The Student-Centered Legacy of Dean Melvin Stith
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have long believed that, as educators and administrators, if we center all that we do around students and making their growth and experience our first priority, success will come and it will be meaningful and transformative. I am grateful to the Whitman alumni, faculty and staff for joining me in embracing that conviction and working toward it every day.

Whitman could not boast the quality of resources and excellence in reputation without the support of our loyal and generous alumni, donors, partners and friends. You help provide the infrastructure, advancements, programs and professorships that set our graduates apart in the marketplace and allow our faculty to research and innovate.

We certainly have accomplished a lot together over the past nine years. There is much to be proud of including the introduction of the finance, EEE and supply chain (LogTech) MS degree programs.

We have added real estate and management to our majors offerings and developed three new certificate programs. Our program on sustainability addresses a timely and serious issue facing all types of businesses in every corner of the world.

The Entrepreneurship Bootcamp for Veterans is just one of the valuable and necessary programs we have implemented for those who have served in the military. These initiatives target an underserved population of able-minded learners and future leaders.

Enhancements to the Career Center, including the addition of professional development activities for students, such as GMAT, Excel and Wall Street Prep, have significantly and positively impacted our placement outcomes. And the benefits of increased support for faculty research and teaching, as well as the concerted effort to hire up-and-coming junior and clinical faculty, are apparent in both quality of instruction and research productivity.

These are just a few of many on the list of accomplishments I am so pleased we have realized as a team during my tenure as dean. I extend my sincere appreciation to each of you for entrusting me with the helm of this extraordinary institution for the past nine years. It has been my distinct pleasure to serve as your dean. Now, as a dedicated alum, I look forward to hearing about Whitman’s continued success and advancements.

Dean Melvin T. Stith
April 3 marked the 10th annual Whitman Day celebration in honor of the school’s namesake, Martin J. Whitman ’49 BS. Highlights of the day included the keynote address by Steven L. Kantor ’79 BS, presentation of the Whitman School’s Distinguished Service Award to James D. Kuhn ’70 BS, ’72 MBA, and a panel discussion moderated by Kim Michalak ’70 BA, ’73 MBA, vice president-investment officer for Wells Fargo Advisors.

The keynote address, “An Entrepreneur: Real Estate to American Idol,” in the Marvin and Helaine Lender Auditorium was delivered by Whitman alumnus Steven L. Kantor, CEO of S2K Partners, an independent merchant banking firm focused on principal investment, advisory and capital markets opportunities with growth-oriented companies in the media, entertainment and leisure sectors.

Previously, Kantor was an executive managing director and global head of investment banking at Cantor Fitzgerald & Co. He is co-founder of Cantor Commercial Real Estate, Cantor Fitzgerald’s affiliated commercial real estate lending platform, for which he continues to serve as chairman.

Prior to joining Cantor Fitzgerald, Kantor held the position of managing director at Credit Suisse. He also served as co-head of Credit Suisse’s illiquid alternatives business and head of its credit products, commercial real estate and private placements group. Additionally, he sat on five company committees.

Kantor’s accomplished career includes positions at Donaldson, Lufkin & Jenrette; Paine Webber and Drexel Burnham Lambert. He has overseen the origination of more than $300 billion in commercial mortgage loans and raised over $40 billion for REITs and other real estate companies.

In addition to his BS in finance from the Whitman School, Kantor received a JD from American University in Washington, D.C. in 1982.

The Whitman Day agenda also included a panel discussion in the Milton Room, “Modern Security Analysis,” moderated by Kim Michalak ’70 BA, ’73 MBA, VP at Wells Fargo Advisors, featured panelists Martin Whitman, Fernando Diz, professor of finance and Mark Field, senior vice president-investment officer for Wells Fargo Advisors.
Kenneth A. Kavajecz Named Dean of the Whitman School

Syracuse University Vice Chancellor and Provost Eric F. Spina announced the appointment of Kenneth A. Kavajecz to the position of dean of the Martin J. Whitman School of Management. Kavajecz [kuh-vy-YETZ] is the current chairman for the Department of Finance at the University of Wisconsin-Madison, where he is also a professor of finance. His appointment concludes a nationwide search to replace Dean Melvin T. Stith ’73 MBA, ’78 PhD, who announced last April his plans to step down at the conclusion of the spring 2013 semester.

Kavajecz is an experienced academic administrator, having served successfully as associate dean for the undergraduate and MBA programs at the Wisconsin School of Business. Under his leadership, both the undergraduate and MBA programs at Wisconsin improved demonstrably, with the MBA program moving into the top 25. He comes highly recommended as an ethical, passionate and decisive leader, and someone who has earned the respect of his faculty both as a leader and a scholar.

“I am extremely excited to partner with the Whitman School community—faculty, staff, students and alumni,” says Kavajecz, “to build off the successes of Dean Stith by enabling research excellence and innovative teaching and engaging the Syracuse campus, the region and beyond in our mission.”

Kavajecz has focused much of his research on the structure of financial markets, with an expertise in liquidity, trading, risk management, market structure and regulation. His work has been published in the *Journal of Finance*, *Journal of Financial Economics*, and the *Review of Financial Studies*.

Academic awards received by Kavajecz include the 2000 Financial Management Association best micro structure paper “Liquidity Provision during Circuit Breakers and Extreme Market Movements” and a nomination for the Smith Breeden Prize for the best paper in the *Journal of Finance* in 2005 for “Price Discovery in the U.S. Treasury Market: The Impact of Orderflow and Liquidity on the Yield Curve.” Kavajecz is also the recipient of the 2008 Gaumnitz Distinguished Faculty Teaching Award at the Wisconsin School of Business and the 1998 David W. Hauck Award for Outstanding Teaching in the undergraduate division at the Wharton School of the University of Pennsylvania.

SU Chancellor and President Nancy Cantor sees Kavajecz’s scholarly expertise and multifaceted experience aligning well with the Whitman School’s and SU’s strengths. “Ken’s sensibility as a scholar has been to test what we think we know in the world, and he has brought that same emphasis on getting ‘out of the bubble’ to his work as an academic leader, pursuing curricular innovations that integrate global awareness and career preparation. Approaches like these, bringing the world into the classroom and the classroom into the world, are among the hallmarks of the Whitman School and SU as a whole, so we are eager to work with Ken on playing to—and expanding—our strengths.”

Spina agrees, pointing to the impression that Kavajecz made throughout the search process. “The field of candidates was very strong, yet Ken stood out to the search committee and to me as someone with the right broad set of talents and skills as an academic administrator, including not only a scholarly acumen that resonates with Whitman’s identity, but deep and successful experience in developing business programs at the undergraduate and graduate levels that are finely tuned to the needs and demands of the world. I believe that he will be an extraordinary leader for Whitman and SU.”

Kavajecz holds a bachelor’s degree in economics from the University of Wisconsin-Madison and an MS and PhD in finance from the Kellogg School of Management at Northwestern University. Kavajecz has served as a member of the Economic Advisory Board for the National Association of Securities Dealers and has worked as an assistant economist at the board of governors of the Federal Reserve System.
The Martin J. Whitman School of Management earned the #55 spot in Bloomberg Businessweek’s biennial ranking of top MBA programs last fall. The ranking, now in its 24th year, selected 81 of the more than 13,500 business schools in existence worldwide. Bloomberg also recently ranked Whitman’s MBA program #1 for the most global student body in the U.S.

The Whitman iMBA program was ranked #30 in the U.S. News & World Report’s 2013 Best Online Business Programs released in January. This ranking includes 148 programs from more than 200 regionally accredited institutions nationwide that offer online master’s degree business programs.

Additionally, the U.S. News & World Report recognized Whitman as one of the “10 Lowest-Priced Business Schools” for 2011-2012.

Bloomberg recently ranked Whitman’s MBA program #1 for the most global student body in the U.S.
Edward L. Byrnes  
Communications Manager

Edward Byrnes recently joined Whitman as communications manager. Byrnes oversees the School’s public relations strategy, develops internal and external publications and manages local and national media relations. Previously, Byrnes was director of development communications for the University of North Carolina at Chapel Hill School of Medicine and the Health Care System from 2007-2011. Prior to that, he was director of nursing communications for the Duke University Health System. From 2003-2005, Byrnes was a news manager in SU’s Office of News Services.

A native of Fayetteville, N.Y., Byrnes earned an associate’s degree in journalism from Morrisville State College, a bachelor’s in English from Potsdam State University and a master’s in English from East Carolina University.

Danielle Goodroe  
Assistant Director,  
Graduate Recruitment

Danielle Goodroe has assumed the role of assistant director of graduate recruitment at Whitman. She supports the enrollment management of the Whitman graduate programs. Goodroe’s primary responsibilities include supporting the recruitment of students, representing Whitman programs throughout the U.S. and providing support for graduate students during their academic careers.

Prior to joining SU, Goodroe was the development officer at Utica College, where she focused on securing leadership-level gifts and working on the senior class campaign. Previously, she worked in undergraduate admissions at Utica College as an assistant director. Her career began at the College of Saint Rose in the graduate admissions office.

A native of Rome, N.Y., Goodroe holds a bachelor’s degree in public relations from SUNY Oswego.

Peter Headd  
Instructional Technology Analyst

Peter Headd has been named Whitman’s instructional technology analyst. In this role, Headd provides leadership for the development of innovative teaching and learning practices in both physical and online classrooms. His responsibilities include planning and training for the introduction of new learning services and ongoing faculty support.

Previously, Headd was the associate director of continuing education at Le Moyne College. From 2006-2010, he served as assistant director of distance learning at Onondaga Community College. Headd began his career teaching in the Syracuse City School District.

A native of Syracuse, N.Y., Headd earned a bachelor’s degree in communication studies from SUNY Oswego and a master’s degree in curriculum design and instructional technology from SUNY Albany. He received his NYS teacher certification from Le Moyne College.
Theresa A. Jenkins
Academic Advisor, Undergraduate Studies

Theresa A. Jenkins has joined Whitman as an academic advisor for the undergraduate office. Jenkins has been a part of the Syracuse University family for the past 10 years, having worked for several departments including the Carrier Dome, the registrar’s office and the Office of Financial Aid and Scholarships.

Most recently, Jenkins was a financial aid specialist with the Say Yes to Education program, in which she assisted students and their parents with the financial aid process. Jenkins was the 2011 chairperson for the SU Martin Luther King Jr. celebration and a former chair of the Seminar Committee.

She received both her bachelor’s degree in human development and her master’s degree in special education from SU. A New York Yankees fan, she is originally from the Bronx, N.Y.

Jacqueline M. Popkess
Career Development Coordinator, Whitman Career Center

Jackie Popkess is Whitman’s newest career development coordinator. She works in the Career Center to create and implement career education programs for undergraduate and master’s students as well as offering career counseling.

Prior to joining SU, Popkess was a school counselor at Blackstone Valley Regional Vocational High School in Upton, Mass., where she managed a caseload of 200 students in grades 9-12. She previously served as coordinator of career assessment, planning and placement at Blue Hills Regional Technical School in Canton, Mass.

A native of Camillus, N.Y., Popkess holds a bachelor’s degree in communications and public relations from Marist College and an EdM in counseling from Boston University.

John A. Reedy Jr.
Web Specialist

John A. Reedy Jr. of Marcellus, N.Y., has joined Whitman as a web specialist. In his new position, Reedy leads the design, development and support of strategic information systems. Additionally, he researches, develops and implements web-based, client/server and database-driven information systems that support the administrative, teaching, research and outreach functions of the School.

Prior to joining SU, Reedy worked for Monroe 2-Orleans BOCES as a systems programmer, where he developed databases and web applications, maintained and improved applications and performed programming and interface design.

Reedy earned a bachelor’s degree in information technology from the Rochester Institute of Technology.

Regina Maturo ’10
Corporate Relations Coordinator, Whitman Career Center

Regina Maturo has been named the corporate relations coordinator for the Whitman School of Management Career Center. In this role, Maturo assists in the development and management of corporate relationships globally. She supports on-campus recruiting initiatives, maintains an internal employment listing system and manages corporate events, including career fairs, campus activities and programming in major metropolitan areas.

Prior to joining Whitman, Regina held the role of marketing support coordinator at O’Brien & Gere, where her responsibilities included planning corporate events and developing marketing/communications collateral.

