Students come to Whitman with big dreams, and you can help make those dreams reality. As a Whitman alum, you understand the importance of giving back and helping the next generation. Your financial support, mentoring and lending of expertise helps provide our students with the best experience. Thanks for all you do to help make a difference in the lives of our students.

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A SAMPLING OF EVENTS & ACTIVITIES AT WHITMAN

JUNE 1
- 25th Annual Whitman Alumni Golf Tournament
Join us for Central New York’s premier golf tournament and an important fundraiser for Whitman student scholarships to be held at the private East Course of Drumlins Country Club. The day’s activities include golf, lunch, raffles, auctions and a sit-down dinner. For further details, please visit www.whitmanmag.com.

AUGUST 7
- DCP Graduation
Whitman celebrates the graduation of its Defense Comptrollership Program students. Contact Wendy Frye at wafrye@syr.edu or 315.443.1367.

AUGUST 31
- First Day of Fall Semester Classes
For more information on the 2015-2016 SU calendar, visit https://www.syr.edu/registrar/acadcalendars/multiyear-cal.pdf.

SEPTEMBER 28 & NOVEMBER 6
- Fall Career Planning
The Whitman Career Center actively promotes the School to global employers and offers venues to these employers for the recruitment of Whitman students. Please contact Jeanne Steckel at jmstecke@syr.edu or 315.443.5548 for more details on the following events.
  - Monday, September 28 – Whitman Fall Career Fair
  - Friday, November 6 – Career Madness

OCTOBER 8
- 66th 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 Medalion. Contact Agnes Magnarelli at ahmagnar@syr.edu or 315.443.1383.
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Springtime is the season of rejuvenation and regrowth. Often, we take inventory of all that we’ve accomplished and make future plans. Particularly in our academic cycle, spring is the culmination of one year and the beginning of the next. At Whitman, we’re always reflecting on all our accomplishments and looking to new initiatives.

In this issue, you’ll hear from two of our seniors as they reflect on their four years at Whitman. From their first day to their first internship and beyond, they have grown to become poised individuals ready to take on their business adventures after Whitman.

Nearly all the 2015 graduates you’ll see listed took advantage of many opportunities our students have for experiential learning outside the classroom. Whitman has many student clubs and activities in which hundreds of graduate and undergraduate students participate, including those that focus on finance or accounting and those that allow students to practice what they’re learning. Our new Whitman Student Government is already making a difference, helping to enact change to make Whitman an even better place for students. Later this year, we will have a big announcement about another initiative that will allow our students a unique, real-world experience unmatched by our competitors. Stay tuned!

You’ll also hear about a new class we’re offering to non-Whitman students that is the talk of the campus. Business Essentials is the result of a cross-functional faculty planning team and it’s providing non-business majors an opportunity to learn all about business, something that will no doubt help them in their chosen careers.

As we reflect on the close of another strong academic year, we are reminded of all our alumni do to support Whitman. You will read about a few of those individuals in the pages of this issue, but we know there are many, many more of you who are succeeding and paying it forward to new Whitman grads.

One particular alumnus who gave generously to Whitman in both support and service was Jack Milton ’51. I would like to extend the condolences of everyone at Whitman to his wife, Laura, their children and family on his passing and offer our sincere gratitude for his legacy of loyalty to the school. I encourage all alumni to follow Jack’s example of engagement and giving. Your dedication and contributions to your alma mater make a difference and are appreciated.

KENNETH A. KAVAJECZ, DEAN
Annual Event to Honor Martin J. Whitman Held in April

The 12th Annual Whitman Day was held April 24. The agenda included a breakfast panel discussion, sponsored by Wells Fargo Advisors, LLC., featuring guest of honor, Martin J. Whitman ‘49. A keynote lecture was delivered by Mary Callahan Erdoes, chief executive officer of J.P. Morgan’s Asset Management division, a global leader in investment management and private banking with more than $2.5 trillion in client assets. Erdoes also serves as a member of JPMorgan Chase & Co.’s Operating Committee.

A graduate of Georgetown University and the MBA program at Harvard Business School, Erdoes is a member of the board of the U.S. Fund for UNICEF and the U.S.-China Business Council. She also sits on the Federal Reserve Bank of New York’s Investor Advisory Committee on Financial Markets. Forbes and Fortune magazines consistently rank her as one of the World’s Most Powerful Women, and Bloomberg Markets magazine named her the World’s Most Influential Money Manager for 2013.

Faculty, staff, alumni, friends and corporate partners gathered for this event, held each year to honor the school’s namesake and to celebrate Whitman’s entrepreneurial spirit and contributions to the business world and business education.

Whitman Collaborates with Staples to Analyze Supply Chain Management Opportunities

Whitman’s H.H. Franklin Center for Supply Chain Management at the Martin J. Whitman School of Management at Syracuse University is collaborating with Staples, Inc., in a first-of-its-kind relationship to bring innovation and new research to the supply chain field.

The collaboration entails two initiatives. In the first, Whitman faculty and students will analyze fulfillment operations and make recommendations regarding how Staples can further improve its inventory and distribution decisions.

“Staples already has an excellent distribution system, with the capability to deliver next day to 96 percent of the United States’ population,” said Burak Kazaz, Ph.D., executive director of the Center, The Laura J. and L. Douglas Meredith Professor of Teaching Excellence and associate professor of supply chain. Whitman faculty and students will analyze big data on customer orders and make adjustments in inventory deployment decisions to create further efficiencies.

As part of the second project, Whitman faculty and students will work to develop a new risk assessment methodology to assess the risk exposure in the entire Staples supply chain. The work will bring out a new perspective in supply chain risk management.

The end result of both projects will be presented to senior Staples leadership. “The H.H. Franklin Center for Supply Chain Management prides itself on cutting-edge approaches to education,” said Kazaz. “This collaboration not only provides a unique, real-world consulting experience for our students that will help them be more marketable when they graduate, it will also contribute greatly to Staples’ body of supply chain knowledge and help the company make better business decisions.”

Don Ralph, senior vice president, supply chain and logistics, Staples, Inc., and a previous winner of Whitman’s Salzberg Medallion, sees the partnership as mutually advantageous. “Staples is supportive of the learning opportunities this engagement will provide to the next generation of supply chain professionals and sees real value in bringing a fresh set of eyes and new ways of thinking to our data analytics and risk management planning.”
As students took their seats on day one of Business Essentials (BUA 100), many were surprised by the attire of the instructor. Professor Alex McKelvie stood before them in gym shorts and a T-shirt emblazoned with the word "lazy," while donning sunglasses and bright red Croc sandals. Though the sight made many of them chuckle, it was not intended as a joke—it was the first lesson in this new class launched at Whitman last fall, with the purpose of teaching non-Whitman students the fundamentals of business.

Syracuse University students can get a meaningful overview of management principles and disciplines through this two-class sequence specifically designed to be engaging, interactive and fun. During lectures, the team of seven professors portrays the executive leadership team of the fictional MJ Whitman Chocolates. Students are told that McKelvie, who plays the intelligent but clueless son of the late Gertie Whitman, has recently inherited ownership of the company from his mother and is in need of management training.

During each class, instructors act out scenes from the boardroom in the format of a television drama, complete with plot twists and cliffhangers. The instructors base their lessons off scripts, which are written by the team during planning sessions. "There's a storyline, so people really get into it," said McKelvie. "Everyone is excited to see how to solve the next problem. You never really know what is going to happen next."

After each "episode," students have the chance to ask the characters questions, offer suggestions and contribute to solving the many problems the company encounters—from lawsuits to personnel issues and everything in between. The class provides students with primary knowledge of accounting, finance, entrepreneurship, marketing, management, supply chain management, retail, law and international business. Professors Don Cardarelli, MaryAnn Monforte, Pat Penfield, Dan Rice, Ravi Shukla, Sue Smith and McKelvie each act as a specialist for the company in one of these departments, incorporating highly developed backstories and character traits into their lessons.

Dean Kenneth Kavajecz introduced the class concept to faculty last spring, and the inaugural group of students enrolled last fall. "We believe that many non-management majors are interested in a basic understanding of business," said Kavajecz. "We wanted to make that a real possibility for students from all over campus without any barriers to entry, while giving them the ability to fit it in the prescribed schedule for their major course of study. This class offers them that opportunity. Having a grasp of accounting, marketing, finance and the other functions explored in Business Essentials can prove to be a real asset in almost any work setting."

The fall 2014 Business Essentials class included 102 students from all different colleges and class years. Many continued on to the second class in the sequence this spring, which continues the coursework of BUA 100 in a smaller seminar setting.

Ellie Lapidus '17 described Business Essentials as the best class she has taken at Syracuse thus far. "All the professors present the fundamentals of their topics through this larger example, so students can apply it in a real-world scenario, which makes it easier to understand," said Lapidus. "The instructors encourage participation and make you feel comfortable asking questions. It makes for an interactive, creative and fun learning environment that allows students to thrive."

The multidisciplinary approach of Business Essentials combined with its experiential learning component ensures that students leave the course with a holistic understanding of management. "You can teach marketing, or you can teach finance, but, in reality, all the functions of a business have to work together," explained Smith, who led the development and coordination of the entire course. "That's why I love teaching it as a whole; you see how the lessons really connect and apply to a business setting."
**PAT PENFIELD**  
Director of Executive Education  
Professor of Supply Chain Practice

Pat Penfield has been selected as the director of executive education at the Whitman School. A professor of practice in the supply chain management program and director of supply chain executive programs, Penfield brings to this new role more than 10 years of experience leading non-degree and executive education programs. In this appointment, he will be responsible for identifying and developing executive education opportunities and engaging the necessary faculty to deliver the offerings.

Prior to Whitman, Penfield amassed more than 15 years of industry experience while serving as vice president of operations for a Syracuse-area manufacturing company and working in supply chain management at Johnson & Johnson, Philips Electronics and The Raymond/Toyota Corporation.

Penfield, who earned his MBA from Le Moyne College, is interested in helping practitioners bring their supply chain management activities into the 21st century. He has authored two books, published numerous articles in leading journals and industry publications and has been quoted extensively by print and broadcast media outlets.

**DAVID GARDNER**  
Associate Director of Defense Executive Education Programs

David Gardner has joined the Whitman School as the associate director of Defense Executive Education Programs. He teaches Financial Management 101, the Army Comptroller and the Executive Comptroller courses. As the associate director, Gardner develops and updates all classroom materials and simulations for the Department of Defense Executive Education courses and conducts interviews and surveys with senior U.S. Department of Defense and U.S. Army financial resource managers on training and education requirements.

Prior to his arrival at Syracuse University, Gardner served as interim director of resource management for the Army Reserve’s G-3/5/7. He is a retired U.S. Army officer with 27 years of service.

Gardner earned a master’s degree in both business administration and public administration from Syracuse University as well as a bachelor’s of business administration from St. Bonaventure University.

**JOHN PRIZNER**  
Assistant Dean for Advancement

Whitman has welcomed John Prizner as assistant dean for advancement. In this new position, Prizner will be responsible for planning and directing a comprehensive fundraising program as well as working in collaboration with representatives of Whitman and Syracuse University to secure philanthropic gifts.

Prizner brings more than 15 years of experience in major gift fundraising, business development, public relations and marketing to this new role. Previously, he served as assistant dean of development for the School of Management at the University of Buffalo (UB). He was recently honored by 40 Under 40 Western NY as the Buffalo Business First Recipient, an award for which he was nominated by his donors, colleagues and staff at UB.

Prior to his position at UB, Prizner worked as a development officer at Canisius College and in the areas of public relations and marketing partnerships for the Buffalo Bills. He earned his undergraduate degree at Canisius College and a master’s degree in public relations from Syracuse University’s S. I. Newhouse School of Public Communications in 1998. Prizner is a proud SU alumnus who is happy to be back to serve his alma mater.
CHRISTINE SAUVE  
Program Manager, Falcone Center for Entrepreneurship

Christine Sauve has been promoted to the position of program manager for the Falcone Center for Entrepreneurship. In this role, Sauve will plan and administer programs and events that support the mission of the Falcone Center. She will help to develop grant-funded programs and provide budgetary and administrative oversight of the Center's various programs and centers, including the South Side Innovation Center, Women's Business Center and Entrepreneurship Bootcamp, among others.

Sauve’s other duties include the initiation of fundraising opportunities and promotion of entrepreneurship across campus and in the community as well as the provision of mentorship for students of the Couri Hatchery, capstone competitions and D’Aniello program.

Sauve will expand on her previous duties as grant coordinator, a position she held since coming to Whitman in 2008, by serving as a resource for faculty and administrators in their efforts to obtain grant funding.

Sauve holds a bachelor's degree in electrical engineering from Stevens Institute of Technology and is a student in the MBA@Syracuse program.

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Longtime Staff Members Retire from Whitman

Mary Kate Imbolli and Emily Yakawiak retired after more than 47 collective years. Both made significant contributions to Whitman during their many years of service.

In 1987, Mary Kate Imbolli arrived at Whitman as an administrative specialist in the Graduate Programs office. She went on to work in the executive education office and, most recently, in the Whitman Career Center.

"Mary Kate was the face of the Executive MBA program for many years and later the first point of contact in the Career Center,” said Randy Elder, professor of accounting and former senior associate dean. "She always stood out because of her impeccable sense of style. Former graduate associate dean Paul Bobrowski says that Mary Kate was the best person to ever work for him." "She was great to have as a friend, because she knew everyone," continued Elder. "If you needed help arranging a reservation or catering, Mary Kate was the person to see. She could help you get reservations at places that didn’t take reservations."

Before joining the Whitman School in 1996, Yakawiak had worked for half a decade at Syracuse University. She retired in January from her post as an administrative specialist in the Visitor Center.

“Emily put her heart and soul into making the Whitman experience exceptional for our prospective students and their families, current students and alumni,” said Carol Heil, director of undergraduate recruitment and college relations, who worked with Yakawiak for seven years.

Many Whitman students who worked in the visitor’s center over the years considered Emily a mother figure. Tatiana Turner ‘15 is among them. “For 20 years, Emily helped make our business school a home away from home for students—whether sharing her wisdom on life or giving me a pep talk before a tough exam. Emily had the ability to reassure the most skeptical visiting parents and comfort the most homesick students. She taught me the importance of being personable, genuine and, most importantly, myself. I am grateful that I had the chance to work with her for 3½ years.”
LESSONS IN LEADERSHIP
BEYOND THE CLASSROOM:
Student Groups and Programs Provide Invaluable Career and Life Preparation Experiences

By Alison Kessler

There is much more involved in preparing students to obtain and progress in rewarding positions after graduation—and to make meaningful contributions in the communities they will call home—than what takes place inside Whitman classrooms. Through an orchestration of people and programs, students are provided a myriad of opportunities to develop practical skills, general competencies, such as communications and leadership, and social awareness. Many such opportunities are coordinated by organizations composed of and led by students with the shepherding of a faculty or staff advisor.

