical thinking, idea generation and informed decisions focused on results,” he says. “Hire qualified people, provide guidance where necessary, then get out of the way and let them be successful.”

Pettinella credits much of the success he achieved in his career to his Whitman education, and he has made giving back a priority. In addition to his service as a Syracuse University Trustee, Pettinella is a member of the Whitman School of Management Advisory Council and the Kuhn Real Estate Center Advisory Board. For his career accomplishments and dedication to Syracuse University, he received Whitman’s Jonathan J. Holtz Alumnus of the Year Award. He was also named SU Dritz Trustee of the Year in 2016.

Pettinella is generous to his alma mater both in time and financial support. His recent endowment of a junior faculty professorship shows his commitment to supporting Whitman’s pursuits of excellence. “I firmly believe that great people make great companies, and the same applies to institutions of higher learning,” says Pettinella.

“We have high expectations for Whitman and our students. To bring those expectations to fruition, we need gifted and inspired faculty members—both veteran instructors who are highly accomplished and junior professors who bring the promise of new perspectives and approaches.”

Like the finance professorship he founded five years ago, the new Edward Pettinella Assistant or Associate Professorship in Business will help Whitman attract, support and keep world-class junior faculty. “We are extremely fortunate to have friends and supporters like Ed who understand that faculty are the heart of a university and how the intellectual capital of the faculty is the foundation for everything we do,” says Whitman Dean Gene Anderson.

Amber Anand, the Edward Pettinella Professor of Finance, is an example of the impact of Pettinella’s gifts to reward and retain exceptional faculty. “Ed has made a significant impact on the world of finance, banking and real estate,” says Anand. “Through the Pettinella Professorship, which I am fortunate to have been awarded, and the recently announced professorship he has established for junior faculty, Ed is furthering his impact on business. His generosity allows faculty to bring the latest research into the classroom and pursue new research avenues. Ed also embodies the best of Syracuse—great success in his field, unimpeachable integrity, genuine humility and a disarming sense of humor. I am grateful and honored to be associated with his name.”

Contributors:
Amy Speach, Syracuse University Magazine, Spring 2016

“Ed also embodies the best of Syracuse—great success in his field, unimpeachable integrity, genuine humility...I am grateful and honored to be associated with his name.”

—Amber Anand
Edward Pettinella Professor of Finance
Dear Friends of Whitman,

As we worked to prepare the 2016-17 Whitman Report on Philanthropy, and I looked through the lists of donors across our various funds, I was reminded of how fortunate I am to work at Whitman and Syracuse University. Seeing the many names of long-time donors and those who gave for the first time last year, it is evident that our alumni and friends feel pride in their association with our great school and make giving back to support the next generation of students a priority.

I have always been a proud and grateful SU alumnus, but working at Whitman has deepened my pride and appreciation for being a part of a group who gives so generously of their time, talent and treasure to make sure students have all they need to succeed beyond the walls of Whitman. I’d like to extend my thanks to each of you for the part you play in continuing to strengthen the Orange bond, which I am certain is one enjoyed by very few other alumni bases and their alma maters.

It is an especially encouraging time to be a part of the Whitman community. We have an accomplished new leader at the helm in Dean Gene Anderson, and we’ll soon have a new strategic plan in place to guide us into our second century. We will build on our past successes—attracting highly qualified students, innovating educational and experiential programs, earning teaching accolades and conducting cutting-edge research—and we’ll create new reasons to make you proud.

We’ll keep working tireless, but we’ll need your help. I know we can count on you...we always have. It truly is up to all of us to make Whitman great!

Best and thanks,

John Prizner G’98 (NEW)
Assistant Dean for Advancement
Whitman Endowments By the Numbers

- **Endowment Accounts in the Whitman School**: 151
- **Value of Whitman’s Endowment Accounts**: $67,612,151
- **Endowment Funds Managed Outside of the University**: $15,000,000

Gifts to the Dean’s Fund

- **By Recipient Group**
  - 9% Ph.D. Students: $32,000
  - 91% Faculty: $328,100

- **By Source**
  - 31% Research Centers: $112,000
  - 69% Whitman: $248,000

Summer 2017 Research Funding By the Numbers

Summer research funding for Whitman faculty and Ph.D. students is vital to their continued research productivity. In fact, some of the strongest research publications are the outcome of summer-funded projects. In the summer of 2017, $360,100 provided through gifts to the Whitman Dean’s Fund and our research centers supported the efforts of research-active faculty and Ph.D. students.
Leadership gifts

We gratefully acknowledge those contributors of $100,000 or more of cumulative, lifetime giving to the Whitman School.
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- Bank of America Merrill Lynch
- The Bank of New York Mellon Corporation
- Louis F. & Virginia C. Bantle Charitable Foundation
- Banyan Equity Management LLC
- Beldon Fund
- The William Bingham Foundation
- Booth Ferris Foundation
- E. Keith Brown & Company
- Robert G. Burton Charitable Foundation
- Cadaret Grant & Company Inc.
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- Carnegie Corporation of New York
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- Central New York Community Foundation Inc.
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- Open Society Institute
- The Orange Value Fund LLC
- The Jesse Phillips Foundation
- PPC
- Procter & Gamble Company
- Queens/Steinway Transit Corporation
- The Rock Foundation
- Alida Rockefeller Charitable Lead Trust
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### Leadership Ambassadors

**Leadership Ambassadors are dedicated alumni, parents and friends who made a gift of $1,000 or more to help enhance the Whitman experience.**

**Entrepreneur – $10,000 or more**

- Mark M. Andreae ’68 and Gail P. Andreae ’68 (A&S)
- Donald B. Barter ’76 MBA
- Kevin R. Bauer ’91 and Jennifer A. Bauer ’92
- Steven R. Becker ’73 and Abbe D. Becker
- Alfred K. Berg ’73 and Gayle R. Berg ’73 (EDU)
- Martin L. Berman ’62 (A&S) and Phyllis R. Berman ’66 (EDU)
- Marc J. Blum ’88 and Margaret L. Blum ’93 (A&S)
- Michael A. Broxmeyer ’95 (A&S) and Dana B. Broxmeyer ’95 (HD)
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- Estate of Mr. Robert G. Carman ’50
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- Harold A. Fetner ’83 and Nina P. Fetner
- Elisabeth Fontenelle ’86 (WHIT/NEW)
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- Evan M. Goldberg ’09 (A&S)
- Kenneth E. Goodman ’70
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- Joel A. Shapiro ’59
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- David M. Slotnick ’77 MBA and Carol Z. Slotnick
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- B.R. & Carol Kossar Foundation
- Bank of America Charitable Gift Fund
- Banyan Equity Management LLC
- Cazenovia Jewelry Inc.
- Central New York Community Foundation Inc.
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- The Gerald & Daphna Cramer Family Foundation
- D'Aniello Family Foundation Inc.
- Deloitte & Touche
- Douglas and Susan Present Family Foundation
- Driver's Village Inc.
- Eastern Bank Charitable Foundation

Whitman Dean’s Fund

The academic experience of the Whitman School’s 3,000-plus students is greatly enriched by the support of our alumni and friends. Gifts to the Whitman Dean’s Fund enable our leadership to directly support the student experience, faculty initiatives and unforeseen opportunities and challenges as they arise. Thank you for showing your belief in our mission through your generous investments.
Whitman Dean’s Fund

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Spotlight on Students

'19 Jacob Urban

Hometown: West Chicago, Illinois
Majors: Finance, and Energy and Its Impacts (A&S)
Of note: His interest in business began at a young age, trading and selling baseball cards on the internet and at collector shows as a kid.

Jacob Urban ’19 didn’t decide to major in finance because he wants to help corporations make more money; he’s majoring in finance because he thinks it just might save the world from the potential energy crisis.