A Syracuse native and graduate of the Whitman School of Management with a bachelor’s degree in marketing, Maturo is currently pursuing an MBA with concentrations in marketing and finance through the Whitman iMBA Program.
Congratulations to the Whitman Class of 2013
Bachelor of Science

James Paul Abraham  
Nicholas Manny Abraham  
Samantha L Ackley  
Eric Daniel Adams  
Jessica Afriyie  
Denise Allegra Aghion  
Eric Jason Ainspan  
Peter Anthony Andon  
Justin Aaron Aponte  
Ekaterini Elli Athanasiadis  
Nicolette Roa Attaie  
Marc James Attwater  
Cashmere D Avery  
Michael J Ballard  
Ross G Barbakoff  
Alison Renee Barbano  
Maxwell Bryce Barker  
Lauren Elizabeth Bartos  
Merissa Ann Basens  
Ellis Marc Beber  
Rachel Anne Becker  
Cynthia Bee  
Jenna R Bennett  
Max Philip Berkowitz  
Steven Robert Bertoldi  
Lauren Linda Betzwieser  
Bilal K Bey  
Jeffrey Bieber  
Charles Broughton Bishop Jr.  
Schuyler Thomas Blake  
Kwasi Afreyie Boadi  
Chantal Taariqka Bookal  
William Paul Boucher  
Lori-Ann J Bramwell  
Koby Aaron Brandstein  
Ashley Heather Breitner  
Jessica Abigail Brenner  
Nicole Jordyn Bressman  
Mary C Broccoli  
Ashley Danielle Brown  
Zachary Ross Brown  
Andrew M Brydges  
Stephanie L Burtt  
Luis Miguel Calderon  
Melissa G Canales Rosales  
Kyle Patrick Carey  
Thomas Peter Carino Jr.  
Hunter J Carlson  
Alexandria Paige Carmichael  
Alyssa Emily Cashman  
Stanley Chan  
Kyung-Seok Chang  
Christina Ying Chen  
I-An Chen  
Joanne JinFang Chen  
Lena Chen  
Ting Chen  
Xianbin Chen  
Yuning Chen  
Jinny Cheung  
So Young Choi  
Steven SH Choi  
Jonathan A Chu  
David Carl Clay  
Benjamin Alec Clifford  
Daniel Ryan Coby  
Russell James Cockcroft  
Jack Thomas Cogan  
Jodi Michelle Cohen  
Zachary Walters Cohen  
Brett Tyler Cohn  
Megan E Corbet  
Stephanie Anne Crivello  
Kial Thomas Croteau  
Daniel Carson Cunningham  
Bradley Luke Curtis  
Sara Elizabeth Czyz  
Harley Gabrielle Dalton  
Eric Sebastian Damiano  
Danni Chelsea D’Angio  
Nicholas Dauch  
Cassandra Lynn-Marie David  
Kevon Christopher Davis  
Gregory DeMilio  
Craig Raymond Dennin  
Russel Joseph DeRemer  
Emily Louise Deshaies  
Michelle Natalie Desir  
Colin Richard Sams Desmond  
Stephanie M Desvarieux  
Danielle Elise Devinsky  
Jessica Ann Di Francesco  
Jessica Ashlie Dinaburg  
John Anthony DiNardo Jr.  
Morgan Bea Domershick  
Hannah Jennifer Dorfman  
Kara Megan Doud  
Mengmeng Duan  
Daryl T DuBose  
Adam Perry Dukoff  
Brandon Harry Duplain  
Edmond S Dweck  
Alyssa D Echanique  
Imafidon Nosa Edomwonyi  
Jenna Elaine Eiding  
Broonna Jade Elliott  
Travis N Espeut  
Maura McMillin Evans  
Daniel Evar  
Liheng Fan  
Michelle Casey Farber  
Joseph N Fazio  
Daniel Jeremy Feinberg  
Rachael E Fenton  
Max Andrew Fisher  
Dillon T Fitzgerald  
Jessica Carolyn Flam  
Alison Sue Fleischer  
Bradley Joseph Fleischman  
Rodney William Fleming Jr.  
Brian Herndon Ford  
Thomas L Fountain III  
Jordan Fox  
Jordan W Frank  
Jocelyn Brooke Freed  
Andrew Galazzo  
Jonathan Dufresne Galli  
Elizabeth Ann Gamache  
Ethan Joshua Gans  
Enrique Garcia Thompson Sr.  
Carly Patricia Getz  
Cineve Aerial Gibbons  
Brandon Lee Gibbs  
Mark Gregory Giunta  
Lauren Paige Glanzberg  
Brandon Dwayne Glasgow  
Alyssa Joy Goldfarb  
Lara Shayne Goldstein  
Jonathan Antonio Gomez  
Alex Gu  
Jeremy Guerrero  
Shiyu Guo  
Elashier Laporcha Davonna Hall  
Amanda Michelle Hamilton  
Marlin Terrance Harper  
Abigail Lynn Harrington  
Bingxin He

The Whitman School has made every effort to ensure the accuracy of the graduation lists.
Larrabee
Elizabeth A Layton
Andrew Dennis Lazarow
Phuong Q Le
Chanelle Chou Lee
Jae Woo Lee
Melissa A Lembo
Daniel Joshua Lemelman
Ruoya Leng
Michael Lessner
Jacob A Levy
Christopher Jordan Lewis
Clarissa G Lewis
Tiffany Lewis
Ang Li
Fung Tat Li
Jie Li
Jinghuan Li
Kuicheng Li
Wen Yan Liang
Zi Lin Liang
Ryan Lichtenstein
Youn Jung Lim
Yunha Lim
Ariel Lin
Ping Lin
Sen Lin
Peter D Lingurovski
LuLu Liu
Minna Liu
Zhengyue Liu
John A Locklin Jr.
Camellia M Loojune
Bryan Lovera
Jason Sian Jin Low
Timothy Lu
Zhaolun Luo
Jenna Christina MacDonald
Jenna Rose Maldiner
Sadikchya Malla
Emily Grace Mangicaro
Brad Steven Marder
Christopher Albert Marino
Lina Maria Martinez
Nicholas John Massa
Danielle Matfess
Matthew Duane Matruski
Dara Kathleen McBride
Christine Claire McCann
Alyssa Nicole McConville
Daniel Patrick McKenna
Ryan John McKenna
Rocky Joseph Medeo
Grant James Melnik
Justin Campbell Meyer
Peter James Mikedes
Corey Marc Militzok
Lauren Taylor Miller
Mariah Jeanne Miller
Timothy Kenneth Miller
Kellie Anna Milne
Joy Joey Min
Liu Ming
Emanuel Mirabal
August N Monkmeyer
Rose Gertrude Morabito
Laura Su Mun
Gerardo Andres Munguia Alvarez
Tommy Y Neal Jr.
Jennifer Ngo
Thuy Lien T Nguyen
Taylor Day Nims
Justin Gerard Nobile
Thomas Samuel Noble
Dongyoon Noi
Diana Noman
Kevin Michael O’Connor
Justin Oh
Beena Oli
Stephanie Michelle
Ong
Elise Marie Ongirski
Nathan Darlington Owusu
Josh Ahmet Ozpinar
Christian J Pagli
Qian Pan
Nikki Lauren Pariser
Adam Brett Parish
Sarah Minhee Park
Ismail Pathan
Qi Peng
Marissa Perr
Jenna R Phelps
Elizabeth Philbin
Dominique Pierrot
Dylan Michael Pinto
Elizabeth Pisarenko
Matthew John Pistocchi
Wander Osvaldo Polanco
Jared Michael Pomponio
Victoria Lyn Praino
Rebecca Ann Prior
Kevin Michael Prise II
Taylor Rochelle Prokes
Leah Laurice Psinos
Winnie Pun
Samantha Marie Raguso
Christina Mary Agnes Rainaldi
Michael Lawrence Rainbow
Rima Mahendra Rana
James Paul Ranalli III
Matthew Joseph Raponi
Azat Ravshan Uulu
John Charles Redmond
Christopher James Regan
Jessica R Reinhardt
Wesley Michael Rene
Paul William Reutemann
Tyler Damon Rice
Allison Beth Richards
Kayla Tianna Robinson
Dennis J Rodoski
Kyle Rogers
Anthony P Romeo
Zachary Robert Rosengard
Gino G Rosignano
Matthew Robert Roth
Shuo Hao Ruan
Foster Kyle Rubin
Sarah Elizabeth Rudolph
Alexandra C Ruffing
Michael Timothy Ruh
Ethan M Ruhalter
Daniel Ryu
Andre L Sadler
Maria F Saldarriaga
Alondra Santana
Kevin A Santos
Tyler Schapiro
Rebecca L Schultz
Anthony James Sclafani Jr.
Jacob A Sear
Kojo Sefa
Dimo Ivanov Serafimov
Carmen Seto
Duanyang Shang
Carly Michelle Shapiro
Chuqing Shen
Nathan Andrew Shron
Rachel Ellyn Silverman
Alyssa Lauren Simm
Vera Esther Skalka
Keegan Henry Slattery
Brenna Ivy Smith
Matthew Christopher Smith
Megan Elizabeth Snyder
Alicia L Sodergreen
Nicholas Michael Soh
Matthew R Solondz

Tyler Damon Rice
Allison Beth Richards
Kayla Tianna Robinson
Dennis J Rodoski
Kyle Rogers
Anthony P Romeo
Zachary Robert Rosengard
Gino G Rosignano
Matthew Robert Roth
Shuo Hao Ruan
Foster Kyle Rubin
Sarah Elizabeth Rudolph
Alexandra C Ruffing
Michael Timothy Ruh
Ethan M Ruhalter
Daniel Ryu
Andre L Sadler
Maria F Saldarriaga
Alondra Santana
Kevin A Santos
Tyler Schapiro
Rebecca L Schultz
Anthony James Sclafani Jr.
Jacob A Sear
Kojo Sefa
Dimo Ivanov Serafimov
Carmen Seto
Duanyang Shang
Carly Michelle Shapiro
Chuqing Shen
Nathan Andrew Shron
Rachel Ellyn Silverman
Alyssa Lauren Simm
Vera Esther Skalka
Keegan Henry Slattery
Brenna Ivy Smith
Matthew Christopher Smith
Megan Elizabeth Snyder
Alicia L Sodergreen
Nicholas Michael Soh
Matthew R Solondz

Weinstein
Scott Gregory Weldon
Jessica Michelle Widder
Amala Nekida Williams
Jennifer Lynn Wilson
Jesse Thomas Wilson
Allison R Wolf
JoonHee Won
Kaity Kar Wong
Russel James Woodhouse
Hilary Brielle Wormser
Chia-Hsun Wu
Xuan Xiong
Shuang Xue
Ross Yager
Lei Yang
Nawei Yang
Sandra Yang
Jun Yao
Colbi Dana Yasgur
Michael Brandon Yee
Yuna Yi
Ziwei Yi
Michael Brandon

Yormark
LiWen Yu
LiYuan Yu
Brendan Michael Yuen
Faith Elizabeth Zaki
Edward Francis Zarembo Ill
LiaoXing Zeng
Qiao Jin Zeng
Annie Fan Zhang
Kai Zhang
Yuyang Zhang
Guolin Zhao
Jin Zhao
Yu Zheng
Chongwu Zhong
Lina Zhou
Ray Zhung
David Alec Zimbalist
Blair Elizabeth Zimmermann
Jeremy Zorrilla
Hannah Leigh Zucker

MBA

Andrew Bort
Cameron Bortolussi
Kimberly Boynton
Nolan Brandt
Michael Budde
Michael Button
Michael Carbone
Sylvia Carter
Alfonso Castillo
David Cerrato
Leena Chitnis
Jack Conser
Tianshi Cui
Hung Dao
Gary Dawkins
Pamala Douglas
Jeff Ellerton
Kathleen Embry
Kevin Enea
Matthew Ewens
Andrew Fagon
Christopher Fowler
Armando Generoso
Shubhankar Goel
Katie Goldstein
Lee Graham

Graduation 2012
Paul Grimshaw
Seth Guanu
John Gunerman
Izumi Harada
Julie Harris
Joseph Hens Jr.
Katherine Hingst
Matthew Hintz
Becky Holman
Jim Hull II
Faye Hutssell
Weston Ijames
Anjoli Jagoda
DeLancey Johnson
Kham Michael Johnson
Christopher Jones
Maxwell Jones
Rahul Kaushik
Michelle Kennedy
Heather Ketcham
Jeremy Knopp
Anthony Kumiega
Joshua Kusske
Hsiang Hsun Lan
Keith Landon
Edward Lau
Hanh Le
Le Le
Julius Lightburn
Benjamin Litts
Qi Liu
Karen Livingston
Crystal Lo
Michael Lombardi
Joanne Madhere
Steven Malone
Gwyn Mannion
Andrea Manuel
Lara Marto
Martin Mata
Anna McLane
Ronald Mildren Jr.
Ekenser Alex Mogus
William Murray
Vidyasaagar Kumar
Naidu
Stephen Neff
Porsche Nichols
Asel Otunchieva
Pathik Parikh
Bhadra Parmar
Keven Peck
Lana Pettit
Karl Pfuetze
Thu Phung
Kiven Pierre
Charles Pierro
Jonathan Plishka
Kellie Porter
Justin Priestman
Shreyas Rajeev
Linda Randall
Adam Raymer
Laura Reidel
Stephan Rieks
Joseph Roberson Sr.
Jessica Russell
Jeremy Ryan
Nizar Salman
Joshua Sandler
Melody Schemmel
Rebecca Schied
Ralph Schneider
Steven Schnurr
Joshua Schultz
Micah Scott
Andrew Scroger
Utsav Shenava
Yiran Sheng
Bryan Sidoni
Sari Signorelli
Gace Smith
Erik Smith
Brian Sparks
Eliza Spencer
Shweta Srinivaz
Jeremy Steinlauf
Jonathan Still
Alicia Swartz
Jason Tobin
Javier Vazquez
David Viggiano
Tanika Wade
Liz Wein
Tanja West-Edwards
Michelle Wilcox
Nicole Wilder
Joshua Williams
Lindsay Wilson
Tina Wilson
Patrick Wozniak
Zachary Yorke
Olivia Zaiya