Symposiums and workshops give students information on the latest industry trends and insights into a range of career paths. Members of the REAL ESTATE CLUB helped coordinate the spring Real Estate Symposium at Whitman, which included a panel of experts in affordable multifamily housing. Students in NET IMPACT coordinated a series of “green” workshops across campus to promote careers that focus on sustainability and social enterprise.

Professional development and networking events are advantages of membership in numerous student groups. In April, ALPHA KAPPA PSI, the world’s largest business fraternity open to all majors on campus, hosted the third annual Business Week. Highlights included an etiquette dinner, a networking event and keynote address by Dr. Randal Pinkett, winner of NBC’s The Apprentice.

Every fall, members of Whitman’s NATIONAL ASSOCIATION OF BLACK ACCOUNTANTS (NABA) attend NABA’s Eastern Region Student Conference where they participate in seminars, interview for entry-level positions and internships and expand their professional networks.

Nearly every organization in which Whitman students can pursue membership entails an element of service. Whether its members of BETA GAMMA SIGMA national business honor society tutoring students in the new Whitman Learning Center or members of other groups serving meals to the homeless, coordinating a blood drive or participating in a charity walk, community engagement is embraced.

The chance to obtain and hone technical skills through hands-on practice is a benefit of many student organizations. BETA ALPHA PSI professional service fraternity offers tax preparation assistance to the SU community by students who put into action what they learn in accounting classes. SYRACUSE UNIVERSITY INVESTMENT CLUB members actively manage and trade a portfolio of over $100,000 in real money.

Career exploration trips give students access to professionals in a real business environment such as the New York City headquarters of Goldman Sachs, where members of WHITMAN WOMEN IN BUSINESS heard from several female executives through the firm’s Women’s Network program. FINANCIAL MANAGEMENT ASSOCIATION members also spend time in New York City visiting financial institutions on Wall Street each summer.

Competitions, such as the annual MBA/MS case competition sponsored by the WHITMAN GRADUATE STUDENT ORGANIZATION, allow students to demonstrate strategic thinking and practice presentation techniques. Members of the FRANKLIN SUPPLY CHAIN CLUB placed third out of 16 teams in this year’s Denver Transportation Club Case Competition, while students representing Whitman’s FAMILY BUSINESS CLUB challenged dozens of teams from 12 countries at the Family Enterprise Case Competition at the University of Vermont.

In the fall, members of the international business fraternity, DELTA SIGMA PI, participated in the College Federal Reserve Challenge where they presented research and a monetary policy recommendation.

As part of Whitman School’s TOASTMASTERS INTERNATIONAL CLUB, members test their efforts to become more effective communicators at events such as the Eastern Division Spring International Speech Contest.

The opportunity to listen to and learn from professionals in their industry of interest is another valuable offering of many student organizations. The AMERICAN MARKETING ASSOCIATION hosts a “Rising Stars in Marketing” panel discussion featuring alumni who are up-and-coming in the industry.

Syracuse University
The Orange Value Fund (OVF) is an exceptional two-year academic and experiential learning program for select Whitman juniors and seniors. The program’s student analysts help manage the fund’s assets, which today total close to $4 million—a significant growth from its starting point of $1.1 million in 2006.

Because of the academic rigor, time demands and complex concepts, the application process is highly selective and includes two rounds of interviews. The eight to 10 most promising students with a GPA of 3.5 or higher who exhibit leadership and demonstrate a passion for finance are selected each year.

Fernando Diz, the Martin J. Whitman Professor of Finance and director of Whitman’s Ballentine Investment Institute, serves as managing director of the OVF and oversees all aspects of the program and fund management.

First-year junior analysts go through a specially-designed curriculum, attend weekly seminars, sit for the Bloomberg certification exam and participate in career exploration trips to Wall Street. Additionally, they research current holdings and present their findings to the fund director.

During year two, senior analysts have the added responsibility of working with junior analysts to revalue current holdings, and they assume the lead role in finding new investment opportunities.

The breadth of the curricular and experiential elements well position analysts for the placement opportunities afforded through the program’s partner channel. The long and impressive list of employers of OVF graduates includes top firms, such as The Carlyle Group, Goldman Sachs, BlackRock, JP Morgan and Credit Suisse.

Ties to leading financial brands are established through on-campus speaking engagements, career exploration visits, Wall Street road shows, internship and full-time placements as well as continued alumni engagement.

One such alumnus is Corey Passarella ’11, an associate at The Carlyle Group, who recently hosted all 15 OVF analysts to deliver presentations and interact with the investment professionals at Carlyle. This was the second time he has hosted OVF since joining Carlyle last summer.

“The value of my OVF experience is immeasurable, and I am happy to share my career path with current students and facilitate access to the second to none investment professionals within Carlyle,” shared Passarella. In his previous position at Goldman Sachs, Passarella also shared his access and resources with the current and most recently graduated student analyst classes.

New Student Government Provides Opportunities for Leadership and Open Exchange

Leadership, organization, teamwork and communication were a few of the many skills honed by the inaugural officers of Whitman’s Student Government (WSG), founded last fall under the supervision of Whitman Dean Ken Kavajecz and the Undergraduate Programs staff. The goal of the WSG is to unify the student voice and promote a shared responsibility in making decisions relevant to all school stakeholders.

“I felt strongly about partnering with students to create a presiding entity at Whitman,” said Kavajecz. “The benefits have been evident in the exchange of ideas and implementation of positive change. I’m confident the WSG will continue to provide valuable skill-building opportunities for those who serve, and Whitman will benefit from their commitment to enhancing our school.”

The WSG includes five executive board members and 16 student representatives (four elected from each undergraduate class). The government has three branches: judicial, finance and programming.

Brett Kaplan ’15 served as the WSG’s first president, which he said brought both challenges and rewards.

“The WSG is involved in many different functions, such as funding student organizations, creating programming, handling academic integrity issues and evaluating the merit of suggestions,” shared Kaplan. “To be successful, I needed to know what was going on in every area and regularly brainstorm and problem solve with group members.”

Though Kaplan feels his collective experiences at Whitman readied him for the role of leading the WSG during that foundational year, he says he grew from the experience. “I learned so much, and I am honored to have served as president,” he continued. “A great deal was achieved through the hard work and dedication of the executive board and student representatives.”

Service on the WSG was the first leadership position on campus for many of the representatives. “It was amazing to see the underclassmen step into their roles,” added Kaplan. “I enjoyed working with people who are as committed to Whitman as I am. A strong, dedicated team is an organization’s most valuable asset. That is another thing Whitman has taught me.”
The American Production and Inventory Control Society (APICS) is a leading professional association for supply chain and operations management with more than 70,000 members worldwide. The Syracuse University chapter is housed in Whitman’s Robert H. Brethen Operations Management Institute and advised by Professor of Supply Chain Management Fred Easton, who is also the Institute’s director. Student participation in APICS enhances academic studies through experiential learning and professional connections.

Industry speakers and plant tours are valuable components of APICS. Tours of facilities, such as the Pulaski, N.Y., headquarters of Fulton Companies, an industry leader in emerging heat technologies for global clients, allow students to witness real-life supply chain complexities and gain access to accomplished professionals.

The sponsorship of student teams in case competitions provides invaluable experiential learning. APICS President Sandeep Ramachandran ’15 MBA led the Whitman team at last year’s MBA Regional Supply Chain Case Competition at Rutgers’ University.

“The case required us to connect academic knowledge with a real-life situation to creatively solve business needs and present innovative ideas to industry leaders,” shared Ramachandran. “The competition also provided an opportunity to network with top supply chain executives.”

Another valuable networking opportunity is the annual APICS conference, the premier event for supply chain and operations management professionals. Through the Brethen Institute, undergraduate and graduate students receive complimentary conference registration, a stipend and assistance with accommodations.

One of the most significant benefits of APICS is the support of students in their pursuit of the APICS Certification in Production and Inventory Management (CPIM), which brings a decisive competitive advantage in the industry.

The certification—a preferred qualification for many positions—consists of five examinations. Students who plan to sit for an exam may take advantage of a free, four-hour preparatory course and are given access to comprehensive and current study resources. As further incentive, the Institute reimburses the $140 fee for each exam successfully completed.

Ramachandran says the advantages of APICS translate to tangible skills and qualifications for a decided edge in the marketplace.

“Classroom education has provided me critical information about the basics of supply chain, but the value of membership in APICS through earning the coveted CPIM certification, participating in case competitions and interacting with industry leaders has helped build my confidence in realizing a successful career in supply chain management.”

Members of the E-Club Get Front and Center with Experienced Entrepreneurs

“A key benefit of the E-Club is the exposure of students to entrepreneurs who have different perspectives on success,” shared Austin Miller ’15, former club president. “Each speaker has a unique approach to leadership and management, yet they have all been successful in their ventures. Students see there are many paths to entrepreneurial prosperity.”

Open to all SU students, the Entrepreneurship Club (E-Club) regularly hosts intriguing entrepreneurs such as Scott David, CIO of Panera Bread, and Sheldon Yellen of “Undercover Boss” fame who serves as CEO of the billion-dollar BELFOR Holdings, Inc.

Learning from seasoned entrepreneurs is not limited to on-campus speakers. Members get mobile to gain insight from entrepreneurs such as the new owners of Greek Peak Mountain Resort who shared their plan to transform the dated, debt-ridden resort into a cash positive tourist destination.

A few E-Club members, who were selected through a competitive application process, traveled to Orlando, Fla., for the 2014 Collegiate Entrepreneurs Organization (CEO) Conference. According to Miller, one of the conference takeaways was the need to think globally in today’s borderless marketplace.

“One member of our group from the Middle East spoke about the value of thoroughbred camels and how conflict in the region had cut traditional supply lines,” explained Miller. “Another member from Australia said his government pays people to remove camels that are running rampant in parts of the country. We had a little fun discussing the logistics of a business that exploited the regional difference in value. Though not an ‘entirely’ serious example, it illustrated the importance of global awareness.”

The E-Club, which is supported by Whitman’s Entrepreneurship and Emerging Enterprises department and the Falcone Center for Entrepreneurship, also offers programming that supports the entrepreneurial aspirations of students. The recently launched “Cuse Tank” series gives students the chance to practice their business pitch and receive feedback from experienced entrepreneurs.

James Ransom ‘17, the E-Club’s new president, has hit the ground running. “I am constantly looking at the evolving nature of campus and needs of our members,” he shared. “My primary focus is establishing partnerships. I see campus collaborations as critical in fostering an entrepreneurial culture across the university.”
Working on Real-World Consulting Projects Practically Prepares Whitman MBAs

The objective of the Whitman Consulting Club is to develop and enhance the skills of members interested in a consulting career. There are many avenues for achieving that outcome, including the shared perspective of accomplished speakers like Dennis Huggins of Bain & Company, who is actively engaged in Syracuse University’s Fast Forward initiative, and career exploration opportunities, such as visiting Deloitte Consulting.

Another benefit of membership is the practical preparation gained through working on real life projects like the Startup Insider Initiative (StartupInsiderInitiative.org), a new cloud-based incubator platform developed through a partnership between Short Enterprises and the Clinton Global Initiative.

The goal of the initiative, which has a growing network of over 250 collaborators, is to provide entrepreneurs, startups and small businesses with tools, resources and support to help them thrive. Whitman’s Alejandro Amezcua, assistant professor of entrepreneurship, recently joined the initiative’s Leadership Council.

The connection between Whitman and Short Enterprises, founded by SU alumnus W. Michael Short, was first made last summer when Aishik Barua, a second year MBA student, joined the company as a communications intern. Barua felt the firm’s small size would afford him significant work experience. That assumption came to fruition. “Not only were there opportunities to learn new things, I was able to witness the results of my plans and actions in real time,” shared Barua.

Upon completing his internship, Barua connected Short with the Whitman Consulting Club. Since last August, six MBA students have worked closely with the Short Enterprises team.

“In order for our global initiative to empower businesses to be successful, we needed to ensure our own business had a solid foundation for growth,” said Short. “The collaboration with Whitman students has been mutually rewarding, as it is providing the students with real-world experiences while helping us evaluate and strengthen our core communications consultancy business.”

Having worked on the initiative as an intern and now overseeing the student team as a Consulting Club officer, Barua fully recognizes the value of this experience. “This project provides unique opportunities to engage with budding entrepreneurs across the world,” added Barua. “Mr. Short is a wonderful mentor who gives insightful feedback, generous encouragement and meaningful learning opportunities to help prepare students for future success.”

ENACTUS Students Create Positive Change through Social Entrepreneurship

ENACTUS is a global non-profit organization. The Syracuse University team, formed at the Whitman School in 2006, supports nine projects with goals such as helping the homeless find a path back into society and breaking the cycle of poverty and illiteracy for Mayan women.

“ENACTUS members have the unique opportunity to not only put into practice what they learn in the classroom but to also make a significant difference for people in our community and abroad,” shared Kelley Long ’15, Syracuse ENACTUS president. “Our members embrace the ‘teach a man to fish’ concept by empowering others to improve their livelihoods in an economically, socially and environmentally sustainable way.”

Associate Dean of Undergraduate Programs Amanda Nicholson has advised the ENACTUS team since its inception. Last year, more than 100 members spent over 3,000 hours working in support of the nine initiatives.

Through the Best Foot Forward project, ENACTUS members assist female inmates in Jamesville, N.Y. with their transition from prison to professional life. Visiting the jail every Friday, students conduct interview preparation workshops and help inmates create resumes and cover letters. The three-year recidivism rate for the women assisted by the team is just 10 percent versus the 70 percent average for the facility. For their efforts, the team was awarded a Walmart Women Economic Empowerment Partnership grant.

Mission Returns is designed to improve the recycling culture at SU through an awareness campaign and to help provide the Rescue Mission of CNY with a sustainable funding stream. The project team has formed partnerships with the 18 campus fraternities and several surrounding apartment complexes to persuade them to designate the Rescue Mission as the official third party redeemer for their bottles and cans.

ENACTUS initiatives offer members meaningful opportunities to practice teamwork, leadership, communication and problem solving. “Our members are exposed to challenging and complex situations that build skills which simply cannot be learned in a classroom. In addition, at ENACTUS competitions, we have access to networking and career opportunities with companies that recruit exclusively from the organization,” added Long. The team has finished in the top 20 out of over 400 teams at ENACTUS National Competitions five out of the last six years.
Family, Philanthropy and Service
Whitman Remembers the Life and Legacy of Jack Milton 1928-2015
By Alison Kessler

Two significant things happened to Jack Milton ’51 his freshman year at Syracuse University. He made the decision to change his academic major from engineering to management and he met Laura Hanhausen ’51 (A&S) during freshman convocation at Hendricks Chapel. She would later become his wife.

Until his passing on February 28, Milton served as the chairman of Milton CAT, one of the nation’s largest distributors of new and used heavy machinery. The family-owned company is based in Milford, Mass., where Milton worked every day alongside his son, Christopher, who serves as CEO and is the third generation to lead the company. Milton first learned the ropes from his father and, with his partner, expanded the company to include locations in New Hampshire, Vermont, Maine and New York.