After working at Starbucks as a barista in Syracuse, Urban became interested in how the company’s founder, Howard Schultz, views corporate social responsibility and ethics.

“Schultz believes in pouring his heart into his business and understands that corporations are intimately linked to society at large,” says Urban. “His passion and leadership have inspired and influenced me.”

Urban hopes to leverage his unique combination of majors to solve what he thinks are some of the most important issues in today’s world. “I believe that many of the biggest challenges facing our country are energy-related,” adds Urban, “and I believe many of the solutions are rooted in utilizing the power of financial markets.”

“The School has provided me with invaluable experiential learning opportunities and programs that helped grow my financial modeling skills,” Urban shares. And he says Whitman has also given him the soft skills to distinguish him when he sets out to make his mark.

The time he has spent at Syracuse University has opened Urban’s mind to how much impact people can have on the world.

“There are many challenges facing our planet, and I believe that businesses can help provide solutions and improve life outcomes in the process,” he explains. “Classes, guest speakers and internships throughout my time here have led me to realize there is no time in human history in which people have had as much opportunity to impact the world through business as we do today.”

'18 Catherine Cummings

Hometown: Richboro, Pennsylvania
Majors: Retail Management, Advertising (Newhouse) and Economics (Maxwell)
Of note: Cummings is a black belt in Tang Soo Do.

Whitman was a simple choice for me,” says Catherine Cummings ’18. “Having interests in fashion, analytics and journalism, it was an easy decision to attend Syracuse University and pursue the dual Whitman and Newhouse degree and to later add economics. Being at a university with a truly interdisciplinary education gave me extra confidence in setting myself apart in the future.”

Besides being a triple major—and each being in a different college at Syracuse—Cummings has already completed three internships as an SU student.

The wide range of experiences she gained through interning in Florence, Italy, and New York City helped prepare her for a career in retail buying, which she will commence after graduating in May.

“From a very young age, I highly enjoyed studying fashion and mathematics,” says Cummings. “My father immediately recognized that a career in retail would be an apt fit for me. After taking Amanda Nicholson’s Retailing Fundamentals class, I knew that retail would be my career path.”

Cummings hopes to become a retail executive and to later follow in the footsteps of Nicholson and others who have influenced her and become a retail professor.

Whitman has taught Cummings to step out of her comfort zone, try new things and approach opportunities with verve. “Always be willing to try something new,” she says, “because you never know what road lies ahead.”

Cummings says it’s the people of Whitman who make the undergraduate experience so impactful. She credits the Whitman Career Center for her internships and considers her strong relationships with faculty, staff and alumni some of her most valuable takeaways from Whitman, which she feels is more than just a school.

“It is my second home,” she says. “And I certainly would not be able to say that without the support of the Whitman community.”
'18 Endrinë Rafuna

Hometown: Prishtina, Kosovo  
Degree: MBA  
Of note: By watching TV in Spanish and German as a child, Rafuna was able to gain an elementary proficiency in both languages.

After receiving a scholarship for her graduate studies through the Transformational Leadership Program funded by the United States and Kosovo governments, Endrinë Rafuna ’18 MBA had to pick a school at which she believed she could thrive.

Researching schools recommended to her by her scholarship advisors, she found that Whitman’s comprehensive curriculum, diverse student body and successful alumni base seemed to be the perfect fit.

Before arriving at Whitman, Rafuna earned a bachelor’s from the Rochester Institute of Technology campus in Kosovo. She had also interned at ProCredit Bank and Public International Law and Policy Group in Kosovo, in addition to working at Management and Development Associates, a leading Kosovo consulting firm.

At Whitman, the close-knit graduate student community has pleasantly surprised Rafuna. “It really allows each one of us to equally interact with professors and administrators, ask for advice about career opportunities, share opinions and discuss ideas,” she explains.

Rafuna appreciates the supportive community at Whitman and understands the value of relationships. “Building relationships is an important skill both in college and the business world,” she shares. “You could be the brightest person with great technical skills, but if you don’t have a network of people with whom you can work and who can assist you in getting new opportunities, it will be difficult to progress in your career.”

Rafuna feels the most beneficial aspect of her time at Whitman has been the classroom experience. “The professors strive to include student opinions and perspectives in their teaching,” she explains. “Classrooms are treated as a learning experience both for the students and the professors, which is highly valuable, since we all bring different perspectives to discussions about what works and does not work in a business environment.”

'20 James M. Bort

Hometown: Syracuse, New York  
Degree: Ph.D. in entrepreneurship  
Of note: He met his wife Jen when their bands played shows together in Syracuse and Rochester.

James Bort ’20 Ph.D. has held the title of student or staff member at Syracuse University for the past decade. While working as an IT analyst at SU, he earned an MBA through Whitman’s online program. After two more years in IT at SU, he returned to Whitman to pursue a Ph.D. in entrepreneurship.

Bort has long been drawn to entrepreneurship. Soon after earning his undergraduate degree in computer and information science at SUNY Polytechnic, he opened a restaurant, which has since closed. He and his wife still own an independent record label.

His time spent earning an MBA at Whitman rekindled his entrepreneurial spirit, and pursuing a Ph.D. felt like the right next step. That step has allowed Bort to tap into his curiosity and passion for learning as he prepares for a career in research and teaching.

“The EEE Department hosts amazing seminars, bringing in top scholars across the field who expose us to a variety of cutting-edge research,” Bort shares. “And we have a great mentorship program at Whitman led by our faculty of world-class scholars.” Among those world-class scholars is Professor Johan Wiklund, who is Bort’s faculty mentor.

“Johan was probably the biggest factor in my choice to make a jump from a successful career in information technology to pursue a Ph.D.,” he adds. “Both his general philosophy on academia and his research on how well-being and mental health intersect with entrepreneurship really resonated with me. He recently wrote in a book chapter that, in this profession, we are very fortunate to pursue research that we’re both passionate about and that allows us to understand something about ourselves along the way. I certainly feel blessed to be part of this school and program.”
Whitman’s Newest Class of Accomplished and Diverse Students

### Full-Time Graduate Students

<table>
<thead>
<tr>
<th>Program</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>28</td>
</tr>
<tr>
<td>M.S. in Accounting</td>
<td>47</td>
</tr>
<tr>
<td>M.S. in Business Analytics</td>
<td>12</td>
</tr>
<tr>
<td>M.S. in Finance</td>
<td>29</td>
</tr>
<tr>
<td>M.S. in Supply Chain</td>
<td>4</td>
</tr>
<tr>
<td>M.S. in Entrepreneurship</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total Incoming Full-Time Students</strong></td>
<td><strong>126</strong></td>
</tr>
</tbody>
</table>

Numbers reflect June and August starts for MBA, August and January starts for MSA, and an August start for all other programs.

### Online Graduate Students

<table>
<thead>
<tr>
<th>Program</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA @ Syracuse</td>
<td>525</td>
</tr>
<tr>
<td>Accounting @ Syracuse</td>
<td>77</td>
</tr>
<tr>
<td>Business Analytics @ Syracuse</td>
<td>81</td>
</tr>
<tr>
<td>Entrepreneurship @ Syracuse</td>
<td>3</td>
</tr>
</tbody>
</table>

*The online numbers reflect entrants from the January 2017, April 2017, July 2017, and October 2017 cohorts. **Online MSE number reflects inaugural class with short application period due to timing of New York State approvals.