MBA Continued

MS Accounting

Timothy Besio
Laura Brichke
Steven Bukolt
Xuelian Cai
Xinyu Chen
Heather Corbett
Brett Cornell
Xiaomin Dai
Jeremy DeBarr
Joseph DeBarr
Jia Di
Emily Discenza
Laura Dunn
William Evans
Xuanzi Gao
Sarah Green
Julie Gregg

Xinyi Guo
Imranul Haque
Ashley Herrick
Xiaowen Hu
Zeol Imae
Derek Jablonski
Wen Jiang
Christophia Jospitre
Hyojin Kim
Timothy Kineke
Scott Klebanow
Steven Kolodny
Jean Lee
Ju Hyung Lee
Erica LeMon
Hui Li
Jiuchao Li
Ruoxi Li
Yan Li
Pin Yu Liao
Yao Liu
Jiani Lu
Jing Lu
Daniel Marcus
Kevin McDonald
Patrick McMahon
Courtney Merton
Gianna Migliaccio
Max Moskovitz
Michael Nelson
WenYing Ou
Matthew Palermo
Grace Pierce
Katelyn Reese
Jeffrey Rickert
Brett Rieders
Lee Serel
Paul Sheehan
Xinxin Shi
Yunyu Shi
Arria Singer
Shuo Song
John Sullivan
Wen Sun
Saori Takai
Kristin Toellner
Lianjie Wang
Ping Wang
Xingyu Wang
Yuxiang Wang
Ryan Wilson
Wanting Wu
Lei Yang
Amy Yu
Lu Yu
Meiyu Zhang
Yichi Zhang
Lichao Zheng
Bing Jing Zhou
Peng Zhou
Ying Zhuang

MS Entrepreneurship

Nathan Aleskovsky
David Bull
Christopher Grant
Michael Santaniello
James Shomar
Michael Smith

MS Finance

Xinbei Cao
Xin Che
Cheng Chen
Qian Chen
Ruxue Chen
Wentao Chen
Shiru Da
Xiaoda E
Yinghui Fan
Yujia Feng
Danya Fu
Min Gao
Lulu Guo
Yanyan Guo
Yaqin Guo
Feng Han
Xi Hu
Yinan Hu
Anqi Jiao
Lance Kurzt
Bingjie Li
Muzi Li
Wenyuan Li
Hao Lin
Huijun Lin
Yuming Lin
Jiao Liu
Yaxin Liu
Zhengqiu Liu
Zhijiang Liu
Daming Lu
Jing Lu
Yue Luo
Han Ma
Chong Meng
Ying Meng
John Miranda
Renyi Pan
Yuhe Pan
Xintong Pei
Ye Peng
Qin Qin
Honglin Ren
Bryce Reynolds
Nausherwan Saleem
Linmao Shen
Ben Song
Meagan Stein
Jingwen Sun
Yali Sun
Xiaobo Tang
Jia Wang
Lei Wang
Mengchu Wang

Shuo Wang
Xiaodan Wang
Xiaqiong Wang
Yiming Wang
Yunda Wang
Qian Wu
Qing Xia
Dan Xie
Nawei Xiong
Jing Xu
Nan Xu
Rong Xu
Zihan Xu
Qi Yuan
Xin Yuan
Jia Zeng
Wei Zhang
Yichi Zhang
Yipin Zhang
Yufan Zhang
Minyang Zhao
Tianyue Zhao
Yajie Zhao
Yichun Zhao
Liyu Zhou
Mengyao Zhou

MS Supply Chain Management

Isabel Diaz
Donald Bates
David Birkhead
Jeffrey Bratcher
Christopher Bumgardner

Michael Bunting
Russell Czack
Lee Dvonch
Bradford Eastman
Jason Fincher
Lorena Montenegro
Kimberly Oyler
Jennifer Schmitt
Christopher Thobaben

CAS in Sustainable Enterprise

Joseph Alfieri
David Bull
Adam Costello
Bendy Estime
Emily Hughes
Tiam Jowkar Deris
Joshua Kusske
Jean Michel Lacour
Hanh Thi Le
Yating Liu
Karen Livingston
William Murray
Kiven Pierre
Mallory Squier
Jeremy Tamargo
Seth Thomas

PhD

David Gras
Taewan Kim
Marinana Lebron
Willie Reddic
Michael Shafer
Hongyu Song
Xiaolu Xu
Insun Yang
Koby Brandstein

HOMETOWN: Newton, Mass.
AGE: 21
MAJORS: Information Management Technology and EEE (iSchool/Whitman dual)
OF INTEREST: Brandstein is an iSchool class marshal, vice president of technology for SU-Enactus and a Whitman student ambassador.

Occasionally, Koby Brandstein talks to prospective Whitman students with whom he really connects. This time, it was like he was looking in a mirror. “We had very similar interests; [this kid] was just like me when I was in high school,” says Brandstein. “The reaction on his face when I told him what’s available was the same expression I had. The turning point in his college search was the same as mine.”

Brandstein is a senior in both Whitman and the iSchool, majoring in entrepreneurship and emerging enterprises and information management technology. He came to SU specifically for the dual-major programs because SU combined his interests better than other schools he considered. “I’ve always had a knack for technology, but I’ve enjoyed the business aspects of it, too,” Brandstein explains. He immediately started making connections in both Whitman and the iSchool. “You build your network that way—professionally and socially,” he says.

The Whitman community allows students to grow in more ways than just academics. Whitman prepares students for life after graduation in different capacities. “The confidence you gain through experiences inside and outside the classroom helps you realize that you can make an impact,” shares Brandstein.

Adam Dukoff

HOMETOWN: Hewlett, N.Y.
AGE: 21
MAJOR: Finance
OF INTEREST: Dukoff describes himself as a diehard New York Jets fan.

Remembrance scholar, president of the investment club, president of Beta Gamma Sigma and senior analyst of the Orange Value Fund (OVF), Adam Dukoff didn’t go for the route of an easy senior year. On top of his regular classes, job at the Ballentine Investment Institute and role as a peer facilitator leader, Dukoff seems to have made the right choices as he looks for a job after graduation.

Dukoff says he needs to prioritize everything to get things done. “OVF is priority number one; I treat it more like a job,” explains Dukoff. OVF is a two-year analyst program for upperclassmen that combines academics, research, money management and career elements. “OVF is exciting, it’s challenging and it’s reflective of what the industry demands of you,” says Dukoff.

Dukoff interned at Third Avenue Management, Martin J. Whitman’s investment firm, this past summer. Through hard work and strategic networking efforts, Dukoff recently accepted a post-graduate position as an analyst for Deutsche Bank in its investment banking division. He credits his self-starter attitude for fostering a successful job search.

“I’ve been able to navigate my own path,” says Dukoff. “I have not just listened to what my professors say and learn from it, I have taken advantage of and applied it to real life scenarios. So far, my own path has served me well.”
**'13 Lara Marto, MBA**

**HOMETOWN:** Amman, Jordan  
**AGE:** 29  
**WORK HISTORY:** Zain Telecommunications in Amman, Jordan  
**EDUCATION:** BS in finance, University of Jordan  
**OF INTEREST:** Marto took an unpaid leave of absence from her position at Zain to complete an internship with Daimler-Chrysler in the UAE.

Lara Marto was very happy with her role in marketing at Zain, one of the largest telecommunications companies in Jordan, her native country. She worked her way up from a part-time job there while still in university, to a position in the HR department and, finally, to the marketing department, where Marto says she “loved every minute.” But she realized she couldn’t advance her career much further without an MBA.

Paying for an MBA in the U.S. wasn’t an option for Marto, so she applied for and received a Fulbright Scholarship, one of academia’s most competitive, merit-based awards. Whitman’s welcoming attitude toward international students and the diversity of the school’s faculty and students convinced Marto to make Syracuse her MBA home.

Marto says the emphasis on hands-on experience is the biggest difference in her Whitman classes from those she’s taken in the Middle East. For eight weeks this past summer, she worked as a marketing intern at PepsiCo International in Amman.

“Whitman encourages students to take internships,” she says. “The program prepares you more for the outside world than other programs I explored. When I’m in a classroom discussion, my previous work experience and internships help me better communicate and share my ideas that link theories with the practical business world.”

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**'16 Gillian Pinder**

**HOMETOWN:** Dublin, Ireland  
**AGE:** 20  
**MAJOR:** Undeclared  
**OF INTEREST:** Pinder was named Big East Offensive Player of the Week on Oct. 22, 2012.

For most incoming freshman, stepping onto the Syracuse University campus means entering an unfamiliar place. For Gillian Pinder, unfamiliar was an understatement. Her first day at SU was also her first in the United States. Pinder hails from Dublin, Ireland, and chose SU after being recruited for the women’s field hockey team.

As a midfielder on the team, she balances her Whitman classes with a demanding three-hours-a-day, six-days-a-week practice schedule. “I’m go-go-go every day, so it can get a little jam-packed and tiring,” notes Pinder. However, that tiring schedule hasn’t stopped her from excelling on the pitch. She scored the first two goals of her collegiate career in the team’s home opener against Ohio last August.

Meanwhile, Pinder has immersed herself in all that a Whitman education has to offer. “Right now, I am thinking about a finance or accounting degree,” says Pinder. “I’m drawn to the broad possibilities for employment that a Whitman business degree offers.”

Currently planning on returning to Ireland after graduation, Pinder has already learned a great amount from her time in Syracuse. “I am learning to be efficient with my time in order to balance my academic life with my sporting and social life,” she offers. “My favorite part about SU is the new experiences.”
**Katie Leonard, iMBA**

_HomeTown:_ Valparaiso, Ind.  
_Age:_ 28  
_Education:_ BS, St. Mary’s College, Notre Dame, Ind.  
_Current Employer:_ Senior financial analyst, DRW Trading Group in Chicago  
_Of Interest:_ As a high school student, Leonard visited and considered attending Whitman.

Although Katie Leonard is one of only a handful of women working at DRW Trading Group, she says she always has been treated as an equal in the workplace. She believes a degree from the Whitman School will expand her qualifications and increase her credibility—even if obtaining it might be a challenge to this working mother.

Leonard’s husband is a sergeant first class on his second tour of duty in Afghanistan and she has two young children. Although Leonard’s home life can be hectic, she took the leap and enrolled in Whitman’s iMBA program, saying the advantage she’ll have after earning her degree is worth any potential stress added to her busy life. “I want an MBA so I can hold my own in any future job,” she says.

The first-semester student found a fit at Whitman. She can work, take care of her family and study from home while getting a head start in what she considers an increasingly competitive industry. “A master’s degree in the near future will probably be more like a bachelor’s degree,” Leonard shares. “I just want to be ahead of the curve.”

**Willie Reddic, PhD**

_HomeTown:_ Sacramento, Calif.  
_Age:_ 33  
_Of Interest:_ Willie has an appreciation for traveling and exploring different cultures.

Ten years ago, Willie Reddic was working as an insurance regulator in Florida and doing research at Florida State University when he was introduced to Melvin Stith, who was dean of Florida State’s College of Business at the time.

Dean Stith happened to be one of the founding fathers of the PhD Project—a program that aims to increase the number of underrepresented students in colleges of business. Without the PhD Project and Stith’s mentorship, Reddic says he would not have pursued a doctorate. “It’s a great networking outlet,” says Reddic. “But it’s more than just a network, it’s a family.”

Reddic recently defended his dissertation proposal on fair value accounting in the insurance market and will graduate this spring. He has already accepted a position as an assistant professor at DePaul University.

Reddic hopes to one day become a dean at a major institution. He plans to continue his involvement with the PhD Project as an outlet for helping others. Though he does not believe he could ever match Dean Stith’s legacy, Reddic wants to emulate some of Stith’s characteristics, particularly how Dean Stith has been a resource for students. “Stith has not just been a dean or faculty member,” shares Reddic. “He’s more of a friend or a father.”
Preparation and Placement Activity Abounds

Fall 2012 was a busy and productive time at the Whitman Career Center. We made significant strides toward our goals of bringing quality companies to campus, promoting interesting job opportunities to students and delivering valuable career education and professional development opportunities.

The recruitment and placement opportunity numbers speak for themselves:

- 202 interview schedules were hosted on campus (an 18% increase)
- 121 corporations attended the Whitman Career Fair Series (a 17% increase)
- 1,673 job postings were presented to undergraduate candidates (a 9% increase)
- 402 job postings were presented to graduate candidates (a 7% increase)

We were pleased to offer several engaging and informative programs that were well received and well attended, including:

- “Take Charge of Your Destiny” career education orientation
- Fall “Career Madness” career education program
- The Marketing Summit

- The Finance Forum
- The Supply Chain Symposium

The Career Center pace and productivity hasn’t slowed in 2013. Many events and programming have already been coordinated this year, including the Spring Career Fair Week. During this event, Whitman and our campus partners (the iSchool and LC Smith College of Engineering and Computer Science) host corporations over a four-day period. More than 400 students attended this year’s spring fair, where recruiters and representatives from more than 50 leading companies were on hand and eager to interact with students.