The growth of the company to 13 locations has been fueled by the Miltons’ continuity of purpose and empowering of people. Those same ideals have been reflected in the raising of their children, Christopher and Stacey Louise Milton Leal ’75 VPA, and in their commitment to community and causes. One of the beneficiaries of their generosity is the University where their life’s tale began.

“Embarking on the construction of a new building to meet the current and future needs of students, staff and faculty was daunting,” shared Whitman’s Executive Associate Dean Tom Foley. “Jack was there from the onset with a resounding show of support and confidence. He and Laura wanted to be a part of the school’s future and all that we knew was possible with the right space for facilitating growth and change. Jack was a great man and a great friend. I miss him already.”

Soon after plans were announced for constructing the new spacious, state-of-the-art building, the Miltons stepped up with one of the first leadership donations. Their gift funded the Jack and Laura Hanhauser Milton Room, a beautiful space for special events.

"Jack was a wonderful supporter of Whitman and SU," said former dean Mel Stith. “His generosity made possible one of the most utilized rooms in the Whitman School. He was a quiet, caring and giving individual. His support and words of encouragement had a tremendous impact on my deanship.”

In addition to other sizable contributions to Whitman and across the SU campus, the Miltons made a substantial donation to support construction of the Milton Atrium in the Syracuse University Life Sciences complex.

Commitment to family and philanthropy came naturally for Milton, as did an unwavering dedication to service. A former member of the U.S. Army, Milton was a lifetime SU trustee and member of the Whitman Advisory Committee.

In addition to Dean Stith, Milton’s support of Whitman was felt firsthand and profoundly appreciated by another longtime leader of the School. “Jack was a loyal friend of the Whitman School of Management and of Syracuse University,” said George Burman, who served as Whitman’s dean from July 1990 to June 2003.

“His financial support was important, but more important were his common-sense ideas for making Whitman a better place. He was a special person, and his friendship will be greatly missed.”
The Whitman School extends its appreciation to the members of our advisory council who share their time and experienced perspective to help advance the mission of our school.

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THOMAS J. FOLEY ’81 M.S.
Executive Associate Dean
Whitman School
Larry Benedict’s Professional Pursuits Create Practical Experiences for Whitman Students

“Syracuse did everything for me. It prepared me for life,” said Laurence “Larry” Benedict ’84. He takes that proclamation seriously and is deliberate in his desire to give back to his alma mater.

A native of Long Island, Benedict came to Syracuse University with the notion of getting a degree and finding a job in marketing, but growing up with Wall Street in his backyard had influenced him more than he realized. He took a few finance classes, got a taste for trading and his next step became clear.

After graduation, Benedict headed to Chicago to trade on the floor of the Chicago Board Options Exchange. A few years later, he arrived in New York City and spent years making a name for himself. He went on to found Banyan Equity Management.

Another thing that happens to those who grow up in Long Island...they get a lot of exposure to SU alumni and fans. His love for his eventual alma mater was rooted early and runs deep. He met his wife, Lisa, there and their three sons “bleed Orange.” Benedict acknowledges that a career in investing is fraught with ups and downs, and that's something students learned firsthand working at Banyan. In the book “Hedge Fund Market Wizards” by Jack Schwager, Benedict speaks to the ebbs and flows and how they shaped him. “All the mistakes I was making along the way—and there were many—were providing experience, which was critical. The lessons I learned from those early failures helped me become successful.”

Benedict also recognizes the importance of mentors and teachers in realizing success. He recently founded the Benedict Faculty Fellowship at Whitman, which honors teaching excellence. One particular professor stands out in his mind.

“I vividly remember Professor Peter Koveos lecturing from on top of a desk,” said Benedict. “He jumped right up there. It was a perch for his passion. That’s the kind of teaching I’d like to see rewarded with the fellowship.”

Benedict has enjoyed and continues his career in investments, but he has found a new perch for his passion. He and Lisa, along with longtime friends and fellow SU alumni, Meryl and Danny Schrager, recently launched Sideline Sports (www.skicks.com). The company, founded by Jordana Schrager, manufactures and markets a line of collegiate footwear. The SU sneaker was one of the first offerings and is among 35 shoes representing 15 universities with more license agreements in the works. The line also includes a breast cancer awareness design.

The company is exceeding sales forecasts, and Benedict has been energized by the chance to lend his financial acumen as a founding investor and partner in the company. To Benedict, another appealing and important aspect of Sideline Sneakers is the avenue it will provide to engage Whitman students through experiential learning.

“When I was in college, there weren’t the types of opportunities there are now to really try out what it is you think you want to do and to pick up some marketable skills at the same time,” said Benedict. “I think that’s invaluable, and I am happy to have offered those experiences.”

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“I see it as mutually beneficial,” said Benedict. “Whitman students have much to bring to the table, and we have an opportunity for them to put knowledge into action—from online marketing to projections to sales analysis and more. I want to create opportunities through this company to really prepare students for the business world. As a proud and grateful alumnus, that is truly gratifying.”
Deborah Leone’s Exemplary Alumni Engagement   By Alison Kessler

Deborah Leone '86, '87 MBA started her career at Goldman Sachs in 1989 as an analyst within the firm’s J Aaron Controllers team. She was named managing director in 2003 and partner in 2008.

“I really grew up at Goldman,” said Leone. “I arrived as a kid with an MBA degree and a couple years of work experience. However, I believe my Whitman education provided the essential tools for me to thrive at Goldman, where diversity is embraced, collaboration and teamwork are encouraged and career aspirations are supported.”

As the director of internal audit, Leone reports directly to the firm’s board of directors and supports them in their responsibilities to ensure the firm maintains an effective internal control environment. Her responsibilities include independently assessing the firm’s internal controls, raising awareness of control risk, advising management in developing control solutions and monitoring the implementation of management’s control measures. She accomplishes this utilizing a global team of approximately 400 audit professionals who review and assess the various businesses and supporting functions of Goldman Sachs.

Leone envisioned herself on Wall Street long before she arrived at SU. Her father is an entrepreneur who enjoys investing, and she loved spending time with him as a young girl talking about the markets. With her older sister already attending SU, she believed that Syracuse had the right balance of academics, athletics and social activities.

Leone decided on Syracuse and accounting—a major she believed would provide the strongest fundamental business education. The program was rigorous with strict requirements and Whitman’s connection with the then “Big 8” accounting firms was strong.

“I thought that, if I worked hard, distinguished myself academically and engaged in SU and community activities, I would be positioned for success after graduation.”

She immersed herself in the accounting and business coursework and joined Beta Alpha Psi, the national accounting honor society. She stayed at Whitman for a fifth year to earn her MBA with a concentration in accounting and finance.

Right after graduation, Leone began working at Price Waterhouse as a staff auditor. After two years, she made her move to Goldman Sachs. In addition to her traditional work responsibilities within the firm, Leone is engaged in several internal programs. She is the sponsor of Goldman’s Legal, Compliance and Audit Asia-Pacific Network and spent several years as chairperson of Goldman’s Firmwide Women’s Network, created to recruit, retain and develop female professionals. This network is one way she has remained connected to her alma mater by inviting the Whitman Women in Business group to the firm to network with senior women leaders. She has also hosted sessions with finance and accounting majors as part of Whitman’s Frankel program through which students interact with and learn from accomplished alumni in New York City.

Many Whitman students have been the financial beneficiaries of Leone’s commitment to the school. Through Goldman Sachs Gives, a donor-advised fund from which current and retired senior employees can recommend grants to qualified nonprofit organizations, Leone has helped secure donations to Whitman to fund need-based scholarships and opportunities for students to study abroad. She is also generous with her time as a member of the Whitman Advisory Council.

“I have enjoyed interacting with students,” said Leone. “We discuss Whitman’s programs, academics, career perspectives and interviewing. I try to provide guidance and encouragement.”

Leone gives students the same advice she followed during her ascension up the corporate ladder. “I tell them to play to their strengths and go for it! Don’t let anything limit your belief in what you can achieve. I am confident that graduates of SU can compete with those of any school. A strong work ethic, determination, high integrity and perseverance go a long way.”

Leone has attained significant success while balancing work, family and a commitment to philanthropic and diversity initiatives that are important to her. In addition to Whitman, she is involved with the United Jewish Appeal Federation, Junior Achievement and Emory University Parent Leadership Board.

Though she has achieved a successful and rewarding work/life balance, there have been challenges. Leone urges students to see obstacles as opportunities. “I think difficult academic and career lessons can have a positive impact,” she added. “A person’s response to adversity can be a better predictor of how far they’ll go than how they handle success.”

Leone is a model alumna who demonstrates generosity in work, community and wisdom. “Debbie is always willing to help in any way she can,” said Tom Foley, executive associate dean. “She is committed to supporting programming and scholarship, and she is genuinely interested in sharing her experiences to support Whitman and its students in realizing success. Alumni like Debbie exemplify all that is possible with a Whitman degree.”
ALUMNI & FRIENDS

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 online at: whitman.syr.edu/alumnifeedback.

PROMOTIONS

JEFF ABESON ’94: Chief Sales Officer, MXD Group
KEVIN VARADIAN ’97: Senior Manager-Mid-Market and Enterprise at LinkedIn
MICHAEL SADICARIO ’03: Chief Revenue Officer at Storyful (Acquired by News Corp)
JASON RICKS MBA ’07: Regional Customer Manager at Sanofi
ANNIE STANKEVICH ’09: Enterprise Relationship Manager at LinkedIn
TATIANA KIDD ’10: Associate Buyer at The TJX Companies, Inc.
MICHÈLE WEISMAN ’10: Business Development Manager at Likeable Media
ALEXANDER HALL ’11: Senior Brand Strategist at Horizon Media
NOAH KERSHAW ’11: Manager, Client Solutions at Kepler Group
TAYLOR CHILDS ’12: Team Lead, Amnet Group-The Dentsu Aegis Trade Desk
JESSIE CHUNG ’12: Associate Search Manager, MediaCom
STEPHANIE PARRA ’12: Assistant Planner at Lord & Taylor
ADNAN RAMIC ’12: Associate Merchandise Planner, Macy’s
CATHERINE RIVERA ’12: Associate Planner-Fine Gold Jewelry at Macy’s
Laurie Tewksbury ’12: Content Manager at Crispin Porter + Bogusky
DANIELLE LINDHEIM ’14: Assistant Buyer-Jewelry, Watches & Hosiery, Saks Fifth Avenue OFF 5TH
MAX WAINER ’14: Omni Assistant Planner-Fine Watches at Macy’s

NEW POSITIONS

KURT KRUGER ’76: Sales Executive at Sodexo
KEN GOLDMAN ’81: Senior Vice President & CFO, Everbridge
TRACY BARASH ’89: VP Global Franchise Management at Turner Broadcasting System-Cartoon Network
CHRIS CHARITON ’91 MBA: Senior Director, Marketing & Business Development at GTM Payroll Services Inc.

NEW POSITIONS (continued)

JONATHAN NAGY ’97: VP Sales & Branded Entertainment at Jukin Media
KEVIN BOYLE ’03: VP General Manager-Oreck at TTI Floor Care North America
ELIZABETH LITTLE ’03: Partner, Group Digital Director East Coast Lead, Maxus
JEFFREY DE LA CRUZ ’07: Director of Inventory Management at CVS Health
RACHEL BAUMANN ’08: Group Account Director, Resolution Media
STEVE BRONSTEIN ’08: Management Consulting Director at Dynamic
RACHEL WHITE ’08: Merchandising Manager, Coach
ADAM GREENBERG ’09:VP of Business Development at Unique Visuals NY
ALEX JACOBSON ’09: Sales Director at 6sense
SHANNON MCLAUGHLIN ’09: Account Supervisor at Nectar Communications
CHRISTOPHER WEBSTER ’09: Lead Designer at Bib and Tucker Studios
TRISHANA WAGTA ’09: Senior Financial Analyst at Newell Rubbermaid
ADAM MCCULLOUGH ’10: Investment Analyst at FCI Advisors
DARYL CHEUNG ’11: Supply Chain Analyst at Samsung Semiconductor, Inc
BETH ANNE KIEFT ’11: Director of Admissions Communications and Operations, Stetson University
JAMEEL CHRIS MURRAY ’11: Men’s Knits Design Intern at Alexander Wang Inc.
MICHAEL SWIRNOW ’12: Regional Director of Business Partnership Development at BridgeEdU
COLIN DESMOND ’13: Business Development Representative, Salesforce
KYLE HOFFSTEIN ’13: Sales Development Representative at SmartBear Software
CODY BRUSO ’14: Financial Analyst, Sales & Service Finance at Cisco
MEGAN CLARK ’14: Assistant Communications Planner at Carat
READERS RESPOND:

WOULD YOU LIKE TO RECEIVE THE WHITMAN MAGAZINE VIA EMAIL?
HAVE YOU MOVED?
DO YOU HAVE A NEW JOB?

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

“CLASS ACT” WHITMAN GRADUATION CHALLENGE

EACH YEAR, SYRACUSE UNIVERSITY HOLDS A “CLASS ACT” SENIOR GIFT CAMPAIGN ENCOURAGING GRADUATING SENIORS TO GIVE TO THE SCHOOL PRIOR TO COMMENCEMENT. SU HAS HISTORICALLY HAD A RELATIVELY LOW GIVING RATE COMPARED TO PEER SCHOOLS. WE WANT WHITMAN TO PLAY A ROLE IN TRENDED GIVING UPWARD.

THIS YEAR, WE LAUNCHED THE CLASS ACT 2015 WHITMAN GRADUATION CHALLENGE. A COMMITTEE OF 14 STUDENT LEADERS FROM THE SENIOR CLASS IS HEADING UP THE CHALLENGE BY ENCOURAGING CLASSMATES TO PARTICIPATE. THEY HAVE SET A PARTICIPATION GOAL OF 50 PERCENT, WHICH IS SIGNIFICANTLY HIGHER THAN THE PAST BUT FAR LESS THAN THE 90 PERCENT SOME PEER SCHOOLS ACHIEVE.

WITHOUT SUCH GIFTS, THE UNIVERSITY WOULD NOT BE ABLE TO PROVIDE STUDENTS WITH CUTTING-EDGE PROGRAMS, MODERN FACILITIES, SCHOLARSHIPS AND MANY OTHER ADVANTAGES THAT MAKE FOR A FIRST-CLASS EDUCATION EXPERIENCE.

✔ Tuition and fees cover only 85 percent of the real cost of an SU education. Donor gifts help bridge the gap.

✔ Typically, 75 percent of SU students receive some form of financial assistance, which is made possible, in part, through donations.

✔ Senior gifts reflect the value students place on their education and connection to SU. The gifts help establish an early tradition of giving to Whitman and SU.

✔ Participation influences national program rankings.

One generous Whitman alumnus has committed to match the total raised by Whitman’s seniors, and Whitman’s seniors are challenging Whitman alumni to match one senior’s gift with a $20.15 donation. You can give online at whitman.syr.edu/classact and, if you’d like to honor a senior, simply add his/her name in the “My Gift Is a Tribute” section.