### Total Incoming Master’s Students

812

### Ph.D. Students

9
Undergraduate Students

- **461** First-Year Students
- **82** Internal Transfer Students
- **7** Transfer Students
- **550** Total Incoming Students

- **10** Student Athletes Representing
  - Football
  - Softball
  - Men’s Soccer
  - Men’s Crew
  - Women’s Lacrosse
  - Women’s Soccer
  - Men’s Lacrosse

- **27** Total States
- **Top 6 States:**
  - NY
  - NJ
  - MA
  - PA
  - CT
  - CA

- **13** Countries

- **64%** Male
- **36%** Female
Whitman’s Leadership Scholars Program Welcomes Its Fourth Class Of Accomplished First-Year Students

The Whitman Leadership Scholars Program welcomed 53 first-year students this fall, marking the fourth year of this prestigious program. 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, including California, Texas and Maine; 57 percent are female. We invite you to meet a few of members of our impressive new Whitman Leadership Scholars class:

Allen Bailey
[Rochester, New York]

“I graduated in the top three percent of my class in high school, receiving my academic varsity letter and National Honor Society acceptance my junior year. I was a member of the Tri-M Music Honors Society and recognized with the Louis Armstrong Jazz Award. I consistently received sportsmanship awards in soccer and co-founded a club dedicated to community outreach by high school students.”

Sarah Boulos
[Syracuse, New York]

“I loved getting involved in various organizations during high school. I was the captain of my cross country team and treasurer of my class. I was also able to start my own business donating the majority of the proceeds to a girls’ orphanage in Egypt. I know that Whitman will allow me to grow my business and further explore my passions.”

Zachary W. Capriotti
[Mullica Hill, New Jersey]

“In high school, I had the opportunity to travel to Spain for three weeks and live with a host family. This was an amazing experience in which I was immersed in the Spanish culture and language. I also created a service project with two friends in which we collected over 250 pairs of cleats for local underprivileged sports programs.”

Brittney Loper
[Waterford, Pennsylvania]

“I am most proud of completing 100 hours of community service in both my junior and senior year of high school. The experiences I had through volunteering taught me that even the smallest actions can make a huge difference in someone’s life. I am excited to continue pursuing my passion for volunteering throughout my career at Syracuse.”

Jenna Fink
[Frisco, Texas]

“I’m most proud of becoming a U.S. Figure Skating Gold Medalist. I achieved this by passing all of the levels in Moves in the Field discipline of U.S. Figure Skating. This accomplishment was the culmination of my dedication to the sport over the last 13 years. It has been one of my most rewarding experiences and showcased that hard work truly does pay off.”

Katherine Miller
[Croton-On-Hudson, New York]

“Prior to arriving at Syracuse, I was involved in many organizations at my high school, my favorites being cross country and Destination Imagination. As captain, I led our girls’ cross country team to a second-place finish in our 2017 county meet. Our Destination Imagination team placed 19th out of 2017 county meet. Our Destination Imagination team placed 19th out of 2017 county meet. Our Destination Imagination team placed 19th out of 2017 county meet. Our Destination Imagination team placed 19th out of 70 at Global Finals.”

Tyler Kaminski
[Essex, Vermont]

“I made honor roll all 16 quarters of my high school career, maintaining an unweighted 4.0 GPA while working an average of 25 hours a week at a part-time job. I was a member of the National Honor Society and graduated from the STEM academy. When I’m not doing schoolwork, I am a sponsored downhill longboarder, competing in races at speeds up to 60 mph.”

Slater Ward-Diorio
[Boiling Springs, Pennsylvania]

“One of my most life changing experiences was volunteering at a camp for people with Down syndrome. I learned how to be a leader in an unfamiliar situation as well as how good it feels to positively impact someone who is less fortunate than me. That experience made me a more passionate and appreciative person.”

Katherine Miller
[Croton-On-Hudson, New York]

“After being selected as a U.S. Figure Skating Medalist, I was able to compete at the national level in the U.S. Figure Skating Championships. I achieved this by ranking second in the 2018 U.S. Figure Skating Championships and placing third in the U.S. Figure Skating National Championships. I am excited to continue pursuing my passion for Figure Skating throughout my career at Syracuse.”

Ritu Sadarangani
[Bridgewater, New Jersey]

“My biggest accomplishment is completing my Girl Scout Gold Award. For my project, I devoted over 200 hours of service helping a local youth center in my hometown by upgrading the facility and hosting educational programs. Through this experience, I developed leadership skills that shaped me into a confident and passionate individual.”

Sarah Boulos
[Syracuse, New York]

“I am most proud of completing 100 hours of community service in both my junior and senior year of high school. The experiences I had through volunteering taught me that even the smallest actions can make a huge difference in someone’s life. I am excited to continue pursuing my passion for volunteering throughout my career at Syracuse.”

Adianna Williams
[Pittsburgh, Pennsylvania]

“One of my most life changing experiences was volunteering at a camp for people with Down syndrome. I learned how to be a leader in an unfamiliar situation as well as how good it feels to positively impact someone who is less fortunate than me. That experience made me a more passionate and appreciative person.”

Reneé Crowne Honors Program.

“Prior to arriving at Syracuse, I was involved in many organizations at my high school, my favorites being cross country and Destination Imagination. As captain, I led our girls’ cross country team to a second-place finish in our 2017 county meet. Our Destination Imagination team placed 19th out of 70 at Global Finals.”

Ritu Sadarangani
[Bridgewater, New Jersey]

“One of my most life changing experiences was volunteering at a camp for people with Down syndrome. I learned how to be a leader in an unfamiliar situation as well as how good it feels to positively impact someone who is less fortunate than me. That experience made me a more passionate and appreciative person.”

Adianna Williams
[Pittsburgh, Pennsylvania]

“In high school, I had the opportunity to travel to Spain for three weeks and live with a host family. This was an amazing experience in which I was immersed in the Spanish culture and language. I also created a service project with two friends in which we collected over 250 pairs of cleats for local underprivileged sports programs.”

Katherine Miller
[Croton-On-Hudson, New York]

“Prior to arriving at Syracuse, I was involved in many organizations at my high school, my favorites being cross country and Destination Imagination. As captain, I led our girls’ cross country team to a second-place finish in our 2017 county meet. Our Destination Imagination team placed 19th out of 70 at Global Finals.”

Ritu Sadarangani
[Bridgewater, New Jersey]

“One of my most life changing experiences was volunteering at a camp for people with Down syndrome. I learned how to be a leader in an unfamiliar situation as well as how good it feels to positively impact someone who is less fortunate than me. That experience made me a more passionate and appreciative person.”

Adianna Williams
[Pittsburgh, Pennsylvania]
The IMPRESS Program is entering its fourth year at the Whitman School. The inaugural class of IMPRESS students, the Alpha cohort, are now seniors. They will be the first group of students to enter and leave Whitman as a member of one of the four IMPRESS houses and with four years of participation in programming designed to develop the soft skills necessary for career success.

Each year, the house finishing with the most points wins the Goodman Cup, which is presented in the spring. The 2016-2017 Goodman Cup champion was Waverly House, with 67,000 points, trailed by Harrison House at 61,210, Adams with 61,210, and Marshall at 56,660.

“Whitman students are fortunate to have many great events provided throughout their time at SU with the added excitement of the house competition and individual IMPRESS scores,” says Kari O’Mara, the newly appointed IMPRESS Program manager. “The program provides Whitman students with the opportunity to enter the workforce a step ahead of recent graduates from other institutions.”

One such opportunity to earn points and gain insight from young professionals was the Transitioning into the Workplace panel, which featured members of the Young Whitman Advisory Council who shared advice on how to make the switch from student to professional after graduation. Panelists were Will Cass ‘08 (WHIT/NEW) principal, Needham & Company; Chris Grant ‘12, M.S. ‘13, analyst, Fetner Properties; Gabriel Grossman ‘10, vice president, Morgan Stanley; Derrell Smith ‘10 (WHIT/iSchool), M.A. ‘13 (NEW), owner, 99Eats; and Nicole Walters ‘07, store manager, Duluth Trading Company.