Additional programs and career development opportunities presented throughout the spring have included:

- The Marketing Career Exploration Trip
- “Wall Street Goes Orange”
- The Accounting Symposium
- Spring “Career Madness”

The success of the abundant activity is reflective in our placement statistics:

- Of the graduates in our 2012 class, 84 percent were employed by commencement.
- The average starting salary was $51,659 in positions at major brands.
- Another 13 percent had already been accepted to graduate school before convocation.

Whitman alumni know firsthand how well prepared our graduates are to make an immediate and positive impact at any organization. We encourage you to consider Whitman graduates and student interns for opportunities within your company where knowledge and applied practical experience could be of value. Please contact Kristen DeWolf, associate director of the Whitman Career Center, at kbkick@syr.edu or (315) 443-2325.
Business case competitions are a chance for Whitman students to prove their mettle and hone their skills. Whitman marketing majors interact with “The Rising Stars of Marketing” during the fall Marketing Forum. Each November, the Whitman community celebrates the diversity of our students’ ethnic backgrounds at Whitman International Day. Every year, the Beta Alpha Psi (BAP) Banquet brings together Lubin School of Accounting faculty, students and alumni for an evening of networking, reconnection and fun. Whitman students participate in the Duke MBA Games to benefit the Special Olympics. The Annual Retail Summit, which began in 2010, is an opportunity for students to learn from and interact with industry leaders. The Alumni Mentoring Program brings students and alumni together for one-on-one mentoring and extraordinary learning opportunities.
At the 2012 Finance Forum, alumni shared insights about career paths and how corporations screen applicants.

The Whitman Ice Cream Social is held for all students each spring in the Flaum Grand Hall.

Orange Nation: students cheer for the Orange Men’s Basketball team in the Carrier Dome.

The annual Tracy Halpin Memorial 5K Walk raises money for an annual scholarship awarded to outstanding accounting students.

SU-Enactus offers students the opportunity to develop leadership, teamwork and communication skills through learning, practicing and teaching the principles of free enterprise.

Students in Whitman’s highly-ranked iMBA program come to campus three times per year for brief residencies.

Whitman seniors are treated to the Whitman Graduation Barbeque each May.

Students ask questions during the 10th annual Whitman Day finance panel discussion.
Twelve Whitman students participated in the sixth annual Whitman Marketing Career Exploration Trip to Manhattan and New Jersey in January. Accompanied by Whitman faculty and staff, the students visited companies representing a breadth of marketing career paths. Visits included Turner Broadcasting, News America Marketing, Toys"R"Us, BASF and Macy’s, Inc.

“The exploration trip proved to be extremely valuable in educating me on potential marketing career paths, and it allowed me to have a wonderful experience interacting with successful marketing professionals and passionate Whitman alumni,” says Erin Lee ’15 BS, a marketing management major. “With the knowledge and experiences that I have taken away from this trip, I solidified my decision to pursue a major in marketing.”

While in New York, the students also attended an alumni networking event that gave them the opportunity to connect with and learn from former Whitman students who are at the front lines of business and marketing.

“The Marketing Career Exploration Trip gives students an incredible opportunity to experience the epicenter of the marketing world, while gaining valuable perspective from some accomplished thought leaders in the field,” shares Lee Goldberg ’06 BS, co-founder and president of Vector Media Group, Inc., and co-financial supporter of the trip for the past two years. “There’s simply no better educational experience than actual interaction with a group of seasoned professionals.”

Semi-Annual Capstone Competition Winners Named

Sixty student teams representing more than 300 Whitman undergraduate seniors competed in the fall 2012 semi-annual Capstone Business Plan Competition held last December at the Whitman School. First place and a $500 prize was awarded to blueU, mentored by John Torrens, assistant professor of entrepreneurial practice, and consisting of team members Morgan Domershick, Alyssa Echanique, Jane Gardner, Lauren Glanzberg, Yuna Yi and Michael Yormark. Second place and a $300 prize was earned by Grounded, also coached by Torrens and consisting of team members Corey Gibson, Sha Goode, Camellia Loojune, Jenna Maldiner and Brian Spiter. Third place and a $200 prize went to Regardog, mentored by Assistant Professor of Entrepreneurship Alejandro Amezcua and consisting of team members Michael Rainbow, Merissa Basens, Kevin Prise and Oleksandra Korotchuk. Honorable mentions were given to teams BRS and Green Grips, both coached by Torrens. BRS team members were Zi Lin Liang, Rose Morabito, Blair Zimmermann, Wander Polanco and Yu Zheng. The Green Grips team was made up of Max Barker, Victoria Hidalgo, Lina Martinez, Michael Steinmetz and Liwen Yu.
Nassib Honored as NFF 2012 National Scholar-Athlete

Syracuse University football quarterback Ryan Nassib ’12 BS was honored as a 2012 National Scholar-Athlete by the National Football Foundation (NFF). The esteemed award, presented by Fidelity Investments, was given to 15 student-athletes who excelled both on the field and in the classroom, and who displayed a strong commitment to community involvement. The 2012 NFF National Scholar-Athlete Class was chosen from a pool of 300 nominated players from all divisions of college football nationwide. Each student received a post-graduate scholarship of $18,000.

At the NFF Scholar-Athlete press conference, Nassib, a West Chester, Pa., native, said his greatest career highlight was graduating from Whitman in four years with a double major. Nassib earned a degree in finance and accounting in May 2012 and is currently pursuing a master’s degree in accounting at Whitman. Nassib was also named Big East Conference Student-Athlete of the Year.

On the football field, Nassib holds the school record for completions and ranks second in SU history for career touchdown passes. He has served on the SU Football Team Leadership Council since 2009 and also volunteers at the Onondaga County Justice Center.

Nassib led the Syracuse Football team to a 38-14 victory over West Virginia in the 2012 New Era Pinstripe Bowl last December. Other members of the Syracuse Football team with connections to Whitman include Marcus Coleman, Riley Dixon, Dontez Ford, Sean Hickey, Kyle Knapp, Ben Lewis, Ryan Lichtenstein, Eric Morris, Ryan Norton, Mitchell Piaseck and Justin Pugh.

Reader’s Respond

The staff of Whitman magazine welcomes your suggestions for features, regular columns or other content you’d like to see included in the publication. We also enjoy hearing from readers who write to share opinions on articles that strike a chord, bring back fond memories or inspire them. From time to time, we may ask you to respond to a quick poll or to let us know what you think about a new program, initiative or communication.

On the heels of launching a new website, we are proud to also offer an updated look and some new features to our magazine. We would like to know what you think of the new look and usability of these communications. Please send your comments to whitcomm@syr.edu. We look forward to hearing from you.
Mel Stith’s Legacy
s Captain Mel Stith, U.S. Army, readied himself for a field mission, the voice of the unit’s courier blared, “There’s a teletype for you back at headquarters. You got a full offer to the MBA program at Syracuse University! You want to take it?” “Do I want to take it!” Stith laughs, recalling the event these many years later. “Next day, they sent a helicopter to pick me up and I was out of there.” Within weeks, he and his wife, Patricia, and their son, Melvin Jr., were settled in student housing on the Hill. “It couldn’t have gone more smoothly,” he recalls, “and never had we felt more at home.”

“For a time,” Stith reveals, “I saw myself as a brand manager for Procter & Gamble, living happily ever after. I’d never thought of teaching, let alone becoming a college professor.” Clint Tankersley, associate dean of undergraduate programs and associate professor of marketing, was the youngest member of the department at the time. He was a friend and mentor who remembers Mel as “possibly the greatest home run hitter in intramural softball.” He says, “Mel was so thoroughly absorbed in marketing that his decision to enter the doctoral program came as no surprise.” In 1978, having earned an MBA and doctorate, Stith and his family—which now included daughter, Lori—headed to Florida.

Stith held professorships at the University of South Florida, Florida A&M University and Florida State University (FSU). As dean of the College of Business at FSU, he led one of the nation’s ten-largest business programs to national prominence, gaining a reputation as a consensus-builder and effective fundraiser. Then—in an act that seems fateful—he was offered the deanship of the Whitman School.

To Bernard Kossar ’53 BS, ’55 JD, chair of the School’s Corporate Advisory Council, Stith seemed the answer to a prayer. “Given our position at that moment, and given our potential,” he says, “we couldn’t afford on-the-job training. What we saw when we engaged Mel Stith were his qualities of leadership and his optimism. He had fresh perspectives on the challenges ahead and a steady vision.”

Dream It, Do It!

“I had the good fortune of becoming dean of the Whitman School just as everything came together.” Stith explains. “This exceptional physical structure was completed just as I arrived, thanks to Marty Whitman and generous Whitman/SU alumni. The Joseph I. Lubin School of Accounting had recently been created within the Whitman...
School. Morale among students, faculty and staff was trending higher, with everyone pulling together, taking a monumental change in stride. We were in an early, fluid stage of reputation building. And here I was, a would-be brand manager, charged with spreading the word about the newest brand in business education.”

Stith saw an opportunity to build the name into a brand connoting excellence. “By constantly asking ourselves, ‘How are we going to make this place, this program, this service better today than it was yesterday?’, we develop the mind-set that will win the recognition of students, employers and our peers.” It is a mind-set that leads to making “students first” the core value of the Whitman culture and brand. It leads to the ideal classroom, the optimal technology and rich experiential opportunities. Tankersley observed first hand how “Mel’s mantra was assimilated into a standard for making decisions and evaluating their impact.”

Stith has always been a strong advocate and generous supporter of student activities and the engagement of students with the community and the world. E. Scott Lathrop, professor of marketing practice and advisor to SU’s chapter of the American Marketing Association, offers, “The dean made it clear that if students could dream it up, he could help make it happen.”

Through Enactus, an international non-profit organization formerly known as Students in Free Enterprise, 80 SU students are currently working on 10 different entrepreneurial projects that will serve as catalysts for improving the lives of individuals on campus, in the community and abroad. One of the group’s ongoing projects is Team Guatemala, which works with Mayan weavers to develop and sell eco-friendly products in Syracuse and elsewhere. Since 2007, the team has sent profits of more than $100,000 back to the weavers and funded more than 200 scholarships for Mayan girls. Jenna Maldiner ’13, the leader of Team Guatemala, shares, “Dean Stith holds our project near and dear to his heart. He has been so supportive—attending meetings, coaching presentations, helping us network and more.” Amanda Nicholson, professor of retail practice and advisor to the group, says, “Without Mel’s support, we would have had a really tough time over the past six years. We owe him a great deal of thanks for making a commitment to our mission: ‘a head for business, a heart for the world.”’

The Call of “Blue Ocean”

Looking inward, the School can prove the promise of its brand by putting students first and keeping them foremost. But the School’s standing in higher education will reflect its ability to develop innovative and socially responsive programs, courses and events. Stith argues against engagement in the fiercely competitive “red ocean” in favor of the more tranquil waters of “blue ocean,” where there are fewer competitors. And he has executed that strategy in the form of three important initiatives. Bernard Kossar, who stayed on as chair of the Corporate Advisory Council until 2012, includes those among “Mel’s accomplishments.”

The first of these came as a response to the inadequacy of real estate studies in higher education. Few universities have responded to the changing requirements of the profession, such as expertise in finance, but “Whitman alums have stepped to the plate,” says Stith. Convinced that “it was time to recognize real estate as a discipline, James D. Kuhn ’70 BS, ’72 MBA, president of Newmark Knight Frank, endowed the James D. Kuhn Real Estate Center in the Whitman School in 2006. Last year, Edward Pettinella ’76 MBA, president of Home Properties, created the first finance/real estate professorship in the Center. “There’s a huge demand,” Pettinella says. “Mel’s strategy of building faculty was a critical move in an area Whitman could ‘own’—and not merely in New York state.” It was important to Stith to create an environment for faculty that supported excellence in research, teaching and service to the Whitman community. Thus, Whitman has hosted numerous national conferences, symposiums and
The Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), launched in 2007, is another example of “blue ocean” strategy. When J. Michael “Mike” Haynie, Barnes professor of entrepreneurship, presented the idea of an intensive training program in entrepreneurship for post-9/11 vets with disabilities, he says, “Mel was on board within three minutes.” The program was up and running within the year, drawing on the School’s leadership in entrepreneurship studies and its historical commitment to veterans. To date, more than 600 veterans with disabilities have completed the program, which INC magazine has named “one of the ten best entrepreneurship training programs.” Daliana Rivera, a ten-year army veteran who served in South Korea, completed the program in 2010. “It opened my eyes,” she says. “I recognized that I was capable of starting my own business. Most of all, I knew I would have the support of the EBV instructors and staff, the ‘EBV family,’ to reach out to for guidance.”