Your support of the Class Act Graduation Challenge is greatly appreciated by the Class of 2015. Please post your donation on the LinkedIn Whitman Group page or other social media channels to encourage fellow alumni to follow suit.

WHITMAN / SPRING 2015 / 17
The Whitman Alumni Club of Central New York has been providing quality events and programs since 1989, spanning the tenure of four deans. A few of the many highlights of the club’s history, include:

- The annual Mentorship Program, which pairs more than 100 students with alumni for mutually rewarding relationships between accomplished professionals and future business leaders.
- Seven annual $1,000 Russell J. Hamilton scholarships awarded to Whitman sophomores and juniors.
- The annual CNY Start-Up Business Award, which includes a $3,000 prize and up to $10,000 in pro bono services and office space provided by alumni.
- The popular annual golf tournament, which has been the club’s premier fundraiser for 25 consecutive years. This year’s event will honor Martin J. Whitman.
- Sponsorship of the annual Whitman Day breakfast seminar, which features world-class financial analysts.
- Social, professional and networking events that have created countless career connections and lasting friendships.

No matter your age, you will find membership rewarding. “The club is a wonderful camaraderie among classmates. It offers opportunities to relax and enjoy activities with fellow alumni who share an affinity for Whitman and SU,” said Dan Buddie ’72, Membership Committee chair.

“There are many benefits of membership, such as networking and collaborating with colleagues to achieve mutual success after graduation,” said Joe Battisto ’10, chair of the Young Alumni Committee.

WhitmanCNY needs the support of existing and new members to withstand the test of time. “The club’s future is dependent on the continual infusion of energy from members,” said Battisto. “I encourage all Whitman alumni to join and participate to ensure the club’s ongoing viability.”

The Whitman Alumni Club of Central New York’s 25th Annual Golf Tournament, honoring Martin J. Whitman, will be held on June 1 at the beautiful East Course at Drumlins in DeWitt, N.Y. For further details, please visit www.whitmancny.com.

Please stay tuned for details on the WhitmanNYC Alumni Club BBQ in Central Park, as this popular event fills up quickly.
Our “Five Under Five” column features a Q&A with a Whitman alumnus who graduated from the School within the last five years. For this issue, please meet Corey Passarella ’11, who double majored in finance and accounting and minored in economics. Passarella serves as an associate at The Carlyle Group, a global firm headquartered in Washington, D.C. In his position within the Executive Group, Passarella works in various investment and corporate development capacities for the firm’s management and investment committees. Prior to joining The Carlyle Group, Passarella was an investment banking analyst at Goldman Sachs in the leveraged finance division.

1. **What do you enjoy most about your current professional position?**
   Every day I am surrounded by an exceptionally talented group of individuals. Working with and learning from my colleagues at The Carlyle Group has been an incredibly rewarding experience.

2. **Was there a Whitman professor or staff member who particularly influenced you?**
   Yes. I was blessed during my time on campus to have Executive Associate Dean Tom Foley as a mentor. He really embodies the culture of leadership that Martin J. Whitman stands for and on which the Whitman School of Management is founded.

3. **What has been the biggest transition from college to the business world?**
   Having Friday be a part of the workweek was an adjustment after college. Kidding aside...since graduating, I have worked at firms that operate at a very high level. Making sure that I work hard enough every day so that I am accountable to my co-workers and able to excel has been the biggest transition.

4. **What extracurricular activities did you find most beneficial during your time at SU?**
   That would be my fraternity, ZBT. I am a proponent of Greek life on college campuses. Our house is like family and, similar to a sports team, developing those bonds with a group of peers makes you stronger and more confident in facing new experiences.

5. **Is there any advice you'd like to give current Whitman students?**
   You are at a great place within an amazing University. Set a high goal for yourself and work hard every day to accomplish it. Don’t worry about the things you can’t control; captain the things you can.
Whitman
@Work
How Graduates Put Their Skills
and Knowledge into Practice

Naima Cook Brings Business Acumen to Her
Post as a High School Principal

When Naima Cook ’03 began her studies at Whitman as a finance major, she didn’t envision a high school principal’s chair as one she would fill some 15 years later. However, to Cook, her time at Whitman was all relative.

“The experiences I had at Whitman gave me the confidence to eventually navigate a new career path, and the skills and knowledge I gained there translate to every aspect of my job as a principal.”

Cook coupled her finance major with economics. During summer breaks, she worked as an intern at MCI WorldCom in the financial modeling group. A career in finance seemed imminent, but a new path presented itself her senior year. A visitor to her marketing class talked about a career in retail buying at Bloomingdale’s. Cook liked shopping. She liked fashion. She liked shopping for fashion at Bloomingdale’s. Five months later, she was hired by the company as an assistant buyer.

After two years, she moved to Coach as a retail planner. It was an analytical position with many hours of the day spent working with numbers. “It was a good job and I was doing well in it, but it just wasn’t fulfilling,” Cook recalled.

By 2007, Cook had left Coach for Ann Taylor, a move that came with more money and a bigger title. But when the economy started to decline and people were being laid off, the timing felt right for her to consider a change.

“I had two choices,” said Cook. “I could try to stick it out in retail or I could re-evaluate. I liked my job, but I just didn’t have the zeal to sustain it for 30 years.”

Though Cook had spent her summers in college working as a finance intern, she spent her winter breaks working in her mom’s fourth-grade classroom. She remembered her time working with students fondly and the feeling of satisfaction had stuck with her. So she applied to the New York City Teaching Fellow Program.

“If I got in, I would become a teacher. If I didn’t, I would stay in retail,” she said.

She got in and spent that summer taking intense prep courses. “I was a planner at Ann Taylor in May and, by September, I was a teacher with my own classroom,” she said.

A provision of the program was that teachers had to earn a master’s degree in education within three years. Cook went to class at night and in the summers while juggling her classroom responsibilities. She completed the degree in two years and was eligible to teach anywhere in the state, but she never really considered leaving the city.

“It was astonishing to see the problems that plagued NYC public schools,” she said. “I had gone to good public schools in Westchester County and then on to Syracuse. My education had been shaped by high standards. The expectation of success was a foreign concept to most kids in these schools.”

She wanted to be where she could make the biggest impact, so Cook took a position as a special education teacher at an extremely high-needs school in the Bronx. She was soon promoted to director of the special education department, and her peers urged her to pursue administration.

ALUMNI & FRIENDS
With a sense that administration might give her an avenue for greater impact, Cook went back to school. Again, she worked during the day and took classes at night and in the summer. In a year and a half, she earned a school building leader’s license and went on to apply to the NYC Leadership Academy. Her acceptance meant a year as principal intern—with no teaching responsibilities—working solely in a leadership role.

The internship ended in June 2014, and it was time to find her own school to run. That August, she welcomed the students of Murry Bergtraum High School as their principal.

Theoretically, eighth-graders in New York City are matched to a school on their list of 10 choices; however, many do not get one on their list due to volume. The reputation of Murry Bergtraum means it is requested by very few, and many of those placed there did not ask to be.

“I work at one of the most challenging schools in NYC,” said Cook. “Last year’s graduation rate was 40 percent. There are riots, fights and persistent dangers, but we persevere and I have great plans for this place.”

Murry Bergtraum is geared toward careers in business, so the subject matter is familiar. “We offer classes that most other NYC high schools don’t, such as personal finance and marketing. Through our virtual enterprise program, students can run their own business,” said Cook.

One of the programs that Cook sees as a key contributor to her students’ success was a major draw for her. Through Syracuse University Project Advance, SU faculty train high school teachers to instruct more than 70 college-level courses, such as accounting and English. “The value of this program to our staff and students is immeasurable, and I just really liked the idea of having that connection to my alma mater,” she added.

Cooks credits that connection and her time at SU for much of the success she’s realized in both business and education. “I’m a principal with a finance and economics degree,” said Cook. “On the surface, my degree and my job may seem unconnected, but they are quite interrelated. I remember thinking I’d never use certain classes, like supply chain, but I pull that textbook out often. It helps me think through processes and how to organize resources so everyone understands their roles without being micromanaged.”

Cook feels her business background gives her an advantage over her colleagues not only in planning and managing a $10 million budget but also in her interactions with people. “Syracuse University is very diverse and there are a lot of group projects at Whitman, so I had to learn to interact with people of various personalities and backgrounds,” she said. “You have to find commonalities when they aren’t readily apparent, and that’s something I’ve applied countless times as a principal.”

Management and HR classes have also proved beneficial. “I am, in essence, the chief officer of everything…finance, operations, personnel. Having a business degree and business experience has helped me manage all these roles.”

The concepts Cook learned in her marketing classes are put to use daily. “I have competing interests and multiple stakeholders. I draw from those classes and equate the parents, students, teachers, staff and community to shareholders whose needs I have to meet.”

Pleasing those audiences is complicated. “Every decision I make is going to impact at least one of my constituency groups. Something as small as changing the location of a classroom requires careful planning to determine how much, when and to whom we communicate.”

Cook says she thinks in business terms—strengths, weaknesses, opportunities and threats—when planning strategically for the school’s future. “Yes, there are obstacles, but I pull from challenges I faced in the business world to establish a structure of systems and processes to break the negative cycle. I solve short-term problems while planning for the long term.”

Cook recognizes that the route she took to get to Murry Bergtraum High School was not predictable, but it is a course she plans to stay on. She has declined offers from other schools less riddled with extraneous issues. “I am committed to the faculty who want to make this a place of progress and preparation, to the students who crave learning and better opportunities for their lives, and to those who haven’t yet but can still realize the transformative power of education,” she added.
While it is certainly possible to be good at something but not enjoy it, it is far more likely that you’ll excel in doing what excites you,” David Schwartz ’99 encourages Whitman students to take his word on this when he addresses them during the Real Estate Janmester.

The Janmester is a week-long, three-credit course open to Whitman undergraduate and graduate students between the fall and spring semesters. Professor Yildiray Yildirim, Michael Falcone Chair in Real Estate and director of Whitman’s James D. Kuhn Real Estate Center, accompanies the students as they listen to and learn from accomplished alumni in the real estate industry.

Schwartz spends his time with students not only talking through complex real estate case studies but also imparting advice about finding their career calling. “Too often, people do what is expected of them,” said Schwartz. “If you pursue a path to please others and not yourself, chances are you won’t enjoy it, prosper in it or stick with it.” That’s a lesson he lived out early in both his college and professional careers.

Schwartz grew up in Brooklyn and attended public schools there. His dad was a city commissioner and his mom a social worker. When he arrived at Syracuse University, he did the same as his father before him and declared civil engineering as his major. Fortunately, he also decided to minor in finance.

From day one, he preferred his Whitman classes—so much that he switched his major to finance during his sophomore year. That would be the first of a few changes Schwartz would make in pursuit of his calling.

While studying at Whitman, he set his sights on investment banking. A connection at J.P. Morgan led to a full-time position out of college. He felt fairly quickly that it wasn’t for him, but he wanted to give it a real chance to be sure. A year later, he didn’t want to waste anymore time doing unfulfilling work, so he left to start a venture capital finance firm with a friend.

That work didn’t suit Schwartz, either, so he decided to take a few months off to really sort things out. He had been fascinated by real estate growing up, and that interest had persisted. It seemed a logical next step in his quest to find fruitful work.

His first day on the job at the real estate development firm of Crescent Heights, he was sent to California and the next day to Hawaii. “Don’t be jealous,” he said. “I was in the plane, on the ground, in meetings, back on the plane, ground again, meetings and back to New York in 72 hours.” But he was hooked.

After four years at Crescent, he decided to go out on his own. “I am an entrepreneur at heart. I really enjoyed my entrepreneurship classes at Whitman and they gave me a solid foundation for pursuing new ventures. I had found my passion in real estate, gained great experience and established a strong network of connections. The stars were aligned.”

In 2005, Schwartz co-founded Rush Brook Partners and later formed Slate Property Group, where he is a principal today. He decided to focus development efforts in Brooklyn, because it was home and familiar. He certainly made the right call, given the area’s emergence as a real estate mecca. Today, Slate is a ground-up,
mixed-used commercial and residential development and management company with 900 units valued at approximately $1.5 billion.

Over the course of his career, Schwartz has been instrumental in developing 3,000 units. He recognizes his success but jokes about what might have been if Whitman had the real estate major when he was there. “I would probably have developed 5,000 units by now if I had the benefit of those classes and access to the resources of the Kuhn Center.”

Jesting aside, Schwartz credits much of his success to the skills and knowledge he acquired at Whitman. “My education at Whitman was challenging and comprehensive. The foundation I received in finance has been invaluable. This is a numbers business, so having that aptitude is quite advantageous, and the classes in accounting, marketing and management have been extremely helpful.”

Schwartz also attributes his ease in interacting with people as a result of working with students from a wide range of cultures and backgrounds as a team to achieve the project goal.

“I can effortlessly go from negotiating with equity investors to problem solving with a sales executive to strategizing with the marketing team to surveying a site with an architect and talking through construction plans with a foreman all in one day,” he said.

People skills are key in Schwartz’s line of work and so is multi-tasking. “It is a business of solving puzzles, moving parts and putting out fires,” said Schwartz. “It is hectic, exciting and stressful with no two days the same, but I love it.” And he is committed to doing whatever he can do to help students find that same passion.

“We are so appreciative of David’s participation in our Janmester program,” said Yildirim. “The students really enjoy hearing his perspective and are inspired by his enthusiasm. He also gives liberally of his time in serving on the Real Estate Advisory Board and is a generous donor to the Kuhn Real Estate Center.”

Despite his packed workdays and the wonderful whirlwind of life with two sons under age 4 who keep him and his wife on the move, Schwartz is very mindful of finding time to give back.

In addition to his commitment to Whitman, Schwartz serves on the board of Horizons at Brooklyn Friends School, an organization that brings music, arts and enrichment programming to economically challenged public schools. He is also a board member of the New York State Association of Affordable Housing.

Along with Carmelo Anthony (of SU and NBA basketball fame), Slate Property Group has embarked on an initiative to develop affordable housing and community recreational facilities in underserved areas of New York City. They are focused on projects that entail affordable housing as well as recreational areas for children, teens and seniors that include facilities for basketball, tennis, soccer, volleyball and more.