Through the IMPRESS Program, the importance of earning a basic Excel certification is heavily emphasized to Whitman’s first-year students. In 2014, the first year of the IMPRESS Program, only 301 students passed the certification exam. Accordingly, a concerted effort to bolster these numbers was put in place, and the number of students earning this universally valuable certification has risen significantly. In 2016, the number of basic Excel certifications awarded to Whitman students totaled 600, and, since the launch of IMPRESS, 1,497 students have become basic Excel-certified.

The program’s Current Challenges Speaker series is another popular offering. It brings industry professionals to campus to speak with students about their career paths, job responsibilities, how to succeed in the business world and ways to distinguish themselves from other candidates. Influential members of the SU community, like Whitman Advisory Council member and SU Trustee Deborah R. Leone ’86, ‘87 MBA, managing director, Goldman Sachs Group Inc., are often featured in the program.

Tara Favors ‘95 (A&S), head of human resources at Morgan Stanley, was a featured Current Challenges speaker this fall. She talked to students about personal branding and self-presentation. Whitman sophomore Allen Bailey found the session with Favors very beneficial.

“Ms. Favors’ critique of my resume and the mock interview we did together taught me how to shape my resume and hone my interview skills to represent myself and my experiences in a way that will be impressive to employers,” says Bailey. “I am thankful that I had this opportunity.”

Excel Exams Passed by Academic Year (Aug-Jun)

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<tr>
<th>Year</th>
<th>Exams Passed</th>
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Fifteen Years of Frankel Scholars

For the past 15 years, the Frankel Scholars Program has given high-achieving Whitman students interested in finance the opportunity to spend three days in New York City engaging with accomplished professionals. This invaluable experience is made possible through the generous support of Stuart Frankel ’61, founder and CEO of Stuart Frankel & Company, and his wife Sharyn. Five undergraduates, Samuel Hirsch ’19, Lily Li ’18, Carl J. MacEwen ’19, Nachanan Mekto ’18 and Jacob Urban ’18, and two master’s in finance students, Michael Jay Karl Jr. ’18 and Lily Lai ’18, were selected for this year’s program.

Insight about the cultures and roles within different firms is gleaned through the continued commitment of Whitman alumni to the next generation. “The Frankel program was a unique experience for me,” says MacEwen. “It showed me how powerful it is to be a part of the Syracuse family.”

The students heard various perspectives on success and were exposed to the latest industry trends. “The trip really opened my eyes to Wall Street,” shares Lily Li. “We got to meet the chief data scientist in Neuberger Berman and see how technology is transforming the financial industry.”

Each year during the trip, Mr. and Mrs. Frankel host a dinner where current and former scholars come together. This year, 15 Frankel alumni attended.

“The Frankels recognize the value of this experience, which is evident when they spend time talking to current scholars about their aspirations and reconnect with former scholars to celebrate their successes,” says Assistant Dean of Advancement John Prizner. “It is a truly unique program with an immediate and lasting impact, and we are grateful for the Frankels’ ongoing support.”

Whitman extends its gratitude to the following alumni and their associates who hosted this year’s Frankel scholars: Jason Berger ’14, J.P. Morgan; Neal Casey ’12, associate, USB; Will Cass ’08 (WHIT/NEW), principal, Needham & Company LLC; Robert Fagenson, ’70, chairman, National Holdings Corporation; Adam Friedman ’05, CAIA, CIMA, vice president, PIMCO; Lisa Fontinelli ’86, retired former managing director, Goldman Sachs; Sharon Jacquet ’72, vice chairman of private banking, J.P. Morgan; David Kelso ’68, vice chairman of private banking, J.P. Morgan; Amanda Krichman ’13, investment management, Goldman Sachs; Christopher LaBianca ’92, managing director, UBS Securities LLC; Deborah Leone ’86, ’87 MBA, chief operating officer, investment management, Goldman Sachs; Robert Pearlman ’64, senior portfolio manager, The Frankel Group, Neuberger & Berman; Keisha Audian-Pressley ’97 (A&S), ’00 J.D./M.P.A., senior VP, PIMCO; Devin Redmond ’13, associate, Goldman Sachs; Jeffrey Rickert ’12, ’13 M.S., associate, UBA; Hillary Tucker ’14, analyst, Goldman Sachs; and Martin J. Whitman ’49, H’08, founder and manager, Whitman High Conviction Fund.

Retail Road Trip Exposes Students to Roles at Major Brands

In October, 31 Whitman students traveled to New York City to explore the world of retail management as part of the Retail Road Trip career exploration experience. This two-day trip features visits to big-name firms and interaction with alumni and accomplished professionals in the retail industry.

This year’ s itinerary included stops at Ross Stores, Hermés of Paris, Macy’s and Hudson’s Bay Company. Students were exposed to different retail career paths, such as buying and planning, product development, store operations and strategy.

“We really enjoyed hosting the Syracuse students at Saks off 5th and Gilt,” shares Jonathan Greller ’93, president of outlets at Hudson’s Bay Company and Whitman Retail Advisory Board member. “It’s exciting to see the next generation take an interest in a career in retail and to hear their perspective on challenges that retailers today are facing.”

The experiences shared by the hosts helped the students understand the opportunities and responsibilities of various roles. For some, it helped confirm their choice of retail management as a major and career.

“I took away a new knowledge of the industry, an enlightened outlook on retail as a whole and my first experience networking with people who work for major corporations,” says Erika Shipley ‘21. “Prior to the trip, I wasn’t sure if I was going to major in retail, but the experience helped me realize it is the right choice for me.”

Thanks to our 2017 Retail Road Trip hosts:

**Ross Stores** - Caylen Dorfman, campus recruiter, and Bridget Reilly, senior recruiting manager

**Hermés of Paris** - Maureen Baltazar ’89, senior VP and Whitman Retail Advisory Board member, and Diane Kruger, managing director

**Macy’s, Inc.** - Amanda Chernin ’11, buyer; Ann Marie Doroba, product development director, and Angela Guillaume ’00, group VP and Whitman Retail Advisory Board member

**Hudson’s Bay Company** - Jonathan Greller ’93, president of outlets, and Whitman Retail Advisory Board member and his team
Expanding Opportunities for Whitman Women to Explore Careers in Finance

Women now hold some of the highest positions in many of the world’s most successful firms, and they are assuming roles that have been traditionally held by males. Finance is an industry that is still largely populated by men. Whitman is committed to exposing, educating and empowering its female students to help shrink the gender gap. Recent opportunities at Whitman have set the stage for an expanded portfolio of experiential and career development programming designed specifically for Whitman’s female students interested in finance.

Last spring, alumni and accomplished professionals from different financial institutions and roles were brought in for a panel discussion and networking reception. Alumni panelists were Lisa Fontenelli ’86 (WHIT/NEW), retired former deputy head of global investment research and head of securities research at Goldman Sachs; Elizabeth Entrup ’14, analyst in Institutional Equity Research Sales at Jefferies; and Hillary Tucker ’14, senior analyst in the Human Capital Management division at Goldman Sachs. Lisa Bernstein, global head of human capital at Apollo Global Management, and Amy Weisman, director at Sterling Investment Partners, also provided their expertise on the panel.

“It was solely focused on women, and we were able to network and visit the top investment firms and learn more about their internship opportunities as well as their culture. Investment banking is a male-dominated area, so I think it’s important women are aware of the opportunities and how they can be powerful.”
— Jen Schenider ’19

For an up-close look into the world of Wall Street, Assistant Director of Whitman Career Services Michael LaMarche and Assistant Provost and Dean for Student Success Amanda Nicholson co-created and organized Whitman Women on Wall Street. This two-day excursion to New York City was designed to introduce female students to career paths in finance and to build early connections with firms for potential internships for the fall recruitment season.