A third strategic thrust lies in partnerships. Through the Sustainable Energy Partnership (SEP), Whitman and three other institutions—L.C. Smith College of Engineering and Computer Science, SUNY College of Environmental Science and Forestry and the Syracuse Center of Excellence in Environmental and Energy Systems—conduct research on sustainable enterprise management. “This transdisciplinary approach joins researchers from unrelated disciplines in knowledge discovery and creation,” Stith explains. “SEP’s relevance and importance to Whitman were reflected in the creation of the Panasci Business Plan Competition Award in Sustainable Enterprise. Partnerships such as SEP may prove to be an area of opportunity and growth for Whitman.”

A Legacy and New Challenges

Mel Stith’s legacy includes an effort to consciously shape and reinforce a culture of excellence that prospective applicants will associate with the name “Whitman.” His example and priorities have instilled a students-first mindset that drives and sustains that culture. “Mel has been a truly superb dean in all respects,” says Marty Whitman. “This includes his relationships with faculty, students, staff and alumni.” To extend Whitman’s presence in business education to the world at large, Stith has leveraged the School’s strengths to devise innovative and socially responsive programs. He has asserted, “The Whitman School serves as a tremendous example of the quality of learning that is possible when an entire community joins forces behind a collective good.”

Stith’s ongoing membership on corporate boards and in positions of professional importance will continue to provide him with the intellectual challenges on which he thrives. He holds a directorship on the boards of Synovus Financial Corporation, Aflac and Flowers Food Corporation. In higher education, he has served as chairman of the board of directors of the Graduate Management Admission Council and director of the board of Beta Gamma Sigma International Honor Society. As a founding director of the Jim Moran Foundation, which is dedicated to improving the quality of life of Florida’s children, Stith will continue his efforts to champion the mission of this vital community organization.

Mel Stith’s corporate, professional and civic activities have always afforded him the opportunity to advance and share his values and convictions. Despite vacating his post as dean, his passion and purpose are unlikely to lose any steam. “Seeing the results of your actions—watching as people move up the ladder—I find that inspiring. People ask me, ‘Doesn’t it wear you down?’ and I always say, ‘Hell, no, it keeps me running on all cylinders.’”

“Seeing the results of your actions—watching as people move up the ladder—I find that inspiring.”

MEL STITH
A Career and a Cause

Patricia Stith is a Voice for Affirmative Action

by Tom Raynor

In the late 1960s, as a graduate assistant in history at Carnegie Mellon University, Patricia Stith developed a social science curriculum for Upward Bound, the pioneering path-to-college program for disadvantaged high school students. Since 2005, as associate dean of SU’s Graduate School and assistant provost for equity and inclusion, she has overseen programs that help students from some of the same underrepresented groups as they go the distance in pursuit of a graduate degree.

One of these programs is the Minority Graduate Student Orientation Program (MGSOP), whose 80 or so members represent groups that are typically underrepresented. “They meet formally once a month, sharing information of mutual interest and sustaining one another’s morale during a critical period in their career,” Stith says. Willie D. Reddic, a 2013 doctoral graduate, explains, “I considered myself fortunate to have been admitted to the doctoral program at Whitman. Then, when I arrived, I wondered if there were other people out there like me—and there are. Today, we’re family—each of us has a stake in the others’ success.”

Patricia Stith with Members of the Graduate Student Orientation Program (MGSOP), a group she formed and advises. She says, “Our goal is to increase the number of students from underrepresented groups who start and complete masters and PhD programs.” Kneeling left to right: Jaimeson Daley, Blair Smith, Alisha Lewis, Pamela Sertzen, Ynesse Abdul-Malak; Middle row left to right: Mariana Lebron, Alisa Alvis, Kenesha Grant; Back row left to right: Dr. Kofi Okyere, Nyasha Boldon, Willie Reddic, Dr. K. Matthew Dames, Lavar Lobdell, Dr. Alejandro Amezcua, Dr. Patricia Stith, Asia Jackson, Ariel Ash-shakoor, Adrienne Haynes, Karisa Rawlins

Photo by Jerry Klineberg
The retention rate for PhD students nationwide is abysmally low. Only slightly more than 50 percent of PhD candidates complete their requirements within 10 years. Since MGSOP was formed in 2005, 27 of its participants have received their PhD. Within the past two years alone, eight members from the Whitman School have received a doctorate and accepted assistant professorships at seven universities, including Syracuse. As Willie Reddic sees it, “Patricia Stith is all about finishing what you begin.”

No More “Touchy-Feely”
Patricia Stith and her generation of American educators accepted an unprecedented challenge: the task of translating the idealism of civil rights legislation into the policies and practices of affirmative action. Stith has played many roles in this odyssey, beginning with her participation in Upward Bound, followed by three years as an instructor in history and a counselor at her alma mater, Norfolk State University. During that period, she shares, “The need for counseling grew exponentially as those who had gained life-changing opportunities sought to make the most of them. It was a call for action.”

The need for action was broader and more inclusive than even Stith had imagined. In 1972-76, while her husband, Mel, pursued his graduate degrees in SU’s School of Management, Patricia worked as an advisor in the recently created Syracuse Educational Opportunity Center, where she offered career and literacy workshops to disadvantaged adults. “My definition of ‘disadvantaged’ was enlarged by the experience,” she adds. In that same period, her skill set was enhanced by the master’s degree in instructional technology that she earned at SU. In 1977, the Stiths left Syracuse for the University of South Florida in Tampa where Mel had accepted an assistant professorship and Patricia would serve in advisory positions in student undergraduate studies. At the same time, she worked to fulfill requirements for the PhD in instructional systems at Florida State University (FSU).

In 1987, all of Stith’s experience and expertise converged in her appointment as director of retention studies at FSU, which is one of the ten largest universities in U.S. At the time, its African American cohort numbered only 300 and accounted for the lowest retention rate. Within five years, the retention rate for minority students at FSU was one of the highest in the country. Stith rejected what she saw as a prevailing “touchy-feely” approach, implementing rigorous placement and remediation procedures and adopting best practices from her own experience. Christina Leggett, an undergraduate at the time, says, “Patricia encouraged the study of the STEM disciplines and advocated for undergraduate research. My current research in nuclear medicine reflects her influence.” Leggett holds a joint post-doctoral fellowship appointment at the University of California-San Francisco and Lawrence Berkeley National Laboratory.

A Cause Continued
Patricia Stith has reached the point where she will relinquish her job titles, her formal responsibilities and the routine of several decades. But she is not about to abandon the cause for which she labored so long. LeKita Scott Dawkins, Syracuse University’s director of foundation relations, was Stith’s graduate assistant at Florida State University in the 1990s. She and Stith are colleagues and friends today. “Patricia’s career mirrors the professionalization of affirmative action, as well as its values,” Scott Dawkins explains. “Whatever her focus—Upward Bound or the minority graduate students at SU—she has reshaped the landscape for countless individuals and the institutions for which she’s worked.”

When Stith retires, she says, “I want to inspire young people to be successful in their educational pursuits and make them aware of opportunities. It’s important that we don’t put impediments in the way of those who haven’t realized their potential. When everyone has opportunity and support to succeed, our nation grows and prospers. When they succeed, we succeed.”
Whitman Welcomes Maria Minniti as Bantle Chair in Entrepreneurship


Minniti is currently an academic council member for the PhD Program in Economics at the Universita’ di Cassino in Italy and the Entrepreneurial Lab at the University of Bergamo & Kilometro Rosso Science Park, as well as director of the PhD Students and Junior Faculty Workshop for the Global Entrepreneurship Monitor (GEM) Project. She also works as an editor for the *Journal of Business Venturing* and associate editor for *Small Business Economics Journal*. Additionally, Minniti serves on the editorial board for several journals including the *Entrepreneurship Theory and Practice*, *Journal of Ethics and Entrepreneurship* and the *International Small Business Journal*.

Prior to joining Whitman, Minniti was professor and Bobby B. Lyle Chair of Entrepreneurship at the Cox School of Business at Southern Methodist University, where she received the 2008-2009 Award for Outstanding Teaching in the MBA Program. She previously taught at Babson College, Skidmore College and New York University and has held visiting positions at the London Business School in the UK, the Max Planck Institute and Humboldt Universitet zu Berlin in Germany and the Copenhagen Business School in Denmark. Minniti’s primary research interests include entrepreneurship and economic growth, institutions, poverty and gender and minority entrepreneurship.

Minniti earned her BA in political science from the University La Sapienza of Rome, Italy, and her MS in economics from Auburn University. She was awarded a PhD in economics from New York University.

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**Alejandro Amezcua**

*Assistant Professor of Entrepreneurship*

*PhD, Maxwell School at Syracuse University*

In his research, Amezcua examines the microeconomic effect of government policies on new ventures and small businesses. He recently completed the first National Census of Business Incubators and their Tenants, a longitudinal database that tracks the performance of more than 10,000 incubated businesses in the U.S. Previously, Amezcua worked for the National Council of Nonprofit Associations as associate director for communications and outreach.

He holds a PhD and an MPA in public administration from the Maxwell School at Syracuse University. A former Jane Addams Fellow in philanthropy, Amezcua studied nonprofit management and fundraising at Indiana University. He received a bachelor’s in anthropology and comparative studies in race and ethnicity from Stanford University.

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**Major Coleman IV**

*Assistant Professor of Finance*

*PhD, University of California, Irvine*

Coleman’s main areas of research are asset pricing, behavioral finance and real estate capital markets. His current research focuses on new ways to measure potential bias in investors’ expectations of the stock and housing markets. His prior research about subprime lending and the housing bubble has received national media coverage and frequent citations in scholarly work. In 2011, Coleman received the Outstanding Teaching Assistant Award from the Paul Merage School of Business at University of California, Irvine. He was previously an analyst in the Fixed-Income, Currency and Commodities division at Goldman Sachs.

Coleman earned a BA in economics from Stanford University, an MS in applied mathematics for finance from Baruch College and a PhD in finance from UC Irvine.
George B. Saunders, 91

Saunders, a professor emeritus of marketing at Whitman, taught at the School for 35 years.

He was born in Philadelphia, Pa., on May 31, 1921, and graduated from Olney High School in 1939. During World War II, Saunders built artillery shells at the Frankford Arsenal in Philadelphia. After the war, he attended the Penn State University and graduated with a bachelor’s degree in 1949 and a master’s degree in 1950.

While at Penn State he met his future wife, Sally. The couple moved to Syracuse, where Saunders began his career at the Whitman School as an instructor in 1952. He received his PhD from SU’s Maxwell School in 1959 and was promoted to assistant professor that same year.

In 1960, he was promoted to associate professor, and tenure followed in 1963. He retired from SU in 1987.

“I had the pleasure of being one of Professor Saunders’s students,” said Whitman Dean Mel Stith. “He dedicated his professional life to Syracuse University.”

Saunders was predeceased by his wife in 2007. They were married 57 years. Surviving are a daughter, Wendy (James) Havey; a son, Brian (Sharon) Saunders; and five granddaughters.

Philip T. Driscoll, 88

Born in Columbus, Ohio, in 1924, Phil Driscoll was a devoted father, son, brother, husband and friend. He served in World War II and received a Purple Heart after the Battle of the Bulge. He was married to Marjorie Stanton Driscoll for 48 years until her death in 1996.

A 1948 graduate of Ohio State, Driscoll spent most of his career at Ernst & Young and eventually became a partner. After his retirement from Ernst & Young, he taught at the Whitman School and became chair of the accounting department in 1985. In 1987, the students voted him Faculty of the Year and he served as the School’s convocation speaker. He retired from SU in 1989.

Driscoll was active in the Boy Scouts Hiawatha Council, DeWitt Little League and DeWitt Rotary. He also held leadership positions with the University Club, Catholic Charities, the Cavalry Club and Meals on Wheels. He assisted numerous other not-for-profit organizations with financial expertise throughout his retirement.

Driscoll was predeceased by his wife and a sister. He is survived by seven children, 14 grandchildren and two sisters.

Roger Koppl

Professor of Finance
PhD, Auburn University

Koppl is a faculty fellow with the University’s Forensic and National Security Sciences Institute and a faculty associate for the Program on the Foundations of the Market Society at NYU. He serves as series editor for Advances in Austrian Economics, senior fellow at the National Center for Policy Analysis and research fellow at the Independent Institute.

Koppl earned his BA in economics and mathematics from Cleveland State University and his MA in Economics from NYU. He earned a PhD in economics from Auburn University.


Denis Grégoire

Assistant Professor of Entrepreneurship
PhD, University of Colorado-Boulder

Grégoire’s research examines the cognitive processes that support entrepreneurship and strategic decision making. His research has appeared in the Academy of Management Journal, Journal of Business Venturing, Organization Science, among others. Building on his research and prior work with graduate students, Grégoire will teach MBA courses in creativity and opportunity identification and join the Whitman team teaching the capstone course on global entrepreneurial management.