“I have had top-notch educational opportunities and made a nice living doing work that I love in a place I long called home,” said Schwartz. “I do not take that good fortune for granted. It is very important to me that I give back to my alma mater, my profession and my community.”
CONGRATULATIONS TO THE WHITMAN CLASS OF 2015
BACHELOR OF SCIENCE

Kora-Lynah Abelard
Alexa Ray Ackerman
Zachary James Akens
Yuuki Brian Akiba
Maryann D. Akinboyewa
Alexandria Beatrice Alava
Nikeya Tasheera Alfred
Aylin L. Alkan
Antoine Jermaine Allen Jr.
Julia Eve Allstrom
Mohammed Ali Alrakaf
Shihnaz Alshegry
Tameem H. Ammourah
Emily Elisabeth Andrews
Samuel Arijeloye
Albert Villegas Ariza
Sarah Elizabeth Arlotto
Charity Qin Baker
Huayue Bao
Eric Faughnan Barlow
Ryan Norman Barrett
Tarek M. Bassiouni
Benjamin Noam Basson
Harris Shaye Baum
Taylor M. Bellina
Zineb Benchakroun
Katherine Emily Bennett
Burak Huseyin Benturk
Max Henry Berger
Monica Bermudez
Weijian Bi
Rydyl Miano Bibber
Trevor Scott Bierworth
Cole William Billington
Nicolas Andrew Blumen
Kwasi Afriyie Boadi
Jonathan Joseph Boehm
Kwaku Opoku Bosomprah Bonsu
Emily Rose Bordieri
Mateen Boroujerdi
Taylor Christine Brady
Silas Brickner
Andrew Clark Brink
Greg James Bukolt
Alex Luis Burschtin
Dingjie Cai
Nicholas Anthony Cain
Emily M. Callahan
Rachael Rose Calmas
Amy E. Camardello
Katherine Oneida Caminero
Natasha Elizabeth Caminero
Brian Campillo
Dylan Louis Cannon
Malcolm M. Carayol
Nina Michelle Carazas
Amanda Michelle Cariddi
Peri Jane Casella
Meiyiing Cen
Andrew Marcus Certilman
Carlos Miguel Cervantes Jr.
Catherine J. Chae
Joe Cheung-Wing Chan
Shirley S. Chan
William Sawyer Chaplin
Alice Chen
Christina Ying Chen
Cindy Chen
Fangxia Chen
Canghai Chen
WeiChi Chen
Brian Karr Cheung
Caitlyn Parsons Chiari
Dasom Choi
Diane Choo
Kyle Meehan Christensen
Andrew Sungmo Chung
Sara Graham Chynoweth
David James Ciuk
Kevin Terence Claffey
Louis Max Clark
Melissa Alexandra Clawges
Alyssa Katherine Clemente
Clayton C. Cleveland
Zachariah David Clickman
Kirk William Cody
Kyle Ogrin Cohen
Steven Harrison Cohen
Alexandra Ellen Coletti
Devon Elizabeth Collins
Jennifer Lyn Conlon
Gianna Francesca Conte
Andrew Cooley
Holly Denise Corby
Cameron Thomas Coy
Belen Alexandrea Crisp
Michael L. Critelli
Mark Christopher Cunningham
Maura Alice Cyr
Kyle Patrick Dame
Michael J. Daniello
Ali Darzi Larijani
Enrique A. Davila III
Shawn Matthew Davis
Naomi De Vass Gunawardena
Peter N. DeCarlo
Moises Emanuel DeLeon II
Maxine Delva
Katherine Elizabeth Desy
Ariel Elizabeth Dewey
Stephanie Michelle Diacovo
Ilan Eduardo Dickstein
Margot J. Dileno
Christopher Stephen Dimotsis
Gina Faith DiNapoli
Morgan Christian DiValerio
Riley Thomas Dixon
Max Doblin
Spencer Lin Dong
Eric Joseph Dorata
Russell Lawrence Dorf
Patrick Michael Douglas
Craig Fitzpatrick Douglass
Corey J. Dowling
Seamus Edmund Doyle
Guochen Duan
Patrick James Duffy
Shawn Robert Easton
Darius Shawn Edwards
Emily Rose Egan
Matthew Richard Ehde
Zachary Vincent Ehler
Amanda Crystal El-Haj
Ahmed Hisham ElIan
Timothy Joseph Elie
Brandon M. Eng
Daniel Stephen Engle
Chelsea D. Engram
Andrew Charles Erickson
Gabriela Esther Escalante Mejia
Melissa Esquivel-Gonzalez
Bernard Nzo-Nguty Essoka
Tommy Modi Essoka
Zhengze Fan
Jennifer Fang
Shuduo Fang
Robert Joseph Faugno
Jing Feng
Xueying Feng
Richard D. Ferguson
Sean Michael Fernandez
Thomas Michael Fiacco III
Rachel Danielle Firestone
Andrew Jacob Fisher
Eric Michael Fitzgerald
Chelsea B. Flaum
Samantha Bari Folkman
Alexandra J. Fortin
Steven Charles Fortino
Bradley T. Fosbenner
Holden Walker Foshag
Christopher Charles Fowler Jr.
Andrew Connell Fraser
Jacqueline Marie Fratini

The Whitman School has made every effort to ensure the accuracy of the graduation lists.
To sum up the four years of my college experience is quite the challenge. If you compared my frame of mind as a freshman to today as a graduating senior, there would barely be a resemblance. Reflecting on these past four years evokes a deep appreciation of Whitman and how my time here has positively changed my life.

As I began my freshman year, I very clearly knew I wanted to get into investment banking after graduation. There was only one problem—I had no real idea of what investment banking was or the skills it demanded. From the little I did know, it seemed like a challenging and rewarding career.

During my first fall on campus, I attended a career fair but didn’t see any investment banking recruiters. I later came to learn that Whitman is not a core recruiting school for investment banking. I decided to take an active role and utilize the resources available through the Career Center and connections within the School to help change that. I spent considerable time preparing for interviews, learning about different valuation methods and reading many books on career planning.

During my freshman year, an upperclassman named Jerry Huang (who is now a close friend of mine) asked...
Jonathan David King
Keeratad Kitiyadisai
Amanda Elizabeth Klag
Kendra Renee Kleeburg
Jay Patrick Kling
Kennedy Kodua
Stephen Michael Kolka
Colleen Sarita Koroma
Rhiann Elise Korth
Alexis M. Koval
Paul Sergey Kowalik
Natalia Magdalena Krawiec
Rachel Susan Kulhawik
Lauryn Nicole Kulkarni
Hon Pan Kwok
Brandon Thomas Laffin
Salin Lakhe
Alexid Wai Kit Lam
Hohon Lam
Jeremy Kok-Chun Lam
Kenneth James Lamb
Julia Elizabeth Lanza
Matthew Jared Laredo
Cody Lau
Alexandria Lee
Erin Yerim Lee
Grace Yoon Hee Lee
Isaiah S. Lee
Justin J. Lee
Wan-Ling Lee
Nancy Legra-Garcia
Siyu Lei
Michael John Lembo
Lauren Jessica Levine
Jessica Muriel Lewis
Tessa Melissa Lewis
Lu Li
Nairu Li
Yuchen Li
Jodie Rebecca Lichtenstein
Hong Lin

Jiuzhou Liu
Qian Liu
Joseph Franz Lochli
Kelley Anne Long
Scott Gerard Longworth
Jaime Luis Lopez
Kelsey Elizabeth Lord
Mingze Lu
Emel Delane Luke III
Joshua Seth Lunder
Yunqing Ma
Alex Haskel Maas
Peter D. Macartney
Curtis Joseph Machulsky
Jake Daniel Magida
Adam Alfred Magnone
Christopher C. Mancino
Christopher Paul Manke Jr.
Ryan David Manzano
Michael Scott Marcantonia
Scott Thomas Marciniec
Adrienne Carol Marcino
Robert J. Markowitz
Maxine Elizabeth Maroun
Jeremy Edward Martin
Jonathan Edward Maser
Emily Ann Mason
Tyler J. Mastalerz
Jessica X. Matos
Colin Patrick Maxwell
Zephan Singh Mayell
Cra-Shonda Courtney McClaren
Gary J. McConnell
Catherine Ann McDonald
Colleen F. McGowan
Clarke Roy McKinnon
Mia Cara Medico
Brian William Mellin
Emily Kashden Meltzer
Harrison Scott Merker
Michael Vincent Messina
Emma Louise Miciak

If I wanted to start a Financial Management Association chapter with him, I answered with a resounding “Yes!” The Financial Management Association (FMA) was formed from our mutual desire to promote financial education and networking for all Whitman students.

Beginning every summer after my freshman year, we organized a trip to Wall Street during which we visited firms such as Goldman Sachs, Morgan Stanley, Citigroup, Credit Suisse and others. This summer will mark our fourth consecutive trip. I am proud to say that, through this program, Whitman students have secured internships and full-time offers in investment banking and consulting. Due to my own networking through FMA, I was able to secure three internships during my college career. FMA helped me develop professionally, polish my networking skills and build my self-confidence while learning all aspects of the trade.

At the start of my senior year, I was feeling satisfied with what I had done during my time at Whitman and the legacy I would leave, but another opportunity presented itself to make an even bigger impact.

During a meeting of Whitman club presidents, Dean Kavajecz came in and asked us to create a Whitman Student Government. I was very excited by this. I immediately raised my hand and said, “I want in!” Over the next eight months, I worked with two other students writing a constitution, creating a structure and establishing an election system. Today, I am the president of the Whitman Student Government and work with four other amazing executive board members and 21 committed student representatives. We have implemented many different initiatives to make the Whitman School a better school. My participation in this organization has further strengthened my foundation of skills and knowledge.

As I write these reflections of the past four years, I feel great pride and gratitude. I am thankful for the connections I have made with classmates from every corner of the world, for the experience of studying abroad in Europe and for the commitment of the faculty and staff to ensure the success of every student. My collective experiences and relationships have opened my mind, broadened my horizons, helped me secure a full-time position and fully prepared me for the next chapter of my life working as an investment banking analyst for Raymond James Financial, Inc.

If I had to impart advice to those who will walk the halls of Whitman after me, it would be to believe in yourself and remain laser focused, especially during tough times. With desire and discipline, you can achieve anything. And remember, it’s not failing unless you give up.
Rachel Engbar Miller
Emma Kathryn Mitchell
Brett D. Mongeau
Morgan Elizabeth Montgomery
Colin Martin Morgan
Joseph P. Morgan
James P. Mullen
Brandon Oliver Mullins
Gabriel Munoz
Jonathan B. Munoz
David M. Mwanza
Sara Beth Myones
Julie M. Nadeau
Katherine Najera
Alejandro Javier Navas
Baquerizo
Ishtyaq Mohammad Nazim
Asiya N'diaye
Andreas Dawson Nicolos
Michael Charles Nocera
Sarah Elizabeth O'Brien
Catherine Maureen O'Connor
Dana Lauren Oglesby
Brendan Thomas O'Leary
Ivan Fernando Ontaneda
Harley Ames Opolinsky
David G. Oresman
Benewaa Owusu
Emily Gabrielle Packer
Kristen N. Pallatta
Jing Pan
Richard A. Pan
Steffanne N. Pena Cintron
Justin Ryan Penney
Jennifer Patricia Penunuri
John L. Percival
Camila L. Perez
Timothy A. Perkins Jr.
Robert Edward Perlstein
Ferdinand Pesante Jr.
Jeffrey Andrew Peterson
Steven Douglas Pincus
Josef Dominick Presti
Charles Richard George Price
Melanie Anne Prior
Brooke C. Puleo
Ha Sun Pyun
Jason Noel Quiles
Sejdo Radoncic
Brittany N. Rall
Enrique Colunga Ramirez Ill
Chelsea Ariel Ransom-Cooper
Sonia Ayesha Rashidi
Scott Tyler Rebhun
Chase Cassidy Reiter
Heather M. Richard
Cheyenne Kyra Rivera
Melinda Ann Rivera
Mary Catharine Robinson
Ivan Robles
Daniela S. Rodriguez
Julio E. Rodriguez
Francine Marie Roettger Moreda
Michael Pedro Roman Jr.
Jared Marc Rosen
Alexander Brandon Rosenthal
Ethan Machles Rothschild
Zachary David Rubin
Dermott Francis Xavier Ryan Jr.
Morgan Leigh Saffron
Justin Taylor Santoro
Christopher Joseph Sarling
Christina Maria Scaglione
Jamie Tyler Schenker
Michael Stephen Schildt
Benjamin Gabriel Schon
Aaron Joseph Schwartz
Robyn Elyse Seresky
Teniola M. Seriki
Nicole A. Sestak
Han Shen
Ruizhen Shen
Will Stajduhar Shepard
Evan Foster Shlissel
Cynthia Huei-Ya Shwe
Megan Nicole Sickle
Isaac Joseph Signorelli
Joseph John Simek
ChaRon Chermaine Singleton
Sarah Kathleen Skerpon
David Radin Skoler
Danielle Bridgette Skowronek
Emilia Joan Slotnick
Charis-Faith Samantha Slue
Connor Warfield Smith
Janey Smith
Tess Speakman
Marquise Stephens
Jennifer Dean Stirling
Timothy John Stitt Jr.
Allie W. Stone
Lauren Brooke Strand
Abby Jessica Strauss
Jialei Su
Huilhui Sun
Zhenbo Sun
Zhihui Sun
Max Jacob Swerdloff
David Joseph Taft
Winnie Tan
Nicholas Robert Tarana
James Tyler Tate
Ariel Tavakoli
Nikhil Kamlesh Tejwani
Kelly Marie Thompson
Weisheng Tian
Louis David Traino
Setor K. Tsikudo
Kristi Xiang Hua Tu
Tatiana D. Turner
Matthew Todd Vacchiano
Angelino Julio Valdes
Paula Vallina Aparicio
Vanessa Lynn VanDuzen
Matthew Stein Victor
Aaron Anthony Vigliotti
Melina Skye Violas
Rongxin Wang
Rui Wang
Shu Wang
Weiyi Wang
Xin Wang
Yang Wang
Yujiao Wang
Rebecca Leigh Warren
David Ronald Way
Russel J. Wechsler
Guangyao Wei
Samuel Hunter Weinberg
Grant Dalton Weiner
Alexandra Lee Weingarten
Lisa J. Weissman
Jordan Phillip Weisz
Kayla Eamani
Westmoreland
Isaac Mackenzie Whelan
Emma Madeline White
Brandon Matthew
Wimberly
Brianna Elizabeth Wise
Brett David Wohl
Amanda Hsu Wong
Harland Wong
Elaine Woo
Asha Brianna Wright
Frank Wu
Honghao Wu
Yuyang Wu
Thomas Dunham Wynne
Yibing Xia
Shihao Xie
Ying Xu
Nannan Xu
Yumeizhi Xu
Jeffrey Chuntao Yam
Yulu Yan
Boning Yang
Dan Yang
Tianchan Ye
Haley Elizabeth Yeranossian
Tracy Yeung
Ziwei Yi
Vanessa Louise Young
Justin Baroukh Yousefzadeh
Lauren Nicole Yow
Chuanqi Yu
Jingbei Yu
Yaya Yu
Maoling Yuan
Richard Raymond Zaffuto
Hanwen Zhang
Yang Zhang
Yi Zhang
Junfang Zheng
Liyingi Zheng
Mengsi Zheng
Xiaona Zheng
Zhen Zheng
Fangqing Zhengren
Binlan Zhong
Ming Zhou
Yining Zhou
Matthew Alexander Ziskin
Keith Ari Zubrow
Charles Jay Zuckerman
Neil A. Zuckerman
Brian Geoffrey Becker
Jessica Federico Bell
Andrew David Besancon
James Bort
Charlene H. Bozzi
Maurice Broughton
Margaret Marie Butler
Michael Butler
David William Cappello
Matthew Collin Cavanaugh
David Choi
Sambuddhya Chowdhury
Anthony Chu
Chin Hung Chu
Bridge Elise Cox
Cong Cui
Randall Paul Curry*
Brian Rene Darmas
Lakshmi Pratyusha Dasari
Linda J. Dent
Brian S. Desvignes*
Marcel D. Dixon*
Lee William Doggett*
Brian Thomas Donegan
Oleg Dratsch
Samantha Amy Duncan
Ricardo Andres Echeverria
Daniel Ari Eisenberg
Kyle Michael Finleon
Richard Thomas Fisher
Daniella M. Fitzhugh*
Laura Marie Garcia
Matthew J. Garvin*
Joshua Gay
Mark Geise
Nupur Shekhar Gokhale
Anson Richard Graham II
Alison Xuan Ha
Mei Han
Jeffrey Allen Hansel
Ryan Paul Harvey

MBA
Carolyn Antonia Acosta
Christine Marie Allen
Jacob Charles Allen
Jason A. Allen*
Fahad Amin
Herman Asberry III*
Danika Babbitt
Ankur Bahri
Paul J. Baker
Aishik Barua
Imran Bashi
Olivier Battaglione
Kayla M. Beauduy
On August 29, 2011, at 9:30 a.m., I walked into my first undergraduate class, Perspectives of Business and Management or SOM 122. This was it...what I had prepared myself for since the day I found out I had been accepted into Syracuse University’s dual program with the Whitman School of Management and the S.I. Newhouse School of Public Communications, one of SU’s most prestigious programs. I was ready (or as ready as I thought I could be) and excited, yet at the same time, overwhelmed. This was it... the beginning of what would be the best years of my life.