Fifteen students traveled to NYC last May for visits to Citibank, Credit Suisse, General Electric, JPMorgan Chase, KeyBank, Morgan Stanley and PIMCO. Those company visits were followed by a networking event with alumni and finance professionals who work at leading firms and major brands, such as Antares Capital, Baker Avenue Asset Management, Bloomberg, EY, Goldman Sachs, Hello Fresh, Iron Duke Development, KPMG, Major League Baseball, Sony Music Entertainment, TD Securities and Wells Fargo, giving students the chance to interact with alumni and make career connections in a more relaxed setting.

The participant feedback was overwhelmingly positive and reinforced the value of continuing such programming for Whitman’s female students.

“The trip was an amazing opportunity,” shares Jen Schenider ’19. “It was solely focused on women, and we were able to network and visit the top investment firms and learn more about their internship opportunities as well as their culture. Investment banking is a male-dominated area, so I think it’s important women are aware of the opportunities and how they can be powerful.”

Plans are being made for the next series of finance career exploration events for female students. For LaMarche, who is the career services finance major liaison, continuing and growing such opportunities goes without question.

“There is a clear need to increase the representation of women throughout the finance industry,” shares LaMarche. “It is of utmost importance that we create opportunities for exposure to highly successful female alumnae and professionals within various roles throughout the industry. Whitman’s women-specific programs give our female students the opportunity to gain exposure early in their academic career to empower and help influence them towards a field of great opportunity.”
The Whitman School welcomed its inaugural cohort of the online M.S. in entrepreneurship (Entrepreneurship@Syracuse) program in October. This expands Whitman’s online offerings to four degree programs, including the MBA@Syracuse, M.S. in business analytics (BusinessAnalytics@Syracuse) and M.S. in accounting (Accounting@Syracuse).

Through a collaboration with Syracuse University’s School of Information Studies (iSchool), an additional online degree is now offered through SU. The M.S. in data science program (DataScience@Syracuse program) teaches an interdisciplinary curriculum developed by both schools, helping students apply analytical concepts and real-world insights in their careers. Students are required to take Data Analysis and Decision Making as well as Business Analytics at Whitman. The first cohort of DataScience@Syracuse was also welcomed this fall along with the Entrepreneurship@Syracuse alpha cohort.

One of the Entrepreneurship@Syracuse students, Nancy Girondo, is a 2018 graduate of the MBA@Syracuse program (and a 1998 A&S/MAX graduate of Syracuse University). Girondo, who serves as a vice president of Equity Product Management at OppenheimerFunds, considers pursuing a second online graduate degree as a way to challenge and better herself by learning a new discipline and acquiring new skills.

“Entrepreneurship, at its core, is about creating value through new ideas. My current industry, asset management, has been undergoing a transformation from a rapid increase of passive investments, the advent of robo advisors and an evolving regulatory landscape,” shares Girondo. “Asset management firms will need to diversify their offerings and create new investment solutions for clients in order to survive this transformation and ultimately thrive.”

She sees a direct application of what she’s learning in the entrepreneurship program in her job responsibilities. “The course curriculum focuses on identifying, analyzing and executing on ideas—all skills that are needed for my current role and for helping to drive the firm forward.”

For the pursuit of a second master’s degree at Syracuse University, a student needs to complete just 80 percent of the combined credits of the two degrees. For instance, a student who initially completed the MBA@Syracuse program (54 credits) and then pursues an M.S. in entrepreneurship or an M.S. in accounting (each 30 credits), would need only 15 additional credits (5 courses) to earn the second degree. Those pursuing an M.S. in business analytics (a 36-credit program) as a second graduate degree would need an additional 18 credits or six courses.

Girondo is one of 175 students who enrolled in an online program offered by Whitman this fall. The number of students currently taking Whitman online courses, as of the October enrollment period, tallies 1,200. Overall enrollment numbers have significantly grown each year.

As the reputation, recognition and rankings of Whitman’s online programs increases and the number of successful alumni grows, more prospective students are attracted to Whitman for their online graduate education needs. The flexibility, rigorous and comprehensive curriculum, accomplished faculty and expansive alumni base continue to be draws. The same is true of the weekend-long residencies, which give students time to focus on coursework, experience a concentrated curriculum dive and create a sense of community among classmates.

The most recent residency was held in Minneapolis with approximately 200 students learning from faculty and practitioners about “Economics and the Environment, Friends Not Enemies” or “Innovation, Creative Problem Solving and Entrepreneurship.” As always, there was time for camaraderie and enjoying the local flavor. Many students took in a baseball game at Target Field to see the Minneapolis Twins versus the Detroit Tigers. The next residency will take place in Dubai in January 2018.
Circle of Alumni and Student Support Creates Strong Hiring Channel at Citi

Y aryna Borsuk '19, Sam Hirsch '19, Hendrik Hilpert '19, Faiz Kahn '19 and Carl J. MacEwen '19 will all be interning this summer in Citi’s Markets Summer Analyst Program. That sentence is significant in many ways.

Until recent years, Citi didn’t recruit for Sales & Trading internships at Syracuse University. Today, with five offers extended and accepted by Whitman and Maxwell students for summer 2018 internships, SU is now in the company of Citi’s typical top recruiting schools.

According to Peter Bliven ’80, managing director of institutional sales in Citi’s Municipal Securities Division and captain of the Syracuse University recruiting team, the difference has been preparation—actually, over-preparation. “I credit the Whitman Career Services team and the students, themselves, for this shift,” shares Bliven. “Our process is competitive and intense. It’s like going into a big game. You have to put in the work and over-prepare to be confident you can win. You have to be really committed, and we’re seeing that commitment and preparation from SU students. It’s paying off for the school, for the students and for Citi.”

As an alum himself, the turn in the recruiting tide at SU is especially rewarding for Bliven, who was honored with the 2017 Whitman Dean’s Citation for Exceptional Service for his commitment to helping the school prepare and place future business leaders. “I am proud of Michael LaMarche and the other career services staff who work hard to get these students ready,” continues Bliven. “I am proud of the students for distinguishing themselves during the recruiting process, and I’m proud of our former interns, like Matteo and Giuseppe, who are bringing it full circle by helping those behind them.”

—Peter Bliven ’80

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Orange bond continued when he arrived for his internship.

Gary Graves ’17 and Dan Piccinini ’17, both analysts and former interns at Citi, had just started their full-time roles when Nadalutti reported for duty. “Having Giuseppe, Dan, Gary, Peter and the other SU alums there showed me the value of those relationships and support,” Nadalutti adds. “I wanted to help Faiz and Sam and the others as Giuseppe helped me to keep growing the SU connections at Citi.”

LaMarche, assistant director of career services at Whitman, commends the students, alumni and Bliven for continuing this unique circle of support at Citi. “The effort the students put in and the commitment of the upperclassmen and alums to help the next person behind them really is extraordinary,” shares LaMarche. “It all started with Peter. His confidence in our students and how they’ve responded has created something pretty special at Citi. Why wouldn’t a student want to continue being a part of that when they leave Syracuse?”

There is strength in numbers. This recruiting season, no SU student has declined a Markets internship or full-time offer from Citi. “When you are considering your job options, intangible factors, like company culture and alumni base, carry the biggest weight into your decision,” says Nadalutti. “This is true especially in that first position right out of college when everything is new. Knowing there is a group of SU alumni at Citi who know me, who have advocated for me and who want to help me succeed as their colleague really tipped the scale.”
It’s Daddy’s day! MBA@Syracuse graduate Nelson Nguyen, MBA ’17 gets some help celebrating commencement from his little one.