Previously, Grégoire was an assistant professor of managerial sciences at Georgia State University. A native of Canada, he earned a BS in architecture from McGill University and an MS in management from HEC Montréal. He completed his doctoral studies at the University of Colorado-Boulder.
Raja Velu, professor of managerial statistics at the Whitman School, was selected as a 2013 recipient of the Chancellor’s Citation for Excellence. Velu is recognized for his extraordinary contribution to SU’s vision for Scholarship in Action. Nancy Cantor, president and chancellor of SU, and Don Mitchell, distinguished professor of geography and chair of the Citation selection committee, commended Velu for his facilitation of a strategic partnership between SU and JPMorgan Chase, his important advances in managerial statistics and his work with leading high-tech Internet firms.

A Whitman professor since 1998, Raja Velu’s research focuses on multivariate analysis and data mining among other interests. He has been published in numerous premier journals in statistics, and his articles on data mining are presented at the most prestigious global technology conferences. Velu’s work in data mining is driven by extensive contacts with leading high-tech internet firms, including Yahoo!, Microsoft and IBM. His intellectual contributions have resulted in several patents.

In 2011, Velu was chosen as an inaugural JPMorgan Chase Faculty Fellow, serving as a liaison and facilitator between JPMorgan Chase and SU. He has led seven sponsored JPMorgan Chase research projects, bringing a total of $1.8 million to campus and producing results poised to appear in the most respected academic publications in finance and data mining.

Minet Schindehutte has been awarded a Fulbright grant to study entrepreneurship in India for the 2012-2013 school year. An associate professor of entrepreneurship at Whitman, Schindehutte is currently studying at the Birla Institute of Technology and Science (BITS) in Pilani, India. The main focus of her research is entrepreneurship in emerging economies and resource-constrained environments.

Schindehutte plans to explore the relationship between entrepreneurship, frugal innovation and sustainability with a series of case studies. She also intends to teach at BITS and expand the university’s Center for Entrepreneurial Leadership.

Schindehutte’s career includes achievements in both academia and the private sector. She received her PhD in chemistry at the University of Pretoria and served as a vice president of the United States Association for Small Business and Entrepreneurship.

The Fulbright Program awards merit-based grants for international educational exchange. Founded in 1946, the program operates in more than 150 countries and is one of the most prestigious awards worldwide.
One year ago, Fernando Diz met with Martin Whitman. Diz, the Martin J. Whitman professor of finance and director of the Ballentine Investment Institute, was interested in writing a book with Mr. Whitman, SU’s business school namesake and one of investment’s brightest minds.

“The book, Security Analysis, written by Benjamin Graham and David Dodd, is talked about by many but read by few,” says Diz. “Because most people have such a superficial understanding of the book, the authors’ names have become synonymous with the term “value investing.” I told Mr. Whitman that it was time that people truly understood what value investing is all about in the 21st century, and that to do so, we had to package his vast contributions to the field and clearly contrast his ideas with those of Graham and Dodd.”

This important conversation between Diz and Whitman led to the co-authoring of a new book. “I contributed my knowledge of his ideas and my academic experience of teaching them to students to compile, organize and structure his extensive contributions in a way that is accessible to the masses. My secret agenda was to create a volume that would do justice to Mr. Whitman’s genius and that would become the modern standard of security analysis.”

Accessibility is the cornerstone of Whitman and Diz’s relationship. Since their initial meeting at SU more than 15 years ago, Diz and Whitman have built a close pupil/mentor bond. Calling himself Whitman’s “educational project,” Diz credits Whitman with broadening his understanding of finance from a traditional academic scope to a real-world, interdisciplinary view.

Now, Whitman and Diz are gearing up to release their collaborative work. Titled, “Modern Security Analysis: Understanding Wall Street Fundamentals,” the book seeks to replace Graham and Dodd’s text as the new “Bible” of value investing.

“In the book, we lay out contributions that go far beyond those of Graham and Dodd, while acknowledging and putting Graham and Dodd’s contributions in context. The book is mainly about value investing, which is only one of the five branches of what we call ‘fundamental finance investing.’ The others are control investing, distress investing, credit analysis and first- and second-stage venture capital investing,” adds Diz.

According to Diz, the book focuses on subjects for which his mentor and SU’s business school are known. “Most academics are not trained in this,” he says. “Whitman is the only school in the country that has a very well-developed program in these topics. We have a class on each of those areas: value, distress, control, modeling for investment banking, equity research and credit analysis and venture capital.”

The Ballentine Institute’s Orange Value Fund program adds a key experiential aspect to Whitman’s unique investment curriculum. Headed by Diz, students in the rigorous two-year analyst program manage a fund with $1.5 million in assets.

Whitman and Diz worked diligently to put the book together in just one year. “At least once a week, I traveled to New York City to meet with Mr. Whitman to review rewrites, get his approval on new writings, edit and re-edit more material. It has been an intense but rewarding year,” offers Diz.

To Diz, writing a book with his mentor couldn’t have come at a more opportune moment. “The crisis of 2008 and 2009 has shown that, basically, many people don’t even know what investing is all about anymore,” says Diz. “As a result of the meltdown, our approach has become more relevant while modern capital theory has become less so. People’s fear about investing in equity markets resembles the fear that prevailed during the 1929 post-crash years. It was five years after the crash—that 1934—that the first edition of Graham and Dodd’s text was published. Similarly, our modern security analysis comes five years after the most traumatic global market meltdown of the 21st century, so I think the timing for this book is perfect.”

“My secret agenda was to create a volume that would do justice to Mr. Whitman’s genius and that would become the modern standard of security analysis.” — Fernando Diz
We live in an age when much is said about being fiscally and financially responsible. A large portion of the blame associated with the sub-prime mortgage crisis of 2007 and the financial crisis that followed can be attributed to a lack of integrity on the part of mortgage originators, investment bankers, credit rating agencies and others—there was significant incentive to encourage people to buy homes they could not really afford.

As a result of this debacle, many have recognized the folly of their ways, and recently we have seen a rise in the number of agencies that seek to “help” individuals and families having trouble paying down debt, whether it be from credit cards or overstretched mortgages. So, it seems, many in the private sector have come to the realization that it is time to revert back to the wisdom of parents and grandparents whose values supported the idea that we should avoid borrowing if we can and live within our means. Indeed, Investopedia.com says, at the core of being financially responsible there lies a simple truth: you need to live within your means. And to live within your means, you must spend less than you make! So, this begs the question: if the American people have learned their lesson from the recent crises we have been through, why has the American government not learned the same lesson?

While much finger pointing still goes on in reference to those “terrible” investment bankers who caused our current economic misery, our politicians are driving the public sector over the same cliff of financial irresponsibility. It is time for some bipartisan unity to rectify the budget imbalances and put an end to the government living beyond its means.

Byron Study Cited in Wall Street Journal

A 2007 study by Kris Byron, assistant professor of management at Whitman and an affiliated faculty in the psychology department, was cited in a recent Wall Street Journal article titled, “The Tyranny of the Queen Bee” (pg. C1, March 2, 2013). The research paper cited is titled, “Male and Female Managers’ Ability to ‘Read’ Emotions: Relationships with Supervisor’s Performance Ratings and Subordinates’ Satisfaction Ratings,” (2007), Journal of Occupational and Organizational Psychology, 80: 713-733.

Torrens Offers “Elevator Pitch” Tips in Fox Business News Story

John Torrens, assistant professor of entrepreneurial practice at Whitman, was quoted by Fox Business News for a story on tips for the “elevator pitch.”

“Remember you want to stand out and generate excitement. Don’t regurgitate a memorized pitch that sounds like the last five seconds of a pharmaceutical ad. Personally, when I hear a pitch, I don’t necessarily want to feel like I am being pitched. I would rather have it be more conversational. One good technique is to start with the problem you are trying to solve, the way the current alternatives are lacking, then briefly describe your solution.”
A sampling of Whitman guests and speakers:

Marc Ben-Ami ’00 BS, manager of forensic services group, and Sarah Katt, forensic associate at PwC, presented the lecture, “Economic Crime: Fraud Investigations and Forensics Services” for the Principles of Fraud Examination course.

Danny Lieberman ’85 (VPA), vice president of apparel and accessories at Fila, presented a lecture titled, “Building Relationships in Marketing Channels.”

Yun Fong Yim, Singapore Management University, presented “Cellular Bucket Brigades: A New Design of Self-Balancing Production Lines.”

Srinivasaraghavan Sriram, assistant professor of marketing at the University of Michigan, presented a lecture titled, “Is Online Newspaper Cannibalizing Print Advertising?”

Scott Henderson, president of 5 Hour Energy, discussed how he grew the company from $7M to more than $600M in revenue.

Neil Rudolph, former CFO of Wells Fargo Investment Advisors (now part of BlackRock), and Rich Carson, retired PwC partner, spoke to classes on the topics of finance, accounting and ethics (photo above).

Tim McDevitt, VP of M&T Bank, Mike Schattner ’01 MBA of Onondaga Venture Capital Fund and Ken Walsleben ’83 (A&S) of Hamilton Group presented “Dilemmas and Debates in Entrepreneurship.”

David A. Cohen ’89 MBA, ’89 (LAW) managing director, Doral Bank, spoke about how to be successful in obtaining positions in real estate.

Jon Kruse, director at Intel Capital, discussed how his company (the largest early stage venture investor in the world) is different from the traditional venture capitalist firm and how the company performs due diligence on potential investments.

Kenneth Chan ’10 BS, location planning analyst II, and Carly Hechler ’12 BS, assistant buyer I at Ross Stores, visited the class Retail Buying and Planning to discuss the nature of their jobs, skill sets required for their jobs and the difference between a career in buying and a career in planning.

Darlene DeRemer ’77 BS, ’79 MBA, SU trustee and managing partner at Grail Partners LLC, led a case study on the Ing Inc. IPO for students in the Venture Capital course.
Garbed in brilliant orange regalia, she was a commanding presence for tens of thousands of graduates at commencements in the Carrier Dome. She was the arbiter of all issues—from undergraduate attire to a vice president’s security. And she carried it off with uncanny ease, insisting, “All it takes is sensible shoes, a knack for herding—and attitude!”

In June, when she retires as professor of law and public policy (LLP) in the Martin J. Whitman School of Management, Hurd will end a career that has been not only self-fulfilling but a legacy to the University. Her friend and colleague Frances Zollers ’74 JD says, “By nature, Sandy is a problem-solver not a paper pusher. And she got better at it each step of the way—from chair, to dean, to associate provost.”

Hurd joined the faculty of the School of Management, now the Whitman School, in 1981 as an assistant professor of law and public policy (LPP). With a BA in English from Wells College, a JD, and five years’ experience as a law clerk in Onondaga County Court, she chose teaching as the best match for her talents. “I loved researching, writing, and educating about the law more than being adversarial,” she shares. She moved swiftly up the ladder, becoming department chair in 1990, as well as a scholar recognized for her research in international product liability.

As lawyers, Hurd and other members of the faculty of LPP played an “admittedly subversive role,” she recalls. “We challenged students to question the conventional wisdom of their primary disciplines.” One of those students was Todd Esposito ’93, currently the deputy chief executive officer and chief financial officer of Platinum Bank in Kiev, Ukraine. Hurd was his faculty advisor and instructor. “With Sandy,” he recalls, “you built your case the hard way, working..."
through fact and opinion, using both left and right brain, gaining the skills of critical thinking in the process. Sandy and her team opened my eyes, giving me the courage to take the path less traveled.”

Innovation and Nurturing
In the 1990s, Hurd led two initiatives that have had a lasting impact on the undergraduate program. In response to Chancellor Shaw’s call to focus on student learning, she played a key role in developing the gateway course, “Perspectives of Management,” in which incoming students are immersed in the culture of management from the day of their arrival. In 1999, she piloted an extraordinarily successful management learning community, sparking the creation of many more and placing SU in the lead in this nationwide movement.

Hurd’s talent for innovation marked her for higher leadership roles. In 2000, she was named to the newly created post of director of learning communities for academic affairs. In 2003, she was tapped for the post of interim dean of the Whitman School, where she made significant inroads on a chronic budget deficit. In August 2005, she was named associate provost for academic programs with a twofold charge: to strengthen undergraduate curricula, instruction and advising; and to develop innovative all-University programs. She would also serve in the chancellor’s cabinet.

Hurd’s new bureaucratic purview was broad, reflecting every element of undergraduate learning. Her managerial style and her convictions are reflected today in the fabric of administration. The Office of Learning Communities, the Academic Integrity Office and the Office of Institutional Research and Assessment owe their existence—or their procedures/present form—to her efforts and advocacy. Vice Chancellor and Provost Eric Spina observes, “Sandy was a deeply collaborative and highly generative associate provost. She was focused on doing what was right and best, and she was highly, highly effective. Her impact on the institution, ranging from a successful accreditation visit to the leadership of retention efforts, will be long lasting, but it was in her many, many interactions with individuals and their success and advancement where her impact has been profound.”