I was a bit of a wallflower my freshman year, trying to acclimate myself to my new environment without really making myself stand out. It wasn’t until the fall semester of my sophomore year that I joined the organization that changed the course of my entire college career. Enactus is a not-for-profit, student-run organization that promotes social entrepreneurship ventures by students to positively impact those in need. On any given year, Enactus members manage between seven and nine projects. I first became involved with Enactus as part of Team Guatemala (TeamG). This year, my involvement within the organization includes being a project leader for the Entrepreneurship Bootcamp...
for Veterans’ website initiative, marketing lead for Team Guatemala and a member of the presentation team.

Through Enactus, I was able to not only apply all the concepts that I learned in the classroom but also acquire new knowledge and skills that were beyond the scope of my majors of finance and public relations. Serving as marketing director for TeamG has provided a testing ground for me to build my leadership skills while managing a team of 20 students. Through my participation on the presentation team, I now have public speaking, time-management and organization skills, as well as a newfound attention to detail. Enactus has exposed me to high-ranking individuals both within the School of Management and the corporate world.

Throughout my first two and a half years at Whitman, I was having a lot of trouble finding the right balance between my two majors. Did I want to work in a public relations agency like many of my Newhouse classmates? Did I want to work in investment banking like many of my Whitman classmates? What about investor relations? Where will I be happiest?

One of the perks of being a management student is having access to Whitman’s dedicated Career Center and its deep-rooted connections with alumni and partner companies. I was able to network with a wide variety of employers through the 101 events held by the Career Center, including Career Madness, career fairs, Whitman on Wall Street and the Major Carnival. These events were crucial in helping me discover my career preferences.

The summer after my junior year, I had the chance to intern at General Electric’s transportation division as a Financial Management Program (FMP) intern in Chicago. It was by far one of the most challenging and rewarding experiences I have had. Today, I am proud to say that I have accepted a full-time offer with General Electric as an FMP associate.

As my undergraduate career is coming to an end, I can honestly say that the last four years were the best of my life. It seems just a blink of an eye ago that I walked into SOM 122. I have met incredible people who challenged, supported, loved, laughed and cried with me. Syracuse University has been my home for four years—during which I was able to grow and become a woman who makes her parents proud.

On May 10, 2015, I will walk across the stage to accept my diploma and start a new chapter in my life. From that point on, I will proudly be forever Orange.
M.S. ENTREPRENEURSHIP
Naser Yousuf AlSaleh
Lee Hodges Buttolph
Tom Charles
Kean Martin Clifford
Chris Cummings
Nandan Dadkar
Jordan William Frank
Christopher James Grant
Bin Lin
Yuanchu Liu
Tarun Kumar Pala
Dharmil Pankaj Sheth
Jianchao Sun

M.S. FINANCE
Chong Chen
Wenqi Cui
Nianchao Ding
Xiao Fang
Mengyang Gao
Xiaotian Gong
Prem Hirubalan
Bingjie Hou
Xiaoqian Hu
Mengji Jin
Donghao Li
Xueyang Li
Lifang Lin
Chang Liu
Jueming Liu
Zhe Miao
Qinyao Mou
Liam O’Brien
Qi Ji
Yixin Qiu
Yue Ren
Dutian Shi
Xunyang Shu
Chang Sun
Fuwei Sun
Ruowen Sun
Xiaoting Sun
Yifan Sun
Sisi Tang
Siyu Wang
Yiwen Wang
Yong Yan Wang
Yu Wang
Zirong Wang
Chenyu Wen
Wei Wu
Lijie Xiao
Shi Xin
Chengyi Xu
Jiadu Xu
Jin Xu
Junkun Xu
Lu Xu
Yang Yang
Yi Yang
Zhihan Yang
Li Yuan Yu
Qi Yuan
Ting Yuan
Chao Zhang
Ran Zhang
Yonggang Zhang
Zhibo Zhang
Jianan Zheng
Lin Zhou
Chuanshi Zhu
Jingyun Zhu
Naining Zhu
Diya Zou
Ying Zuo

M.S. SUPPLY CHAIN MANAGEMENT
Nicholas J. Bekelja**
David Brothers**
Isabel C. Diaz
Allison M. Dutton**
Warren Pierce Eslinger**
John R. Foley**
Wayne C. Lam**
Eric Lloyd**
Nathan J. Loomis**
Matthew M. McCann**
Vincent K. McLean**
Orson S. Porter**
Cory A. Sanderson
Yuou Song

PH.D.
Halil Aydin
Ravindra Bangar
Angsuthon Srisuthisa-Ard
Alfred Yebba

*Graduates of the DCP program **Graduates of the LOGTECH program
WHITMAN BY THE NUMBERS

2015 GRADUATES

UNDERGRAD 526

Including December 2014, May 2015 & August 2015

MSE 13
[Entrepreneurship]

CASSE 18
[Certificate of Advanced Study in Sustainable Enterprise]

MS SCM 18
[Supply Chain Management]

LOGTECH 15
[Logistics Technology]

MSF 60
[Finance]

MSA 69
[Accounting]

MBA 148
[Business Administration]

DCP 26
[Defense Comptrollership Program]
**SPOTLIGHT ON STUDENTS**

### '15 Elmer Luke III

**HOMETOWN:** Girard, Ohio  
**MAJORS:** Finance and Economics  
**OF NOTE:** He is an Eagle Scout.

Since he began analyzing the stock market in middle school, Elmer Luke III has known he wanted to study finance. During his college search, Whitman’s Orange Value Fund program immediately caught his attention and drew him to Syracuse.

“I wanted to have practical applications of the curriculum being taught, so I could learn in a real setting what works and what doesn’t,” Luke said.

During his time at Whitman, Luke attended many networking events and professional development workshops that have prepared him for a career in business. He has also worked closely with a number of professors, who he said have led him through the steps necessary to achieve his goals and taken the time to help him succeed.

Additionally, Luke’s numerous internship experiences in equity research served as invaluable learning experiences. “They took what I learned in class and not only applied it but gave me access to different analysis and how investors look at things,” he said.

The collective classroom and practical learning experiences Luke gained at Whitman have equipped him for success in his next endeavor. In June, he will begin his career as an investment banking analyst with Seabury Group in New York City.

Luke encourages incoming Whitman students to network with faculty, professionals and particularly upperclassmen. By finding an upperclassman mentor, who has spent two or three years building relationships and making connections in his or her field, younger students can build their networks and gain valuable skills early on in their college careers. “Gain knowledge from someone who has the same passion as you,” Luke said. “And, of course, follow your passions.”

### '15 Margot Dileno

**HOMETOWN:** Cleveland, Ohio  
**MAJORS:** Marketing Management and Public Relations  
**OF NOTE:** When she came to SU, she wanted to be the next Erin Andrews of sportscasting fame.

As a student at Whitman, Margot Dileno has never felt like just a number. Between professors, advisers and other staff members, many members of the Whitman community have taken the time to work with Dileno on a personal level to help her achieve career success.

“Certain faculty and staff will bend over backwards to help you succeed. They genuinely care,” she said. “They want to know more than your name; they want to know your interests and your goals.”

The diverse opportunities for involvement at Syracuse University have also been an important aspect of Dileno’s education. As a dual major in public relations and marketing management, Dileno has been able to pursue her passion for communications while simultaneously building a strong foundation in business.

She also currently serves as a project leader in Enactus for Team Guatemala, which has been a challenging and rewarding experience that has led to numerous job and internship opportunities.

Dileno recently accepted a position with Kraft Food’s Management Development Program, which she acquired through her involvement with Enactus. She is the first Syracuse University student to receive an offer for this highly competitive program, which is comprised of only 10 to 12 students each year. Throughout the seven-month-long interview process, Dileno said that Whitman staff and faculty were extremely supportive and helpful.

For incoming Whitman students, Dileno stresses the importance of talking to professors, who can serve as valuable resources for networking and advice. “Know your teachers! They have so much experience and knowledge, and they want to share it,” she said. “They know a lot of people and it will benefit you later.”
**'17 CONG FENG PH.D.**

**HOMETOWN:** Shenzhen, Guangdong, China  
**SPECIALIZATION:** Marketing  
**OF NOTE:** He and his wife went to the same kindergarten, primary, middle and high school, but did not meet until high school.

For Cong Feng, his parents’ support for his education was one of the most critical factors in his choice to pursue a doctoral degree. Feng said that his parents have been unwavering champions of his educational opportunities and have exemplified the value of hard work. In particular, Feng’s father demonstrated the importance of perseverance and dedication, earning a bachelor’s degree in his 40s.

“**They always challenged and encouraged me to try new things and make my own experience,**” said Feng. “I learned early on that if you want something, you must work hard to earn it.”

When Feng was applying to Ph.D. programs, he found that the combination of a customized curriculum and the wealth of research opportunities offered at Whitman was a perfect match for his interests. Feng’s research is focused on empirical modeling of marketing strategy issues. Recently, he has become especially interested in using machine learning techniques to analyze marketing problems.

Since he arrived at Whitman, Feng’s experience has been positively influenced by numerous faculty members, who he described as approachable and always willing to share their research experience and insights. His adviser, Scott Fay, associate professor of marketing, has been particularly beneficial to his learning experience.

After obtaining his doctoral degree from Whitman, Feng hopes to become a tenure-track professor at a research-oriented university. With Whitman’s record of high placement rates, Feng believes that this next step in his career will be just around the corner.

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**'16 ROBERT J. DIETZ III MBA**

**HOMETOWN:** Camillus, N.Y.  
**SPECIALIZATION:** Marketing  
**OF NOTE:** He is the oldest of three brothers.

For Robert J. Dietz III the combination of classroom and experiential learning that Whitman offers MBA students has already helped prepare him to meet the demands of the business world. In his classes, Dietz has worked with numerous local companies as a business consultant, applying his sales and marketing skills in a hands-on setting.

“This is such a great opportunity to find out which aspects of what you learned in class works in real-life situations and what doesn’t always work,” said Dietz. “It should help to make us much more attractive to potential employers upon graduation.”

Formerly a senior account manager for IIR, a professional events company, Dietz decided to pursue his MBA to reach the next level in his business career. Between classes, networking events, career services and involvement in various clubs—including the Consulting Club and the Graduate Student Ambassador Program—Dietz feels that his Whitman education has already been beneficial. “Even just after one semester of the MBA program, I feel as if I have so much more to bring to the table than I did before coming here,” he said.

Dietz feels that getting to know his fellow MBA classmates has also been one of the most enjoyable aspects of his Whitman experience. “We have such a diverse 2016 MBA class, and it’s been a pleasure getting to know everybody,” he said. “Even in the stressful times, being able to laugh and hang out with my classmates has been a welcome distraction.”
Joanne Lenweaver, director of the WISE Women’s Business Center (left), and Madelene Niraimathi Rabi Bernard ’16, attend the Power of Women in STEM event presented by the Center and MedTech.

Student members of the Sneak Release team took first place at the Fall 2014 Capstone Competition.

Graduate students hit the lanes for bowling and bonding during orientation.

Finance Department Chair Ravi Shukla and Whitman graduate students enjoy food and reflection at the end-of-year banquet.

MBA@Syracuse students descend on the Carrier Dome during the first on-campus residency in April.

Whitman undergraduate students hone their networking skills during the IMPRESS SUccess Week in February.

Students put their best foot forward at the Whitman Career Fair as they meet with recruiters from leading brands.
The IMPRESS SUccess Week gave students the opportunity to learn proper business dinner etiquette. The Undergraduate Major Carnival showcases Whitman’s numerous majors and dual majors and associated curriculum and career preparation. MBA student, Nick Massa, presents a business concept during the Panasci Business Plan Competition in April. Dean Ken Kavajecz enjoys coffee and conversation with students during a Biz Chat event. A panel of retail professionals, moderated by Associate Professor of Retail Management Linda Cushman, shared their professional perspective with students as part of the Career Madness event. Student members of Beta Alpha Psi offer free tax preparation assistance to SU students, faculty and staff.
First-year Whitman MBA candidate Timothy O’Connell secured a position in the Bloomberg Hall of Fame by being one of the top five scorers in the Americas (North, Central and South) in the month of September 2014 on the Bloomberg Aptitude Test. O’Connell placed in the 99th percentile, the highest in SU history. Top Bloomberg scorers are included in a database used by recruiters when looking for potential candidates. O’Connell had several internship postings directed at him soon after his Bloomberg score was released. He accepted an intern position this summer with Sun Life Financial in Wellesley, Mass., working as a fixed income analyst.

Prior to joining Whitman’s MBA program, O’Connell worked in financial advising at Merrill Lynch and as an auditor at the State Comptroller’s Office. He earned an undergraduate degree in accounting from SUNY Geneseo.

Last fall marked the launch of Whitman’s Goodman IMPRESS program to 500 incoming students. Since the launch, students have earned more than 150,000 IMPRESS points as they work to develop real-world business skills that will distinguish them when vying for future internships and full-time positions.