Lindsay Swanson ’18 and the ENACTUS Presentation Team perform during Family Weekend in October.

MBA students Kruti Valia ’19 MBA (left) and Megha Bihani ’19 MBA share their exhibit on India during International Day.

Jiawei (“Louis”) Luo ’17 M.S., Zheng (“Jack”) Zhao ’17 M.S., and Hongfei Chi ’18 M.S. pose during last year’s Graduate Banquet.

Professor John Petosa (center) is joined by members of Beta Alpha Psi at the November banquet.

Syracuse University Director of Athletics John Wildhack ’80 (NEW) visited Professor Ken Walsleben’s class.

Remembrance Scholar Malik Tyree Evans ’17 (WHIT/NEW) at Commencement.

Whitman online graduate students travelled to London for a residency last spring.

Whitman/SU students visit the Lampe Athletics Complex to cheer for Whitman’s own Hendrik Hilpert ’19, a goalie on the SU men’s soccer team.
Whitman Happenings

Whitman students take a break from their Synchrony summer internship to show their Orange pride!

Orange alumni are everywhere! During a recent trip to Asia, Professor Peter Koveos spent time with Whitman alumni living in Shanghai and Taipei.


Orange Value Fund analysts Samuel Hirsch ’19, Faiz Kahn ’19 and Carl J. MacEwen ’19 visited the University of Michigan’s Ross School last fall for a stock pitch competition.

The furry friends from Paws of CNY visit during finals week.

The Whitman Tax Team placed first in the annual Deloitte FanTAXtic regional competition, earning a spot in the upcoming national competition.
Focus on Faculty

PROFESSOR KIRA REED: Committed to Industry, Academia and Student Success

Kira Reed, associate professor of management, had many strong influences and defining experiences early in life, which set her on a course for career success that would lead to academia.

Reed’s parents were her first models of a strong work ethic and a principled approach to life. “I grew up in the city of Chicago. My father was a Chicago police officer and my mother was a Chicago public school teacher,” she shares. “They both instilled in me a commitment to service and mentoring others, as well as an understanding that discipline is required for success in all things.”

Her mother also showed her that learning can be lifelong if you put in the effort. “They both instilled in me a commitment to service and mentoring others, as well as an understanding that discipline is required for success in all things.”

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Through INROADS, Reed secured a four-year internship with Northern Trust Bank. “I felt a great deal of loyalty to Northern Trust,” shares Reed, who went to work for the bank after graduating from the University of Illinois Urbana-Champaign with a B.S. in finance. “My connection to Northern Trust and the banking industry is evident today, as I have published three studies using the banking industry as my sample population. Additionally, in teaching strategic management courses, I incorporate quite a few readings from the Federal Reserve, and I introduce students to a breadth of terminology that is important when interacting with business associates.”

Like many of her mentors and superiors within Northern Trust, Reed decided to pursue an MBA from Northwestern University. And like her mother, she continued working while going to school. Taking the majority of her classes at night, Reed earned an MBA with concentrations in organizational behavior, management and marketing. She wasn’t quite done learning, however.

“As a master’s student, I was allowed to take a doctoral seminar for graduate credit,” shares Reed. “This experience solidified my desire to go into academia. The idea of conducting research that could be applied to a corporate setting was fascinating to me.”

Within a month of graduating from Northwestern, Reed entered the doctoral program of the University of Connecticut, where she would earn a Ph.D. in management. After successfully defending her dissertation, Reed taught for a year at Iowa State University before joining the Whitman faculty. “I interviewed at SU during my last year as a doctoral student and I fell in love with the University,” she adds. “When I was offered the chance to teach at Whitman, I couldn’t deny that SU was where I really wanted to be.”

After 15 years at Whitman teaching strategic management and leadership courses at the undergraduate and graduate level, Reed says she is still evolving as an instructor. “Students today process information differently than when I arrived, and they want, and deserve, their instruction tailored to their learning preferences,” she explains. “It is important that I understand how students learn best and make adjustments accordingly in how I present curriculum. Communications channels and technology are changing rapidly, which impacts students and faculty. I think we are all adapting and growing together.”

Despite the changes, one constant for Reed has been her research focus, which draws on her banking days and has real-world connotations. “I enjoy research

“Earning a Ph.D. is no easy task, and Dr. Reed’s support proved invaluable in helping me stay on the path to completing my degree.”

—Frank Mullins ’01 MBA, ’11 Ph.D.
that can have a direct impact on businesses. This is why I have used banks as a sample population, as well as our alumni, in tracking career progression and goals,” she explains. “I am currently working with a recent Whitman doctoral alumnus, Greg Serdar ’17 Ph.D., who teaches at Minnesota State University, Moorhead. His research examines the combined impact of state and national politics on how firms operate and how politics affect firm performance. This research has tangible implications on where firms might locate their headquarters.”

In addition to teaching and research, Reed is actively engaged in the broader SU community and management profession. She serves as the chair of the University Senate Curricula Committee and is one of nine Senate representatives for Whitman. “I am fortunate to work with peers across campus to ensure that the curriculum we are providing to students prepares them for their choice of postgraduate opportunities,” she adds. “This requires us to evaluate if what we are teaching is relevant, timely and rigorous.”

Reed also serves as division chair for the Public and Nonprofit Division of the Academy of Management, with a membership of around 1,000 academics and practitioners from around the world. “We come together at the annual Academy of Management meetings to discuss the latest research and pedagogical practices related to public and nonprofit contexts,” she explains. “Through interacting with and leading this impressive group, I have come to learn how city mayors have begun to view themselves as entrepreneurs to provide innovative solutions to administering city government services and programs and how nonprofit organizations are stepping in to fill the void as it relates to some government services. This blending of public, private and nonprofit sectors provides a new area of career opportunities and ways our students can contribute to society after graduation.”

Reed’s commitment to academia and industry is a distinct asset for Whitman. “Kira is highly engaged and constantly works to make the department, our School and SU better,” shares Ravi Dharwadkar, management chair and Laura J. and L. Douglas Meredith Professor of Teaching Excellence. “She is actively involved in numerous organizations and initiatives, including the Syracuse University Senate and the Academy of Management. Beyond these engagements, Kira is a dedicated instructor, researcher and mentor to students. She is always willing to step in and help whenever needed.”

Being a mentor is something Reed says she mirrors from those who have influenced her. “I have had strong, successful mentors throughout my career, both in banking and in academia, who have inspired me and provided unique perspectives on how to accomplish your goals. I hope to provide that same inspiration to students who want to become business leaders and to those who want to teach the next generation of business leaders.”

Reed’s commitment to the student-instructor relationship is evident by the sentiments of former students. “Dr. Reed was one of the people who I could count on for advice and encouragement during my time in the Ph.D. program at Whitman,” shares Frank Mullins ’01 MBA, ’11 Ph.D., associate professor of management at the University of Alabama in Huntsville. “Earning a Ph.D. is no easy task, and Dr. Reed’s support proved invaluable in helping me stay on the path to completing my degree.”

The connections with students—both current and former—are exceedingly important to Reed. “My proudest moments as a professor include keeping in touch with alumni,” she adds. “I love it when alumni realize they can have a lifelong connection to Whitman and SU and the faculty. I want them to know we will always be there to encourage them, champion them and cheer them on in their success.”

Greg Serdar ’17 Ph.D. is one of many Whitman alumni who has maintained a connection with Reed—and his entails an ongoing working relationship that grew from her mentorship as his doctoral studies advisor. Both as a former Ph.D. student and today as a research collaborator, Serdar is grateful for Reed’s influence. “Dr. Reed has shown me, by her own example, how to be a good researcher and teacher. I am grateful for the continued opportunity to work with and learn from her.”