Now that she sheds the robes and roles of academe, different priorities command Sandra Hurd’s attention. Among those is the widely admired garden that she and her husband, family physician Joel Potash, have created. Their love of gardens has led them to support Cazenovia’s Stone Quarry Hill Art Park, ranked #2 in National Geographic’s “Top Ten Sculpture Parks and Trails.” And they have been deeply involved in theater and music in Syracuse. Hurd says, “There are so many wonderful, intriguing things in this world to learn about and do, things I just haven’t had time for—like understanding string theory and learning to tap dance! There are family and friends to spend time with, books to read, places to visit, op ed pieces to write. The list is endless, and I intend to enjoy it all.”

Sensible Shoes, a Knack for Herding — and Attitude!

By Tom Raynor

Sandra Hurd as assistant professor of law and public policy, early 1980s

At the 155th Commencement of Syracuse University on May 10, 2009, University Marshal Sandra Hurd and Associate Marshal LPP Kai Chin hood honorary degree recipient Vice President Joseph Biden ’68 JD.

At the 155th Commencement of Syracuse University on May 10, 2009, University Marshal Sandra Hurd and Associate Marshal LPP Kai Chin hood honorary degree recipient Vice President Joseph Biden ’68 JD.
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it is the dedication and admiration Jim Lee ’75 (A&S) has for his late father that sparked his desire to make a difference.

The late Harold “Snook” Lee suffered a life-changing injury while stationed aboard a ship patrolling the North Atlantic during World War II. In a freak accident in 1945, a U.S. Navy destroyer crashed into Snook’s Coast Guard ship. The disaster took both of his legs.

“I remember him telling us how he went in and out of consciousness,” says Jim. All of his father’s shipmates left him for dead—all except Moses Duncan, a cook on the ship who saved his life. He slung the gravely wounded sailor over his shoulder and got him the medical care he needed to survive.

Snook was transported to a hospital in Rhode Island and then to the Naval Hospital Philadelphia, where he spent three years receiving countless surgeries, rehabilitation and, eventually, prosthetic legs. At the time, artificial legs weighed around 30 pounds apiece.

Jim’s parents married when his father got back from the war and, wheelchair-bound, Snook began working on the assembly line for IBM. Jim, his four brothers and his sister often joked with their mother about marrying “dad with no legs.”

Snook passed away in 2003 at the age of 78 from vascular disease likely due to a lack of full blood circulation as a result of his injury. For the nine years since, Jim and a few of his friends have hosted the annual Harold Lee Open Golf Tournament in Marcellus, N.Y. Around 130 people participate every year. “People like helping as long as they can see where it goes,” says Jim.

Money raised from the event helped purchase six vans for the Disabled American Veterans Transportation Department for New York State, according to Lee’s recently released book, “Fifteen Feet For Free.” As also detailed in the book, the tournament has assisted in renovating a family consultation room at the Veterans Administration (VA) Medical Center in Syracuse, leased a bus for the Center, donated $27,500 to the Wounded Warrior Project and contributed more than $42,500 to the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) at Whitman.

Dr. J. Michael Haynie, Whitman’s Barnes professor of entrepreneurship, founded the EBV program in 2007. It is a one-week bootcamp offered to any veteran with a military-related disability. It costs approximately $5,500 to put one veteran through the EBV. Jim and his supporters raised around $33,000 for the program last year.

Jim works for NOCO Energy, a private distributor of commercial and wholesale energy products, where he is the market manager for Eastern New York. At Syracuse, he played on the basketball team as a guard under coach Roy Danforth. Much of Jim’s self-published book focuses on helping basketball players improve their foul shooting.

His reason for writing the book was to be able to raise and donate half of its proceeds to the EBV program. He says he enjoys spending his time raising money and awareness to help vets. “It makes me feel good,” he says. “It’s that simple.”

A Kirkwood, N.Y. native, Jim has lived in Syracuse for about 40 years. He and his wife, Lou Ann, raised their three children here. “I lead kind of a simple life,” says Jim.

Clearly, that simple life is one of service. Fittingly, Whitman awarded Jim the Dean’s Citation for Exceptional Service in 2012.
Bernie Kossar Retires as Chair of the Whitman Advisory Council

Bernard “Bernie” Kossar ’53 BS, ’55 (LAW) received the Whitman Alumnus of the Year award in 1996. For some, achieving that kind of award would be more than enough to hang their hat on. Call it a day. Recline and relax. After all, at the time he received this distinction, Kossar had already been giving of his time, talents and good fortune for several decades through the funding of a scholarship, naming of a space in the new Whitman building, the provision of an estate gift and guest lecturing in entrepreneurship, innovation and finance classes.

But hanging his hat was of no real interest to Bernie. Following his receipt of the Whitman Alumni award, he kept on going and giving. “Whitman has long enjoyed the benefits of loyal and engaged alumni,” says Dean Mel Stith. “But there are few who have given so tirelessly in service and generously in philanthropy as my good friend Bernie Kossar.”

Bernie’s commitment to Whitman and SU is long-standing and strong. This is the place where he met his wife, Carol, while they were undergrads in the ’50s. It is where his grandson will also graduate 68 years after Bernie himself first wore a cap and gown on a day in May on the Hill. And, it is the place where the Kossars have a granddaughter in her first year at the Newhouse School.

Throughout his accomplished career—first as a practicing lawyer, then holding titles such as president, COO, chairman, CEO and partner—Bernie has always been an entrepreneur at heart. He is one who appreciates and enjoys the theory, processes and applications of business. And he is never one to decline the opportunity to lecture at Whitman and engage the next generation of business leaders.

Bernie’s legacy of giving and doing at SU is multi-faceted and includes service as a Syracuse University life trustee and chairman of the University Budget Committee. He is a long-standing member of the Law School Advisory Board. The Whitman School has also been the beneficiary of Bernie’s commitment to giving back. For decades, he has shared his knowledge and experienced perspective as a member of the Whitman Advisory Council (WAC). During his service on the WAC, which he chaired for more than 10 years, Bernie helped shepherd Whitman through transformative times. He was instrumental—both in leadership and financial support—in the construction of the current Whitman building (hence The Bernard R. and Carol K. Kossar Executive Floor). And the role he played in bringing Mel Stith back as dean was significant.

“I slept and I dreamed that life is all joy. I woke and I saw that life is all service. I served and I saw that service is joy.”

-Kahlil Gibran

Bernard epitomizes what we would classify as ‘the perfect alumnus,’” says Tom Foley, Whitman’s executive associate dean. “He is an example of an alum who has included the ‘work, wealth and wisdom’ philosophy in his service to Syracuse University and the Whitman School. I am fortunate to have met Bernie and Carol some 25 years ago, and I am very proud to call them my friends.”

Though Kossar’s leadership, perspective, passion and humor will be missed as chair of the Whitman Advisory Council, it is understandable that he would like to take a little time to recline . . . however so slightly. The Whitman family looks forward to many more years of his service to SU and Whitman. Thank you, Bernie.
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President & CEO
Unity Mutual Life Insurance Company

Jeffrey S. McCormick ’85 BS (A&S), ’86 MBA
Chairman & Managing Partner
Saturn Asset Management

Christopher J. McGurk ’78 BS
Chairman & CEO
Cinedigm Digital Cinema Corp.

Philip A. McNeill ’81 BS
Managing Partner
Farragut Capital Partners

Steven Merson ’93 BS
Vice President
Command Web Offset

Jack W. Milton ’51 BS
Chairman & CEO
MiltonCAT

Alex G. Nason ’81 BS
President
Alex G. Nason Foundation

Stuart Olsten ’74 BS
Director
Gentiva

Robert H. Pearlman ’64 BS
Managing Director
Neuberger & Berman

Bruce D. Pergament ’80 BS
President
Pergament Properties

Edward Pettinella ’76 MBA
President & CEO
Home Properties

Nicholas T. Pinchuk
Chairman & CEO
Snap-On Incorporated

Douglas A. Present ’86 BS
CEO & Chairman of the Board
MHA Inc.

Andrew Quinn ’97 MBA
President
Isco Corporation

Carl H. Reimers ’63 BS (ESF)
Consultant

David E. Salmanson ’00 BS
President
Salmanson Capital LLC

Joel A. Shapiro ’59 BS
President
Bartmon, Shapiro & Associates

Nancy Harvey Steorts ’59 (FALK)
President
Nancy Harvey Steorts International

Martin J. Whitman ’49 BS
Founder, Chairman
Third Avenue Management

P.J. Wilmut ’02 BS
President, Construction Management
Wilmorite

Jeffrey M. Zell ’77 BS
President & CEO
JM Zell Partners

EX OFFICIO
Thomas J. Foley ’81 MS
Executive Associate Dean
Whitman School

Melvin T. Stith ’73 MBA, ’78 PhD
Dean
Whitman School
Technology and the
Technology and the Changing Face of Marketing

As we were writing this article, a report just reached us (electronically, of course) that over 1 billion smartphones are already in use globally; and that number is projected to reach 5 billion smartphones plus 5 billion tablets within a decade. Creating value in such a world can be very different from the old ways. Marketers can develop products and services much faster and more efficiently due to technology. The Internet makes open innovation and crowd sourcing possible. Firms can collaborate with customers, experts and each other on product development teams more efficiently and 24/7, offloading product development tasks to the part of the world that is awake. Products themselves (value) are increasingly becoming “de-materialized.” What was a physical product 10 years ago, such as books and music, is a digital product today. In fact, we saw the last print edition of Newsweek magazine at the end of last year.

In the digital marketplace, maintaining a brand’s value proposition is a big challenge. Equipped with advanced technology, buyers are empowered with tons of detailed product information, available alternatives and prices, readily available at their fingertips. Knowledge formerly controlled by the marketer through a sales force is less of a competitive advantage. The ease of comparison shopping threatens commoditization of products and puts a serious limit on a firm’s ability to command a comfortable profit margin. When so many people use their mobile devices to search for restaurants and flower shops on Valentine’s Day, as Google reported last year, do those places located at busy street corners with big colorful signs have as much advantage over competition as they used to? As more products with similar features and attributes compete for buyers’ purses, the abilities to build and maintain differentiated brand equity and strong customer relationships become much more valuable.

There are profound changes in how firms communicate value. In the past, firms found customers through one-way communication using media such as TV, radio, newspapers and direct marketing. At an ever-accelerating pace, technology is changing how firms create, communicate and deliver value to their customers in the marketplace. And, this wave brings exciting opportunities along with serious challenges to the Whitman marketing faculty—on how we educate our students and produce impactful research. Digital technology opens up a new world of marketing.

Jean Vincent, president of Vincent McCabe, Inc., is no stranger to the rapidly changing face of marketing. As one of the panelists at the 2012 Whitman Marketing Summit last September, she spoke of the need to reinvent her marketing research firm three times in the last 10 years—first based on phone technology, then on the Internet and most recently around mobile technology. Such an example of reinventing marketing around technology is found everywhere. Marketing has a new digital face. At an ever-accelerating pace, technology is changing how firms create, communicate and deliver value to their customers in the marketplace. And, this wave brings exciting opportunities along with serious challenges to the Whitman marketing faculty—on how we educate our students and produce impactful research. Digital technology opens up a new world of marketing.

By Professors Eunky Lee and Susan Smith

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In the digital marketplace, maintaining a brand’s value proposition is a big challenge. Equipped with advanced technology, buyers are empowered with tons of detailed product information, available alternatives and prices, readily available at their fingertips.

Delivering value is similarly transformed by technology. Increasingly, products and services are digitally delivered—such as movies, books, financial transactions and even college degrees. The channels have been dramatically impacted—as brick-and-mortar retailers compete with those online. And many traditional intermediaries in the value chain have been disintermediated by technology—ask anyone you know who used to be a travel agent. More often than not, the buying process today starts at home online or is supplemented in the aisles by an online search. Successfully delivering value in a digital world may be achieved by those who forge a multichannel strategy, integrating traditional in-store merchandising with online merchandising and reaching consumers in the aisle, online at home and on the road.

The changing face of marketing management inevitably demands a new mindset and skill set from marketing professionals. Marketing is no longer solely a creative, right-brain dominated discipline as many might assume. Much more emphasis is put on the use of metrics and analytics for making decisions and evaluating effectiveness. Today’s marketing managers must be able to manage mountains of data, using it to guide decisions and optimize performance. At the same time, marketing should never be dominated by numbers, statistics and analytics alone, because they can easily blur the strategic vision of the big picture. So the requirement is to be able to dive into the detail and step back to look at the big picture at once.

The “oceans of data” promise to provide unprecedented opportunities for marketers to gain critical insights into customer satisfaction and loyalty, which can be used to drive revenue and profitability. Instead of relying on anecdotal experiences or traditional surveys of small samples, marketers have the potential to extract from big data the complex yet very powerful linkages among the critical factors leading to marketing success. While few marketers have figured out how to realize this potential, no one denies that this brings a fundamental change to how marketing is managed. Thus, it is no surprise that serious investments are being made for the development of powerful marketing analytics tools, and they are being adopted by an increasing number of firms for data-driven customer relationship management (CRM) and “marketing automation.” The acquisition of MarketingPilot, a marketing automation developer, by Microsoft in October is the latest example of how big this game has become. And there are ethical concerns when using this data.