Through this innovative program, named in recognition of Kenneth Goodman’s ’70 generosity in helping Whitman mold future generations of professionally prepared business leaders, students have participated in leadership workshops, community engagement opportunities, industry-specific seminars and courses for certifications, such as Excel Basics and Advanced.

On February 16, the IMPRESS program kicked off SUccess Week, which featured evening events to help students hone their skills and gain confidence in networking, communicating, professional attire and business etiquette.

Professional etiquette coach Miesje Havens led the sessions. The first evening a “mocktail” party took place in the Flaum Grand Hall with guidance on how to shake hands, make eye contact and, initiate small talk—a how-to in conducting themselves professionally at a business social event. Several faculty and staff from the school joined in to interact with the students.

The next two evenings focused on communication skills with particular emphasis on the correct way of writing business e-mails and thank-you notes. A session on dressing for success featured students modeling appropriate business professional and business casual attire.

The series wrapped up with an etiquette dinner during which the students learned the proper use of utensils and how to finesse a business meal.

“SUccess week was a great example of the advantage the Goodman IMPRESS program gives Whitman students,” said freshman Dylan Barrera. “The things we learned during the week aren’t taught in a classroom but are important to be successful in the business world. Because of my experience during SUccess week, I feel more prepared future networking and career events.”

Syracuse University alumni who are recognized experts in affordable multifamily housing visited Whitman this spring for the Real Estate Symposium. Speakers included Michael Backman, vice president of Mason Joseph Company; Roy Bernardi, senior advisor for government services at CohnReznick, LLP and former mayor of the City of Syracuse; Lawrence Mazzotta, founder and CEO of Cornerstone Associates LLC; and Monica Sussman, partner at Nixon Peabody.

The discussion was moderated by Yildiray Yildirim, the Michael Falcone Chair in Real Estate and finance professor. Panelists answered questions about their work in multifamily and affordable housing and offered insights into their experiences in both the public and private real estate sectors.

The event, co-sponsored by the Real Estate Club and Whitman’s James D. Kuhn Real Estate Center, was open to Syracuse students, faculty and staff as well as members of the local business community.
Alumni Engagement Equals Opportunities for Student Success

Whether it’s mentoring, participating on panels, judging competitions, providing financial support or sponsoring internships within their firms, giving back is a priority for many alumni who recognize the value of the Whitman experience in realizing their career aspirations.

BRUCE RUPPERT ’84 MBA is vice president of the Whitman Alumni Club of CNY and chairs its Mentor Program. He has been instrumental in growing the program from 20 students to 111 since its 2009 launch. This year, 68 alumni are serving as mentors. These pairings are designed to give students a source of support, guidance and information as they navigate their classroom and extracurricular experiences to decide on and prepare for their career.

Ruppert wants to see the Mentor Program expand further to benefit more Whitman students and to connect a greater number of alumni with the school. Along with hundreds of other alumni, Ruppert has spent hours sharing insight into professional preparation and real-world expectations and helping students articulate their strengths with confidence and composure.

As director of business development at Griffith Energy and through other posts he has held, Ruppert recognizes the valued perspective alumni can give students. “Ultimately, we want to assist more Whitman students and to connect a greater number of alumni with the school. Along with hundreds of other alumni, Ruppert has spent hours sharing insight into professional preparation and real-world expectations and helping students articulate their strengths with confidence and composure.

CHAD BENDER ’05 left Syracuse with a dual Whitman/Newhouse degree. Today, he is the director of digital revenue planning at ABC Family, where he determines robust pricing strategies and packaging to entice advertisers to spend across all the digital and social platforms. He credits SU connections with almost every job along the way, including positions at General Electric, NBC Universal and Deloitte Consulting.

Bender recognizes the value of his Whitman experience, and it is important to him that the benefits be mutual. He gives back in many ways. “I find mentoring especially gratifying,” said Bender. “One of my mentees started a social media company, and others have joined me at Disney through internships and full-time positions.”

He is a founding member of the rebirth of the Whitman NYC Alumni Club and former treasurer. “It is rewarding to see how the club has grown into a conduit for alumni to meet and engage socially and professionally.”

Bender readily professes his appreciation for his SU connections. “I am grateful for the doors SU has opened for me. I have had mentors from SU provide invaluable career guidance, and I strive to do the same for younger alumni and current students. I always tell them that you never know when your SU connections might change your life.”

LEE GOLDBERG ’06 was in high school when he and his business partner started a website development business. He went to SU to study entrepreneurship and marketing, his partner went to NYU and they kept the venture going despite the distance. In 2010, after graduating and a few full-time jobs, they began focusing exclusively on their company. Today, Vector Media Group is a thriving interactive digital agency.

Goldberg credits Whitman’s EEE faculty and the Falcone Center for helping turn their company into a profitable business. He participated in competitions, student clubs, networking events and other opportunities to prepare for entrepreneurial success.

Goldberg has gone from a student absorbing all that Whitman had to offer to a successful entrepreneur committed to helping future business leaders. He funds networking events, competition awards and career exploration trips. He gives generously of his time, serving on the Whitman Advisory Council, mentoring and teaching, while also providing student internships.

“Alot of my success stems from my time at Whitman,” said Goldberg. “I knew that once I was in a position to give back, I would. It just seems right to give students the same opportunities and access to professionals that I had.”
HOW I SPENT WINTER BREAK

The weeks between the fall and spring semesters are considered a break, but many Whitman faculty, staff and students spent their days off doing anything but taking it easy. Read on to learn how a few used the time to teach, connect and learn outside the walls of Whitman.

MICHAEL LYONS ’17, a finance and marketing major from Milton, Mass., spent the break working in the Massachusetts State House writing a series of substance abuse prevention laws. He secured the opportunity through his connection with the treasurer of Massachusetts, Steven Grossman, for whom Lyons had interned the prior summer. He was invited to attend the inauguration of Massachusetts’ new governor, Charlie Baker, and was allowed to sit on the Legislature floor with the entire political body. He is currently interning in New York State Senator Dave Valesky’s office in Syracuse.

VICTORIA PINEDA ’16, a marketing management major and native of Astoria, N.Y., traveled to New Hampshire with fellow members of the Syracuse University Outing Club to participate in different outdoor winter activities, such as cross country skiing and ice climbing.

KEN WALSLEBEN, professor of entrepreneurial practice, traveled to Burlington, Vt., with a team of Whitman seniors to compete in the third Annual Global Family Enterprise Case Competition (FECC). The event, hosted by the University of Vermont, matched 24 teams of graduate and undergraduate students in competition to determine global expertise in family-business related issues.

Teams represented universities from more than a dozen countries, including Malaysia, Saudi Arabia and India. Whitman was ably represented by AYLIN ALKAN, KAMERON KANG and BRITTANY RALL, all seniors with family business experience. The Whitman team was assigned to a four-team bracket that included the winning teams from each of the first two FECC competitions. The competition required teams to be segregated into locked preparation rooms for four hours prior to their daily presentation. There, each team was assigned a family business case study to review, analyze and solve. The teams then delivered a multimedia 20-minute presentation featuring analysis and recommendations, followed by a question-and-answer period. FECC organizers awarded the Whitman team with the Team Spirit award. Costs to attend the FECC were underwritten by Jake Duneier ’10 and other generous alumni.
ALEX KOSTAKIS, professor of entrepreneurial practice, and JOHN TORRENS, professor of entrepreneurial practice, taught in the Institute of Veterans and Military Families’ (IVMF) Boots2Business program. Through this collaboration between IVMF and the Small Business Administration, faculty teach transitioning service members about small business ownership as a vocational option.

Kostakis taught the course at the Panzer Base in Stuttgart, Germany, while Torrens’ destinations were South Korea’s Yongsan Army Garrison and the Naples Navy Base in Italy. Since June 2014, participating faculty have conducted 93 workshops at installations in Bahrain, Belgium, Germany, Italy, South Korea and Spain.

KRISTEN DEWOLF, MICHAEL LAMARCHE, ANGELA PETRUCCO, MARISSA SMITH and JEANNE STECKEL of the Whitman Career Center along with CINDIE ADAMS, executive director of alumni and corporate relations; TOM BARKLEY, professor of finance practice; EUNKYU LEE, marketing chair; and LISA LIPARULO, academic advisor, accompanied two student groups to New York City for a packed three-day itinerary exploring career opportunities. Twenty undergraduate students participated in the annual Whitman Goldberg Marketing Career Exploration Trip, which featured visits to leading brands such as NBA, American Girl Place, Vector Media, Macy’s, News America Marketing and GroupM. Whitman on Wall Street gave 24 Whitman sophomores a front-row seat for learning about career paths within financial services. Host companies included Deutsche Bank, Credit Suisse, Citi, GE, J.P. Morgan, Morgan Stanley and AIG. The trip culminated with an alumni networking reception.

YILDIRAY YILDIRIM, the Michael Falcone Chair in Real Estate and professor of finance, led a course for undergraduate and graduate real estate students in New York City from January 5-9. The Janmester was co-taught by Yildirim and James D. Kuhn ’70, ’72 MBA, president of Newmark Grubb Knight Frank, naming benefactor of the Kuhn Real Estate Center at Whitman and chair of the School’s advisory council. During the course, students heard from accomplished alumni and industry executives, including John Begley ’14, FBE Limited LLC; Steven Charney ’81, Peckar & Abramson; David Cohen ’10, Doral Property Finance; Brandon Duplain ’13, Doral Property Finance; Hal Fetner ’83, Sidney Fetner Associates; Ben Fischer ’14, Imperium Capital; Bill Gallagher ’80, Capmark Financial Group; Chris Grant ’12, Sidney Fetner Associates; Jeff Grasso ’09, Silverstein Properties; Richard Horowitz, Cooper-Horowitz, Inc.; Jared Hutter ’06, Penn South Capital; Stephen Jones, Capmark Financial Group; Richard Katzenstein, Freddie Mac Multifamily; Mitch Konsker ’83, Jones Lang LaSalle; Chris LaBianca ’92, UBS Securities; Kenneth Mandelbaum ’76, Kam Management; David Nass ’91, UBS Securities; David Schwartz ’99, Slate Property Group; Brad Settleman ’85, 40 North Properties; and Chris Weilminster, Federal Realty.
What do the founders of Virgin Group, JetBlue and Ikea have in common? They are all successful entrepreneurs who share an Attention Deficit Hyperactivity Disorder (ADHD) diagnosis. Johan Wiklund, a professor in Whitman’s Entrepreneurship and Emerging Enterprises (EEE) Department, is studying the correlation between ADHD and entrepreneurship. He asserts that the accompanying characteristics of ADHD, such as sensation seeking, risk tolerance, hyperfocus and impulsivity, can be assets for entrepreneurs.

Wiklund came to Whitman in 2008 from his native Sweden, where he obtained a master’s degree in engineering. Shortly after graduation, he took a job at Swedish Telecom, which had more than 40,000 employees at the time. He was used to his intimate family business with fewer than 30 employees, so the mass of people was daunting. After six months, he left to work at a consulting firm with just one other employee—who happened to be the CEO. Through that position, Wiklund made connections at Jönköping University and was soon hired as international director working for the university president.

At Jönköping, he became friends with an entrepreneurship professor who exposed him to the joys of research. Wiklund decided to take advantage of the opportunity to pursue his Ph.D. Soon into his studies, his wife, Maria, commented that he was “like a fish back in water.” It was as if he had always been destined for an academic career.

Wiklund has fond childhood memories of watching televised discussions with winners of the Nobel Prize, founded by Swedish chemist and innovator Alfred Nobel. He recalls sitting with his parents and brother in fascination of the works of the philosophers, poets and physicists. He has always had a curious nature and enjoyed learning. “Returning to academia just felt right,” said Wiklund. “Since entering the Ph.D. program at Jönköping, I have never considered any other profession.”

After spending a year as a post-doc in Australia, Wiklund and his family were open to moving abroad. In 2008, when the opportunity arose at Whitman, Wiklund and his wife felt the timing was right. Their children could graduate from high school in Sweden and continue their college education in the United States.

The family found the Syracuse University community welcoming, and he accepted a position as associate professor of entrepreneurship. They quickly embraced the culture, opportunities and seasons of Central New Year. Wiklund and his wife enjoy being outdoors and are avid cyclists and cross-country skiers.

Having just wrapped up his 12th semester at Whitman, Wiklund continues to conduct research on the growth, performance, exit and failure of entrepreneurial firms. His latest research on the link between ADHD
“We often speak about diversity in higher education,” Wiklund said. “I’d like to offer classes that embrace neurodiversity and build on the strengths of people with such diagnoses. My ultimate aim is to assist these individuals in reaching their maximum potential through entrepreneurship.”

In addition to the significant practical applications of this research, Wiklund’s career includes numerous publications, editorial positions and international awards. There are 10 plaques in his office, but he readily points out the one most treasured. It reads “2011 Academy of Management Entrepreneurship Mentor Award” and was bestowed for his work with Ph.D. students.

“Working with Ph.D. students is especially gratifying,” said Wiklund. “It’s like bringing up kids on steroids—you have just a concentrated few years to do it and everybody is different, so you have to consider each student. What works for one doesn’t necessarily work for another.”

Several of Wiklund’s doctoral students have won best dissertation awards and gone on to successful academic careers. “It is rewarding working alongside them and watching them grow as individuals and realize their goals.”

Wiklund is in the rare position of being on faculty with two of his former students. He was on the dissertation committee of Assistant Professor Alejandro Amezcua and chaired the committee of Associate Professor and EEE Department Chair Alex McKelvie. Wiklund describes them as “two great former students who are now great colleagues, and I am proud of their career accomplishments.”

McKelvie, who first met Wiklund in 2000 at Jönköping when he was hired as a research assistant, has high praise for Wiklund as well. Given Wiklund’s commitment to students, McKelvie’s words are likely the highest form of praise he could receive.

“When we met, Johan was a recently minted Ph.D. in the early stages of his career. Despite the pressure to publish his own work, he was extremely supportive of my research and took time to help me every step of the way,” said McKelvie. “He moved to Syracuse shortly after me, and I have had the extreme fortune of his mentorship as a student and as a colleague. Johan has played a vital role in both my research and teaching. His dedication and selflessness has been appreciated, not only by me, but by many doctoral students at multiple universities in many countries.”

Access to files and data in the United States proved difficult, so I have done the lion’s share of the work with Swedish subjects,” explained Wiklund. “But that comes with the challenges of distance and cost.” Despite the difficulties, he has made significant progress.

He has interviewed numerous individuals with an ADHD diagnosis who have pursued entrepreneurship. His findings reveal that these individuals often gravitate to business ownership, because they can dictate the parameters of the business to their comfort. They can work hours that suit their internal clocks and patterns of sleep and alert times, they can choose the tasks for which they are best suited and pursue activities about which they are passionate. Wiklund’s conviction is that entrepreneurship can offer a productive career path for people who otherwise have problems fitting in and contributing to society.

Knowing that people with ADHD seem drawn to entrepreneurship, Wiklund feels it is important to provide education to these individuals in ways that suit their needs. He aspires to offer entrepreneurship classes that are pedagogically tailored for students with ADHD and other neurological diagnoses.

and entrepreneurship has been a labor of love and patience.