“Dr. Reed has shown me, by her own example, how to be a good researcher and teacher. I am grateful for the continued opportunity to work with and learn from her.”

—Greg Serdar ’17 Ph.D.
Whitman Welcomes New Faculty

Joel Carnevale

Joel Carnevale, assistant professor of management, earned a Ph.D. in management focused on organizational studies, strategy and change from the Raymond J. Harbert College of Business at Auburn University. His research interests include employee ethicality and prosocial behavior within a leadership context. He will teach management and organizational behavior courses.

Rong Li

Rong Li, assistant professor of supply chain management, focuses her research efforts on the interface of finance, operations and risk management. She earned a Ph.D. in industrial engineering at Purdue University and will teach Supply Chain Finance and Management Science courses at the Whitman School.

Cameron Miller

Cameron Miller, assistant professor of management, will teach strategy courses. His research interests include technology strategy and innovation, competitive strategy and evolutionary economics. Prior to earning a Ph.D. in business administration from the University of Minnesota’s Carlson School of Management, he held various positions at investment and consulting firms.

David Park

David Park, assistant professor of entrepreneurship, will teach Introduction to Entrepreneurship and Emerging Enterprises. His research interests center on strategy, entrepreneurship and new venture finance. Park earned a Ph.D. in strategy and entrepreneurship from the Foster School of Business at the University of Washington.

Fatma Sonmez-Leopold

Fatma Sonmez-Leopold, assistant teaching professor of finance, holds a Ph.D. in finance from the University of Toronto. She most recently served as assistant professor of finance at Queen’s University in Kingston, Ontario. With research interests in empirical asset pricing, investments, corporate finance, behavioral finance and household finance, she will teach investment, fixed income and introductory finance courses.

Guiyang Xiong

Guiyang Xiong, assistant professor of marketing, came to Whitman from the University of Georgia, where he had taught since 2010. His research interests include advertising, new product innovation and management, marketing’s impact on shareholder value, social media and word-of-mouth, social networks and empirical modeling. Xiong earned a Ph.D. in business from Emory University and will teach the introductory course in marketing.

Liangbin Yang

Liangbin Yang, assistant professor of marketing, whose research focuses on group decisions, social influence and online and digital marketing. Her methodologies include applied econometrics and machine learning. Yang holds a Ph.D. in marketing from the University of Pennsylvania’s Wharton School. She will teach introductory marketing courses.

Promotions

David C. Nichols has been promoted to associate professor of accounting and granted tenure.

Scott Fay has been promoted to professor of marketing.
Randy Elder has retired from the Whitman School after a quarter of a century as a member of the accounting faculty. During his tenure at Whitman, Elder spent time serving as senior associate dean and director of the Joseph I. Lubin School of Accounting.

An accomplished researcher and author, Elder was actively engaged in a number of committees and leadership roles both in academia and industry. Highly regarded among colleagues within and outside of Whitman, Elder was, however, known best for his commitment to students, for which he was honored multiple times with teaching awards. The significant impact he made at Whitman is aptly expressed by long-time friend and fellow accounting professor, Bill Walsh:

“One of the luckiest breaks I ever got in life was Randy Elder going on leave. He asked me to cover his audit course for him, while he finished some research. I was more than flattered; he literally wrote the book on auditing. We still use his auditing theory and practice textbook to this day. It is one of the leading audit texts on the market. Thus began a 20-year mentoring relationship. I learned what it meant to be generous with your time, especially with the students. Randy always put the students first. He continued as a leading researcher and author, department chair and senior associate dean, but never lost track of what really mattered: the students.

“Randy is modest, straight-forward and especially fair. His contributions to the Whitman School are impossible to measure. One of his greatest legacies is the Tracy Halpin memorial endowed scholarship, which he started when we tragically lost one of our brightest and best students.

“With Randy’s departure, we have lost a good friend and valued colleague. We wish him well.”

Max R. Bloom, professor emeritus, of Parkville, Maryland, passed away on Mar. 6, 2017. He joined the SU faculty in 1956, where he spent more than 30 years teaching at Whitman, Maxwell and the College of Arts and Sciences.

Richard "Dick" Evans, a resident of North Carolina at the time of his passing on Sept. 9, 2017, taught at Whitman for 27 years and retired with distinction as professor emeritus.

Jack Huebsch, of Cazenovia, New York, passed away on May 14, 2017. Heubsch served as assistant dean for graduate programs at the Whitman School for 20 years.

In Memoriam

Elizabeth Wimer was awarded UPCEA’s Excellence in Teaching Award for her online courses in Education. Syracuse’s University College (UC) won two Mid-Atlantic Region UPCEA Awards for 2017.

Poets and Quants for Undergrads, a higher education website that provides information and counsel to those interested in business school education, featured Ravi Dharwadkar, chair and professor of management, as one of the top 40 undergraduate business professors.

Professor Dharwadkar, a Laura J. and L. Douglas Meredith Professor of Teaching Excellence, was put forth by his peers, with support from current and former students, for this honor which recognizes instructors who “transform students’ minds, as well as hearts.”

The University and Professional Continuing Education Association (UPCEA) is the leading association for professional, continuing and online education. Syracuse’s University College (UC) won two Mid-Atlantic Region UPCEA Awards for 2017.

Elizabeth Wimer was awarded UPCEA’s Excellence in Teaching Award for her online courses in Creative Leadership for UC’s Bachelor of Professional Studies Program. Wimer also teaches Introduction to Entrepreneurship and Emerging Enterprises at Whitman.
**Focus on Faculty**

**Featured Publications**

**Are Creative Crimes Judged Harsher Than Other Unethical Behaviors?**

Not all crimes are judged morally equal. In fact, when it comes to committing a crime, a new study by Lynne Vincent, assistant professor of management, Scott S. Wiltermuth (University of Southern California) and Francesca Gino (Harvard University) found that creative crimes may be judged lightly compared to less creative crimes. The findings, published in Organizational Behavior and Human Decision Processes, are the first to show that the skill or competency of the misdeed can affect the perception of the immorality of the behavior.

**Executive Perk Disclosure Leads to Unintended Consequences**

A study forthcoming in Contemporary Accounting Research examined executive compensation disclosure rules and their effect on pay practices in corporations, finding the rules can have important—and sometimes unintended—consequences. “People generally think that more disclosure and transparency are always better,” explains David Weinbaum, associate professor of finance, one of the study’s co-authors. “We show that this is not necessarily the case when it comes to executive compensation: mandating disclosure is costly and can have unintended consequences.” The study was co-authored by Yaniv Grinstein (Cornell University) and Nir Yehuda (University of Texas at Dallas).

**Late-life Entrepreneurs on the Rise**

Traditionally, young men have led the way when it comes to new small business startups, but new research suggests an increase in entrepreneurship among those at or nearing retirement age. In “Late-career entrepreneurship, income and quality of life,” Maria Minniti, Bantle Chair in Entrepreneurship and Public Policy, and co-authors Teemu Kautonen (Aalto University, Finland) and Ewald Kibler (Aalto University, Finland) find that, despite the fact that it may not be financially lucrative, people in late stages of their careers are leaving their high-paying, established jobs and starting their own businesses. The study was published in the Journal of Business Venturing.

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**Entrepreneurship and Emerging Enterprises Ranked in Top 10 for Research Impact**

A new study of entrepreneurship research impact ranked the Whitman School’s entrepreneurship department #8 globally. Among the top 50 schools ranked, based on a citation analysis of published entrepreneurship articles, are Harvard University, Stanford University, University of Pennsylvania and Indiana University.