Last year, New York Times and other media carried a fascinating story about how Target had figured out a teenage girl’s pregnancy through a statistical analysis of her purchase transactions in the company’s database. The identification of this likely-pregnant
customer, among thousands of others, led to the mailing of coupons and advertisements of various baby products, to her parents’ total surprise. This story is exhibit A of how technology changes what marketing can do, but raises questions on what marketers should do. Customers are people, not datasets.

The wave of digital data is building up to a tsunami. This began decades ago, when the adoption of barcode scanners sent the first wave of marketing data explosion, turning enormous quantity of detailed transaction records into real-time data available for retailers and manufacturers of consumer packaged goods. Then, the use of membership cards and credit cards at the checkout counter enabled marketers to match each transaction to a uniquely identified buyer, leading to the capabilities demonstrated in the Target story above. Such electronic accumulation of customer data is not limited to just consumer packaged goods but is practiced everywhere. The emergence of the Internet and mobile devices brought in the next wave of data explosion by providing data not only on transactions but also on search and information viewing behaviors in cyber space. Social media has added yet another layer to the huge amount of data, allowing marketers to observe social interactions among buyers, affecting brand reputation formation and product information sharing. Just because you can do something, doesn’t mean it’s worth doing—so the challenge for digital marketers is to determine which data deserves their focus and attention.

The changing face of marketing was the central theme of discussions at the 2012 Whitman Marketing Summit, reflecting the Whitman marketing faculty’s passion to stay at the forefront of the rapid evolution of marketing. Panel discussions with five marketing executives from diverse backgrounds quickly converged on the need to equip our students with technology confidence and analytical skills; they need to know how to access and manage data, how to mine it for insights and use it for performance measurements and strategy development. No matter what technology we include in today’s curriculum, however, it’s likely to be replaced in five years, and our students will probably have to reinvent how marketing is deployed many times over the course of their careers. Thus, the strong impact of technology on marketing makes it even more important that our educational programs lay a strong foundation in fundamental marketing principles and analytical and critical thinking abilities.

Our effort to be a leader on these topics is also demonstrated by the cutting edge research of our faculty members. Scott Fay, associate professor of marketing, is a recognized leader in research on the emerging online business models such as probabilistic selling and name-your-own-price channels. Dinesh Gauri, assistant professor of marketing, applies highly sophisticated statistical analysis to large-scale databases to investigate the effectiveness of deep discounts at retail stores and vacation cruise revenue management systems. Kyu Lee’s research includes game-theoretic analysis of optimal channel structure and pricing strategies in the online/offline multi-channel marketplace. Tridib Mazumdar, Whitman’s Howard R. Gendal professor of marketing, has been involved in studies investigating the impact of online word-of-mouth on the pattern of movie box office performance.

At Whitman, we are continually applying this new learning and research to classroom teaching to stay current and fluid to the ever-changing face of marketing.
Ed Pettinella ’76 MBA Named Jonathan J. Holtz Alumnus of the Year

The Whitman School of Management recently honored Edward J. Pettinella ’76 MBA with the 2013 Jonathan J. Holtz Alumnus of the Year Award. This honor is presented each year to a distinguished Whitman graduate who has realized professional distinction while remaining actively engaged in efforts to support and progress the School.

Pettinella first joined Home Properties in 2001 as executive vice president with oversight of corporate strategy. Three years later, he moved into his current role as president and CEO. Under his leadership, acquisitions have grown by $3 billion, while assets in low-growth markets have been reduced by $700 million.

Prior to joining Home Properties, Pettinella worked at Community Savings Bank in Rochester. Beginning as the company’s first investment analyst, he moved up the ranks from vice president for investments to chief operations officer and executive vice president. In 1986, Pettinella helped take the bank public before eventually merging it with Charter One Bank and becoming president of Charter One, New York. He also worked at Ford Motor Credit Corporation in Michigan creating financial products for institutional investors.

Pettinella recently endowed a professorship in finance/real estate in Whitman’s James D. Kuhn Real Estate Center. “Ed is one of Whitman’s most dedicated alumni,” says Dean Mel Stith. “He has been very generous to our school both financially and in service through mentoring and membership on the Whitman Advisory Council. I feel fortunate to have Ed as an advisor, whose counsel I regularly seek and value.”

Prior to earning his MBA at Whitman, Pettinella received a BS degree from SUNY Geneseo in 1973, where he was president of his class.

Deborah Leone Awarded Dean’s Citation

The Whitman School recognized Deborah Leone ’86 BS, ’87 MBA, managing director of internal audit at Goldman Sachs, with the 2013 Dean’s Citation for Exceptional Service. The Dean’s Citation recognizes alumni who exemplify what it means to be an outstanding Whitman School supporter.

Leone joined Goldman Sachs as an analyst in the Controllers department in 1989. She was named managing director in 2003 and partner in 2008. She spent four years as controller for the Investment Management division before assuming her present role. She has a dual reporting relationship to the board of directors through the audit committee and to the firm’s general counsel. Leone serves as an observer on a variety of Goldman Sachs committees in addition to co-chairing the Firmwide Women’s Network. Prior to joining the firm, Leone was a CPA at PwC in the financial services industry group.

Leone earned both her bachelor’s degree in accounting and MBA with a concentration in finance and accounting from the Whitman School. She has been an active and loyal alumna. She currently serves on the Whitman Advisory Council and recently represented Goldman Sachs Women’s Network as a guest speaker when the Whitman Women in Business visited the firm.
Whitman Alum’s Syracuse Eatery Profiled on Food Network

Whitman alum Fady Khabbaz ‘09 MBA hosted the customer of a lifetime this past summer when his downtown Syracuse restaurant received a visit from Food Network personality Guy Fieri.

Khabbaz opened Byblos Mediterranean Café in Syracuse’s Armory Square district in April 2010, billed at the time as Syracuse’s first Lebanese restaurant. Khabbaz opened his doors to Fieri last August when Fieri, who originally came to the Salt City to do an appearance at the State Fair, decided to profile Byblos Café after discovering Syracuse’s thriving, eclectic food scene.

Khabbaz’s café was featured in a December 2012 episode of Fieri’s wildly popular Food Network series, “Diners, Drive-Ins and Dives.”

“The Food Network crew was unbelievable—they treated us like family,” shares Khabbaz. “Byblos Café feels very fortunate to be in the same company as all of the other great eateries Fieri has profiled in the USA.”

“I was inspired to take a risk and start my own business during my studies at SU,” says Khabbaz. “The entrepreneurship coursework, skills and resources I acquired from my MBA at the Whitman School of Management, without a doubt, gave me the confidence to go for it.”
What three words would you use to describe yourself?

You started working at Chocolate Pizza Company when you were 15 years old. At what moment did you realize you wanted to someday buy the company?
I mopped a lot of floors and washed a lot of dishes when I first started, but it is amazing how much of the business you take in from that perspective! After the first Christmas holiday that I worked here, I realized owning this business would be a dream. I worked so hard that season, but it never really felt like work. It was different everyday—challenging, creative, fast paced and just a satisfying experience. The products we made were unique and the customers were so happy with our chocolate that I knew I wanted to run it one day. I asked the owner to teach me the business and she did. Then, five years later, I bought it.

What is your favorite SU/Whitman memory?
Aside from meeting my fiancé, Christie Yesersky, at Syracuse, my favorite SU memory was the day former head coach Greg Robinson invited me to join the Orange football team. I grew up with a dream to play football for Syracuse University. My dad and I would go to as many games as we could and I loved being on campus. In high school, I was a place kicker who worked hard to be good enough to play college football. I trained year round, worked out with a professional coach, competed across the country and was ranked #26 by ESPN my senior year. I had invitations to kick at several Division I schools, but the chance to be part of my hometown team was very special.

What is the single most important thing you learned at Whitman?
The single most important thing I learned at Whitman was that entrepreneurship is a process, not an event. It isn’t about starting a business as much as it is about understanding your business. Entrepreneurship is so hard to do well because it demands excellence in so many areas, but Whitman gave me a foundation broad enough to be effective in my current CEO role.

What is the best piece of advice you’ve ever received?
“Solve the problem and never, ever quit.” My dad has taught me that for as long as I can remember. Whatever the challenge you are facing, focus on a solution. If that attempt fails, then try another and another—be relentless and resilient, and never let someone else define the boundaries of your dreams.
Changing of the Auxiliary Services Guard from One Whitman Alum to Another

In February, SU Director of Auxiliary Services Peter Webber ’73 MBA announced his retirement, effective June 30, from Syracuse University after 42 years of service. Auxiliary Services includes Housing, Meal Plan and ID Card Services, University Bookstore, Housing and Food Services Maintenance, Minnowbrook Conference Center, Data Systems, Conference Services, University Licensing, Research Park, Food Services and WAER. The operational efficiency and effectiveness, student service focus and financial success and stability of the Auxiliary Services operations have been trademarks of Webber’s tenure.

Webber began his career in 1971 as a business manager for the Office of Residential Life while completing his MBA at SU. A successful change agent, Webber played an instrumental role in the building of new facilities throughout campus, including Ernie Davis Residence and Dining Hall, Goldstein Student Center, Kimmel Food Court, a new studio location and increased power for WAER and several campus eateries. Major renovations to the bookstore, commissary, Lawrinson Hall, Shaw Hall, Lyons Hall and Washington Arms offer higher quality service and products to the University’s faculty, staff and student customers.

“Peter has provided decades of excellent leadership and management in achieving substantial and significant improvements in his areas of responsibility,” says Louis Marcoccia, Syracuse University executive vice president and chief financial officer. “His accomplishments have greatly benefited the University and its students.”

Jamie Cyr ’12 MBA, associate director for Auxiliary Services, has been named the director of Auxiliary Services, effective July 1. Cyr has provided oversight of Auxiliary Services business operations, budgeting, forecasting, capital planning and trademark licensing.

Prior to earning his MBA from Whitman, Cyr received a BS from Le Moyne College. Previously, he held the position of controller at the Sheraton Syracuse University Hotel, where he currently serves on the board of directors in addition to his service as a director for Drumlins Country Club.

“I thank Peter and Jamie for working collaboratively with me to accomplish the transition of leadership of Auxiliary Services,” adds Marcoccia. “I am confident that all constituencies receiving service and support from the Auxiliary Services departments will be very pleased by the high quality leadership and management Jamie will bring to the director’s position.”

The Alumni Vine: Class News & Notes

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

EMAIL: whitcomm@syr.edu
ONLINE: whitman.syr.edu/alumni
Whitman by the Numbers
A SNAPSHOT OF OUR UNDERGRADUATE STUDENTS

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<th>Student Profile</th>
<th>Ethnic Representation</th>
<th>Geographic Breakdown</th>
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<td><strong>1,782</strong></td>
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<td><strong>INTERNATIONAL STUDENTS</strong></td>
<td><strong>6.2</strong> MULTIPLE ETHNICITIES</td>
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From Where Do Whitman Undergraduates Hail?

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A Sampling of Events and Activities on the Whitman Calendar

JUNE 7
→ 23rd Annual Whitman Alumni Golf Tournament
Join us for Central New York’s premier golf tournament and an important fundraiser for Whitman student scholarships. The day’s activities include golf, lunch, raffles, an auction and dinner. Contact Emily Yakawiak at egyakawi@syr.edu or (315) 443-3850.

JULY 20–28
→ Entrepreneurship Bootcamp for Veterans with Disabilities (EBV)
The Whitman School will hold the seventh annual Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), a small business training program for post-9/11 veterans. Contact Jared Lyon at ebvinfo@syr.edu or (315) 443-6007.

AUGUST 2
→ DCP Graduation
Whitman celebrates the graduation of its Defense Comptrollership Program students. Contact Wendy Frye at wafrye@syr.edu or (315) 443-1387.

AUGUST 17-21
→ iMBA Residency Week
Residencies are held on the SU campus three times each year. Contact Pam Suzadail at pjsuzada@syr.edu or (315) 443-8384.

AUGUST 18-25
→ Full-Time MBA Orientation
Contact Amy McHale at ammchale@syr.edu or (315) 443-9216.

AUGUST 22
→ Parents’ Reception
This is a wonderful opportunity for parents and families of new students to mingle informally with Whitman faculty, staff and administrators. Contact the Undergraduate Office at (315) 443-2361.

AUGUST 26:
→ First Day of Fall Semester Classes
For complete academic calendars, visit www.syr.edu/registrar/acadcalendars/index.html.

SEPTEMBER/OCTOBER
→ Fall Career Madness/Career Fair Week
The Whitman Career Center actively promotes the School to global employers and offers venues to these employers for the recruitment of Whitman students. Contact Mary Kate Imbolli at mimbolli@syr.edu or (315) 443-4140.

OCTOBER 3
→ 64th Harry E. Salzberg Memorial Lecture Program
The Salzberg Memorial Program is the premier event celebrating supply chain management education and culminates with the awarding of the Salzberg Medallion. Contact Agnes Magnarelli at ahmagnar@syr.edu or (315) 443-1383.

- Entrepreneurship Bootcamp for Veterans with Disabilities
- Alumni Golf Tournament
- iMBA Residency Week