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A FRIENDLY FAREWELL TO DENNIS GILLEN

By Clint Tankersley, associate professor of marketing and former associate dean of undergraduate programs

I have had the pleasure of working with Dennis Gillen since he arrived at SU as a newly minted faculty member just starting his professional career, soon after as a department chair taking on his first administrative role and, eventually, as a senior administrator working under multiple deans. We have had a good time collaborating in all those roles. We’ve become friends as well as professional colleagues. I wish him well in his retirement.

My favorite trait of Dennis is his dry sense of humor. He can effortlessly come up with a comment or quip that will have everyone laughing. He is able to get things done and keep a light working environment.

Dennis has dedicated his professional life to the Whitman School and stepped up to any task asked of him, including dean for executive education. Dennis developed the MBAUpgrade, which gave Whitman a unique niche and reconnected the school with many of our alumni. It was a successful program for many years.

The most frequent comment from students is that he brings the real world into his classroom whether through speakers, case studies or hands-on assignments. He has been an excellent teacher since the day he arrived.

Dennis is very student-oriented and enjoys his connection to students. The most frequent comment from students is that he brings the real world into his classroom whether through speakers, case studies or hands-on assignments. He has been an excellent teacher since the day he arrived.

Dennis and I have had some memorable moments together—wandering the streets of Salzburg with an executive MBA class, doing a jig with the chancellor’s wife, Mary Ann Shaw, during an MBAUpgrade trip to Ireland or enjoying the cuisine in New Orleans for AACSB conferences. I will miss him as my traveling companion.

FACULTY ACCOLADES

J. MICHAEL HAYNIE, Barnes Professor of Entrepreneurship at Whitman, founder and executive director of SU’s Institute for Veterans and Military Families and vice chancellor for veterans and military affairs, was recently appointed to the U.S. Veterans Administration (VA) MyVA Advisory Committee. This committee is charged with setting goals for longer-term excellence and reform at VA facilities nationwide.

YILDIRAY YILDIRIM, Michael Falcone Chair in Real Estate and professor of finance, was honored as a 2015 Fellow of the Weimer School of Advanced Studies in Real Estate and Land Economics.

CATHERINE MARITAN, associate professor of management, was appointed co-chair of the Strategy Research Foundation, the research funding arm of the Strategic Management Society.

BURAK KAZAZ, the Laura J. and L. Douglas Meredith Professor of Teaching Excellence and associate professor of supply chain management, Dwayne Cole ’11 Ph.D. and Scott Webster received the Best Analytical Research Paper Award for their paper, “Final Purchase and Trade-In Decisions in Response to a Component Phase-Out Announcement” at the Decision Sciences Institute Annual Meeting in November 2014.

ALEX MCKELVIE, department chair and associate professor of entrepreneurship, has joined the editorial board of Strategic Entrepreneurship Journal.

PETER KOVEOS, the Kiebach Chair in International Business and professor of finance, chaired the 13th Annual International Conference on Finance in Athens, Greece.

FACULTY IN THE MEDIA

KRIS BYRON, associate professor and management chair, was quoted in Fortune magazine and Fast Company about research she conducted, which examined 140 studies of board of directors’ performance in 35 countries. The research was further discussed in the Washington Post in January and featured in “Woman-on-Top,” the United Kingdom’s first digital magazine for working women.

ALEX MCKELVIE, a department chair and associate professor of entrepreneurship, and J. MICHAEL HAYNIE, had their research on entrepreneurship and addictive behavior featured in Forbes and Bloomberg BusinessWeek, in November 2014.

AMANDA NICHOLSON, associate dean and professor of retail practice, was twice featured on Knowledge@Wharton. In December 2014, she discussed Amazon’s recent introduction of ads for handymen and other local service providers, along with listings of relevant products. In February she commented on Amazon’s higher than expected profit.

EUNKYU LEE, professor and chair of the marketing department, was quoted in the Syracuse Post-Standard regarding Price Chopper’s rebranding announcement.
RESEARCH HIGHLIGHTS

Recent Monograph by Roger Koppl Mentioned in British Parliamentary Hearing
In a monograph recently published by the Institute of Economic Affairs, author Roger Koppl, Whitman professor of finance, dissects the recent Great Recession in the United States and the prolonged economic slump that followed. In “From Crisis to Confidence: Macroeconomics after the Crash,” Koppl asserts that what may appear as market failure was actually the consequence of failed government policies, and he makes a case for moving away from government command and control toward freer exchange.

Koppl’s theory and how it applies to the Bank of England was mentioned by MP Steve Baker in a Treasury Select Committee hearing of the British Parliament. Just prior to the hearing, the two had met to discuss Koppl’s work, which Baker had long followed.

Burak Kazaz Presents First-of-Its-Kind Research on Pricing Wine Futures
In an upcoming article in Manufacturing and Service Operations Management, Whitman’s Burak Kazaz, the Laura J. and L. Douglas Meredith Professor of Teaching Excellence and associate professor of supply chain management, and his co-authors examine the impact of wine tasting experts and their reviews when it comes to selling wine before it is bottled, known as “wine futures.” Their research shows how to price wine futures, as well as what proportion of the wine should be sold in advance versus through retail chains. This work is significant as it is perceived as the first of its kind in pricing wine futures with accuracy.

Analysis by Lihong Liang Finds Shareholder Participation Improves Financial Reporting Quality
Through an analysis of external governance provisions, specifically those provisions that limit direct shareholder participation in the governance process, Assistant Professor of Accounting Lihong Liang and her co-authors found that shareholder participation improves financial reporting quality. The research, to be published in Contemporary Accounting Research, also demonstrated that fewer restrictions on shareholder participation are associated with a relatively low incidence of accounting restatements.

Examining How Regulation Fair Disclosure Affects Financing Decisions
Associate Professor of Accounting Susan Albring and her co-authors evaluated whether a firm’s information environment impacts the choice between debt and equity financing within the context of Regulation Fair Disclosure (Reg FD), which prohibited the use of selective disclosure. In the article, published in Management Science, the authors shared findings that firms with high proprietary costs of public disclosure are more likely to use debt financing after Reg FD. They also evaluated changes in firm disclosure policy and found firms that adopted an expansive public disclosure policy are more likely to use equity financing.

RAY WIMER SELECTED FOR PRESTIGIOUS UNIVERSITY AWARD

Ray Wimer, Whitman professor of retail practice, has been selected for the Syracuse University Meredith Teaching Recognition Award. This prestigious teaching recognition program was established in 2001 through an expansion of the Laura J. and L. Douglas Meredith Professorship Program and rewards excellence in teaching by non-tenured faculty and adjunct and part-time instructors.

Recipients of the Meredith Teaching Recognition Award are selected for teaching innovation, effectiveness in communicating with students and the lasting value of courses. Candidates must have completed two years of service to the University and not yet received tenure. Each recipient is given $3,000 to further his or her professional development.

Wimer, who earned his M.A. and M.S. at Syracuse, teaches a variety of courses in the retail area, including Merchandising Mathematics, Retail Sales Management, and Visual Merchandising and Store Planning. His research is focused on the role of personality type in selling, the strategic history of various types of retail organizations and human resource communications. He brings to his research and classrooms a professional background in the retail industry, having held marketing and human resource management positions with Borders Inc.

"I am especially proud to announce Ray’s receipt of this award, as he is one of a select few recipients from the entire University," said Whitman Dean Ken Kavajecz. "Whitman is fortunate to have a professor on faculty with Ray’s care and compassion for his students and his exuberance for teaching."
AMIYA BASU

PAMELA BRANDES
“I know something you don’t know!: The role of linking pin directors in monitoring and incentive alignment” (with Dhanawadkar, R. & Suh, S.), Strategic Management Journal, 2014.

ANNA CHERNOBAI

FRED EASTON

RANDY ELDER
“Behind the numbers: Insights into large audit firm sampling policies” (with Christensen, B.E. & Glover, S.M.), Accounting Horizons, 2014.

DINESH GAURI

WILL GEOGHEGAN
“Technology transfer offices as a nexus within the triple helix: The progression of the university’s role” (with O’Kane, C. & Fitzgerald, C.), International Journal for Technology Management, 2014.

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In today’s highly competitive retail environment, firms are more determined than ever to find ways to create a highly personalized shopping experience in order to gain market share and retain loyal customers. While “Big Sale” campaigns featured in traditional television and newspaper ads can still work, retailers are starting to see even greater returns by targeting shoppers in a more personal way. Accenture found that the increasingly important millennial shoppers “seek personalized, targeted promotions and discounts as the price for their loyalty.”

For years, retailers have relied on survey methodology to extract consumer attitudes, preferences and needs. Recently, OpinionLab Chief Marketing Officer Jonathan Levitt reported in Forbes that the company’s research shows “surveys can actually damage your brand.” The findings revealed that “Nearly three-quarters (72 percent) of consumers said surveys interfere with the experience of a website” and “80 percent of customers have abandoned a survey halfway through.” Luckily, some new technologies, like behavioral targeting, are providing retail firms an effective yet less intrusive way to collect this information.

If you are one of the millions of people who go online each day to check your e-mail, browse the web, make a few purchases or get the latest sports scores then, perhaps unbeknownst to you, someone is watching. Instead of presenting users with an intrusive survey, most websites we visit send a small text file known as a “cookie” to your browser that will allow them to track your movements online. Retail sites you visit use this information directly to store items in your shopping cart, provide selling suggestions and remind you of items that interested you when you last visited their site. Many of the sites we visit also provide a conduit for “third-party cookies” set by advertising networks. A recent session online showed that visiting just 14 sites to check e-mail, catch up on news and search for an apparel item resulted in connections with over 247 third-party sites.

Behavioral targeting is a process used by websites to collect data from your online shopping behavior and create a profile that links to your web browser. People with similar profiles are grouped into audience segments that can be used by advertisers to show more personalized online ads that are relevant based on their previous behavior online. Retailers participate in such networks because they believe that shoppers are much more likely to click on these targeted ads giving them a competitive advantage. In fact, in 2013, eXelate reported that more than 60 percent of advertisers used third-party online data as the preferred data source for audience targeting, and more than 80 percent found audience targeting an effective marketing strategy.
**SEEN & HEARD AT WHITMAN**

A sampling of Whitman guests and speakers:

**PROFESSOR LARRY WHITE** of George Mason University visited Syracuse University in March as part of the Bantle Symposium to present his lecture, “Can the Banking System Regulate Itself? Is Government Regulation an Improvement over Laissez Faire?”

The Michael J. Falcone Center for Entrepreneurship, along with Whitman’s Entrepreneurship and Emerging Enterprises Department, recognized **PROFESSOR S. VENKATARAMAN**, from the Darden Graduate School of Business at University of Virginia as the 2014 Falcone Distinguished Entrepreneurship Scholar. During his visit, Venkataraman discussed his role in the development of the field of entrepreneurship and his service as the editor of the Journal of Business Venturing. He also spent time meeting individually with faculty members and conducted a discussion with doctoral students.

The keynote speakers for the 2015 WISE Symposium, held in April at the Carrier Dome, were **MARIA CONTRERAS-SWEET** and **TORY JOHNSON**. Contreras-Sweet is administrator of the U.S. Small Business Administration and a member of President Obama’s cabinet. She was the first Latina to hold a state cabinet post in California and previously served by appointment on the Federal Glass Ceiling Commission, created to help break down barriers between women and the executive suite. Johnson is a weekly contributor on ABC’s Good Morning America, New York Times No. 1 bestselling author of The Shift and a contributing editor to Success magazine.

**ANITA TUCKER**, from Harvard Business School, presented a supply chain management seminar.

**DIPANKAR CHAKRAVARTI**, from the Carey Business School at Johns Hopkins University, presented a marketing seminar.

**OLA HUGOSON**, chief executive officer of Polykemi Ab of Sweden, spoke to members and guests of the Whitman Family Business Club.

**ADITYA JAIN**, from Indian School of Business at Hyderabad and visiting professor at Kellogg School of Management at Northwestern University, presented a supply chain management seminar.

**XIAO LIU**, from Carnegie Mellon University, presented a marketing research seminar.

**BRADEN R. ALLENBY**, the Lincoln professor of engineering and ethics, professor of civil, environmental and sustainable engineering, and professor of law at Arizona State University, visited campus to present a sustainability seminar.

**ALEXEI TCHISTYI**, from the University of California at Berkeley, presented a finance seminar.

The Financial Management Association hosted **MICHAEL DRITZ ’59**, chair of Dritz Enterprises LLC., for a discussion on the securities industry followed by a meet and greet with students.

**KRIS GERARDI**, of the Federal Reserve Bank of Atlanta, presented a finance/real estate seminar.

Four Whitman alumni addressed Professor of Marketing Practice Sue Smith’s Sales Management in B2B Markets class during the spring semester. **CHRIS CHARITON ’91 MBA**, senior director of marketing and business development at GTM Payroll Services; **KEVIN BANDEL ’96**, Oracle Linux & Virtualization regional sales manager; **JASON RICKS ’07 MBA**, regional customer manager at Sanofi; and **ROBERT WOOD ’01**, sales and operations manager at Russell Sigler, Inc., shared stories about their professional paths and career advice.
COMING UP AT WHITMAN

JUNE 1
- 25th Annual Whitman Alumni Golf Tournament
Join us for Central New York’s premier golf tournament and an important fundraiser for Whitman student scholarships to be held at the private East Course of Drumlins Country Club. The day’s activities include golf, lunch, raffles, auctions and a sit-down dinner. For further details, please visit www.whitmanmag.com.

AUGUST 7
- DCP Graduation
Whitman celebrates the graduation of its Defense Comptrollership Program students. Contact Wendy Frye at walfrf@syr.edu or 315.443.1367.

AUGUST 31
- First Day of Fall Semester Classes
For more information on the 2015-2016 SU calendar, visit https://www.syr.edu/registrar/acadcalendars/multiyear-cal.pdf.

SEPTEMBER 28 & NOVEMBER 6
- Fall Career Planning
The Whitman Career Center actively promotes the School to global employers and offers venues to these employers for the recruitment of Whitman students. Please contact Jeanne Steckel at jmstecke@syr.edu or 315.443.5548 for more details on the following events.

- Monday, September 28 – Whitman Fall Career Fair
- Friday, November 6 – Career Madness

OCTOBER 8
- 66th Harry E. Salzberg Memorial Lecture Program
The Salzberg Memorial Program is the premier event celebrating supply chain management education and culminating with the awarding of the Salzberg Medallion. Contact Agnes Magnarelli at ahmagnar@syr.edu or 315.443.1383.
Students come to Whitman with big dreams, and you can help make those dreams reality. As a Whitman alum, you understand the importance of giving back and helping the next generation. Your financial support, mentoring, and lending of expertise helps provide our students with the best experience. Thanks for all you do to help make a difference in the lives of our students.

WHITMAN.SYR.EDU/GIVEBACK