The same study also ranked the top 25 leading contribution authors in entrepreneurship research. Whitman’s Johan Wiklund, Al Berg Chair and professor of entrepreneurship, is fifth on the list.

The study, published in the Journal of Small Business Management, performed an analysis based on nearly 192,000 citations on more than 2,100 entrepreneurship articles published from 2002 to 2013 in entrepreneurship journals, as well as top management journals.

“This ranking is a real feather in our cap, knowing that the majority of articles reviewed by the study appear in specialty entrepreneurship journals,” says Michel Benaroch, associate dean for research and Ph.D. programs at the Whitman School. “It is evident that the EEE department, and its faculty, is truly making an impact on the niche field of entrepreneurship. They are leading the way domestically and globally through their entrepreneurship research.”
Selected Honors & Appointments

Ravi Dharwadkar, chair and professor of management, coordinated a professional development workshop at the 2017 Academy of Management Meeting (with David, P.) titled “Integrating accounting with strategy scholarship: Opportunities for fruitful cross-fertilization.”

A paper by Fred Easton, professor of supply chain management, and Gary La Point, assistant professor of supply chain practice, was chosen as finalist at the Franz Edelman 2017 Award (and semifinalist at the Edelman 2016 Award), which recognizes academic papers that have the potential for significant impact on practice.

Erasmo Giambona, the Michael Falcone Chair in Real Estate and associate professor of finance, was named a Fellow of The Risk Institute at The Ohio State University Fisher College of Business for his ongoing research on the “Effects of supply frictions on corporate risk management.” Additionally, his paper, “Stiffing the creditor: The effect of asset verifiability on bankruptcy,” was featured in the Harvard Law School Forum on Financial Regulation.

J. Michael Haynie, vice chancellor for strategic initiatives and innovation and member of the entrepreneurship department, and Alex McKelvie, chair and associate professor of entrepreneurship, are two of 39 thought leaders selected to serve on the 2017 CNBC Disruptor 50 Advisory Council. This is McKelvie’s second year on the council.

Burak Kazaz, Steven Becker professor of Supply Chain Management and Meredith Professor of Teaching Excellence (with Webster, S. and Prashant Yadav, P.) received the Wickham Skinner Best Paper Prize in May 2017, the highest research honor awarded by the Production and Operations Management Society, for the published paper “Interventions for an artemisinin-based malaria medicine supply chain.”

Lynne Vincent, assistant professor of management, has been appointed director of interdisciplinary collaborations for Platform for the Accelerated Realization, Analysis, and Discovery of Interface Materials, an NSF mid-scale instrumentation partnership focused on increasing the effectiveness and efficiency of new material discovery by scientists from Cornell University, Clark Atlanta University, Johns Hopkins University and Princeton University.

Selected Publications

Ravi Dharwadkar, chair and professor of management
“The governance transfer of blockholders: Evidence from block acquisitions and earnings management around the world” (with Dai, L.; Shi, L.; and Zhang, B.)
Journal of Corporate Finance

Scott Fay, professor of marketing, and Shawn Lee Ph.D. ’17
“Why offer lower prices to past customers? Inducing favorable social price comparisons to enhance customer retention”
Quantitative Marketing and Economics

Kyu Lee, professor of marketing, and Hwan Chung Ph.D. ’08
“Store brand quality and retailer’s product line design”
Journal of Retailing

Maria Minniti, Bantle Chair of Entrepreneurship and Public Policy
“Enhancing product market access: Minority entrepreneurship, status leveraging, and preferential procurement programs” (with Shelton, L.)
Small Business Economics Journal

Johan Wiklund, Al Berg Chair and professor of entrepreneurship, and Wei Yu Ph.D. ’18
“ADHD, impulsivity and entrepreneurship” (with Tucker, R. and Marino, L.)
Journal of Business Venturing

Alex McKelvie, chair and associate professor of entrepreneurship, and Johan Wiklund, Al Berg chair and professor of entrepreneurship
“Externally acquired or internally generated? Knowledge development and perceived environmental dynamism in new venture innovation” (with Brattsbröm, A.)
Entrepreneurship Theory & Practice
Focus on Faculty

Whitman Hosts Scholars And Practitioners

Salzberg Memorial Lecture Program
The Harry E. Salzberg Program was established in 1949 by Murray M. Salzberg ’37 in memory of his father. The program enriches the student learning experience by fostering a close community of students, faculty, staff and practitioners of supply chain who collaborate to advance the state of knowledge, engage the mind and stimulate the best effort of all. The Salzberg Medallion has come to be recognized as one of the most prestigious awards in the field of transportation and supply chain management.

This year’s program, held at Whitman on October 19, was opened by Richard Zarski, senior vice president of Manufacturing & Supply Chain at Fujitsu North America. The day’s agenda was highlighted by the presentation of the Salzberg Medallions and student awards.

Medallion honorees and industry presenters were Google, accepted by Paul Charrette, senior director of operations; Mick Mountz, founder of Kiva Systems, and Dr. Christopher Tang, distinguished professor, UCLA Anderson School of Management. Two accomplished students were also recognized. The Zinsmeister Award was given to Todd Joseph Phillips ’18, who also won The Robert H. Brethen Prize along with Rafael M. Molina ’18.

Michael Dominy, vice president of research at Gartner, presented “Supply Chain Forces and Futures” followed by the student presentation on supply chain in the virtual world by Elana Chen ’19, Cristy Cheng ’19, Rachel Karaban ’18, Sara Talarico ’19 and Alina Zhu ’19.

Great Lakes Entrepreneurship Network and Conference
The entrepreneurship and emerging enterprises department hosted the Great Lakes Entrepreneurship Network Conference in May. The conference brings together a network of schools, scholars and Ph.D. students. This year’s faculty and Ph.D. student presenters came from the Whitman School, Indiana University (Kelley School), the University of Minnesota (Carlson), York University (Schulich), Western University (Ivey) and the University of Illinois-Chicago.

Sixth Biennial Workshop on Information Intensive Services
In September, the Whitman School hosted the sixth Biennial Workshop on Information Intensive Services. Sponsored by Whitman’s R.H. Brethen Operations Management Institute and the Center for Information Intensive Services (University of Rochester), the workshop brought together the region’s academics and practitioners to discuss current challenges and opportunities in information intensive services.

Faculty In The Media

“Do buy-side institutions supply liquidity in bond markets? Evidence from mutual funds,” by Amber Anand, Edward Pettinella Professor of Finance, was reviewed in the Bloomberg article “Liquidity, Bankruptcy and Paperwork.”


Insights from Burak Kazaz, Steven Becker Professor of Supply Chain Management, on the Florida citrus industry in the wake of Hurricane Irma appeared in Bloomberg.com and on CNYCentral, the NBC affiliate in Syracuse, New York.

Kyu Lee, professor of marketing, commented on the value of a brand for Forbes.

Maria Minniti, Bantle Chair in Entrepreneurship and Public Policy, co-authored a piece for the Harvard Business Review, titled “Starting a Business Can Increase Older Workers’ Quality of Life (Even When It Doesn’t Pay Well).”

Amanda Nicholson, professor of retail practice, shared insights on the closure of Sears stores for CNN Money, CBS News, thestreet.com and Forbes. She also commented on how malls are trying to lure patrons back with luxury for an article on NBC.com.

John Petosa, professor of accounting practice, provided tips on tax questions to ask before retirement for U.S. News & World Report.

Research on 1031 exchanges by Milena Petrova, associate professor of finance, was cited in an article for TheHill.com.

Research on ADHD and entrepreneurship by Johan Wiklund, Al Berg Chair and professor of entrepreneurship, was prominently featured in Fost Compy and Time articles.
We’ve started calling our alumni network “the alum-n-ati.”

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