

Business@Oswego.edu

Vol. 9, Winter 2008–09

Bits & Pieces

Winery Project

For School of Business students Mike Novak, Mark Lozzi, and Brendan McLaughlin, an independent study opportunity may have led to a new business venture. The students, working closely with Joe Yacura, SUNY Oswego Alum and owner of SCM LLC, were able to develop a business model for a company that would increase the operating efficiencies of New York State wineries and eventually expand out of state as well. The students developed a survey that was sent to 130 wineries in two versions: online and hard copy. The results of the survey provided new insights for targeting the inefficiencies in small to mid-sized wineries. The students were grateful for the experience and stated, "Joe has given us a great deal of confidence in developing his business and in return we hopefully provided him with valuable information for the project to be successful. We personally have gained a wealth of knowledge, real experience, and are really looking forward to taking this project to the next level and continue in the works of developing an operational and successful business."

* * *

RMI Program Update

Progress continues to be made towards the development of a Risk Management and Insurance (RMI) program. New degree programs must be evaluated by external reviewers. Reviewers visited campus at the end of the Fall 2008 semester and submitted a positive report regarding our proposed program. They were particularly impressed with the broad range of industry and alumni support. The RMI major will be considered by campus faculty governance in Spring 2009. Meanwhile, we continue to strengthen ties to the industry and provide students with career opportunities. Programming events include presentations by industry professionals and internship and job shadowing experiences for students. Faculty member John MacDonald is an officer of the Upstate Chapter of the Risk and Insurance Management Society (RIMS).



The Metro Center is located within the Atrium at 2 Clinton Square in Syracuse.

Metro Center

SUNY Oswego's new Metro Center officially opened during Fall 2008, offering a part-time MBA program, as well as graduate courses in Education and the Liberal Arts, customized and contract training, and small business consulting. The Metro Center will increase SUNY Oswego's engagement with the Central New York region and will reach out to new markets by providing excellence in education in downtown Syracuse.

The Metro Center offers a convenient location for corporate events, with many restaurants and food vendors nearby and several sizes of meeting spaces for every type of event. There are three classrooms in the main suite, a seminar room, and other rooms for specific functions. Another suite across the hall contains a large classroom, breakout area, and office. A third suite has a classroom, meeting room, faculty offices, and a breakout area.

The Metro Center is a wireless environment, with AC power receptacles throughout. The Center offers common areas, open spaces, and smaller meeting rooms with comfortable furniture for small group discussions. Offices are provided for faculty interaction with students. The classroom tables and chairs are designed to be easily reconfigured for diverse teaching requirements.

For more information, visit www.oswego.edu/metro or to request space for an event, please call (315) 399-4100.

Dean's Message

Greetings from Oswego! Although external conditions led to a challenging year, the School of Business moved forward with a number of new initiatives. Perhaps the most momentous for SUNY Oswego was the launching of the Metro Center in downtown Syracuse. The Metro Center provides residents of Central New York with a convenient location to access SUNY Oswego programming.



In addition to offering the MBA program in Syracuse, the Metro Center spurs greater links between the School of Business and Central New York employers leading to increased internship and career opportunities for on-campus students. The School of Business continues to move forward with internationalization. In the past year, we have had three international scholars-in-residence. The scholars create opportunities for collaborative research with Oswego faculty and students, and they augment the international profile of the School of Business. Our students continue to focus on projects that apply classroom learning to solve real-world problems. One example is a new winery supply-chain project that involves a group of students working under the guidance of an alumnus. Alumni play a very important role in the School of Business, whether through interactions with students or financial contributions. The generous financial support of Fred Festa has allowed select graduate students to reap the benefits of executive mentoring. I think that you will share my enthusiasm as you read about the engagement of alumni in campus activities and their financial support of valuable programs, the involvement of students in projects that benefit the community, and the honors and accolades received by faculty and students.



Richard J. Skolnik, Dean

AACSB
International
Accreditation



The Best Business Schools
in the World

Earned Excellence

MBA Program Notes

The MBA program is in a state of positive transition beginning with the current academic year. We are not only increasing our enrollment, but we are offering new programs and seeking out new markets. We are reaching out into the community by making new partnerships with industry leaders, and we are forming lasting relationships with other institutions of higher education as we seek to adapt to the changing business environment.

One of the more exciting new ventures in the MBA program is the creation of Professional Science Master's degrees. This program, headed by Dr. David King, is designed to give Science and Technology students business training in addition to their regular technical program. Funded by a grant from the Alfred P. Sloan foundation, Oswego is coordinating the creation of Professional Science Master's throughout the SUNY system and creating a model for other state systems.

"I have two sons who have run into similar problems in the high tech industry," said King. "They both found that after a few years in their jobs they were now being asked to take on increasingly demanding management tasks, and both needed to go back for some business training. These degrees give our students the ability to have a foot in both worlds, and they will be better prepared to meet the challenges of industry."

The business school has also begun to partner with other area SUNY schools, such as SUNY ESF and Upstate Medical University, to offer their students a chance to take graduate level business courses in conjunction with their regular curriculum.

"What we have found is that students coming out of these programs are amazingly skilled in medicine or environmental science, but when starting their own practice, they may have never had the chance to experience the business environment," said Jeffrey DeSantis, Director of MBA Programs at Oswego. "Giving them the opportunity to sit in classes with our business students, as well as giving our business students the opportunity to sit in classes with professionals from other fields, gives everybody the chance to learn about each other, and that makes them all more effective professionals once they leave our program."

We have added the new part-time MBA program based in the Syracuse Metro Center in an attempt to better serve the upstate New York area. This program offers the full array of core classes every calendar year, as well as several electives. It is also designed for working professionals in the Syracuse area to take classes while continuing their careers.

"Increasing our international student base is an important part of our current focus," said DeSantis. "This Spring we will be going on an international recruiting trip focusing on India and Southeast Asia. I am really looking forward to seeing the kind of changes we can make to our population and to the strength of our program."

Information about the international recruiting trip will be available on our upcoming blog, www.wherisyourMBAdirector.com, later this semester.

Sabbatical Reports

Sarfraz Mian

While on sabbatical leave, Dr. Sarfraz Mian completed a book project, *Science and Technology-Based Regional Entrepreneurship: Global Experience in Policy and Program Development*. Dr. Mian was also busy working as a guest editor for a special edition of the *International Journal of Entrepreneurship and Innovation Management (IJEIM)*. In addition, he had two published/accepted refereed journal articles, two published national/international conference proceedings papers, and three national/international conference presentations. Dr. Mian not only took strides to enhance his own professional development, but also collaborated with others. He worked with Dr. Leonel Corona of Mexico and Dr. Jerome Doutriaux of Canada to prepare an application for a North American Research Linkages Program Seed Grant to establish the North America Innovation Research Network (NAIRnet). The application was recently accepted. Dr. Mian also taught international entrepreneurship at the Lahore University of Management Sciences in Pakistan during the early part of his sabbatical leave.



Lanny Karns

Dr. Lanny Karns spent his sabbatical leave researching and developing an Ethics Program for the School of Business. To ensure that his proposed plan was all-inclusive and met the AACSB standards, Dr. Karns explored ethics programs already in place on ten other college campuses. He also researched several textbooks and documents, and he attended a number of conferences. Using the information he gathered, Dr. Karns drafted a comprehensive plan for an Ethics Program that would meet the needs of the School of Business and AACSB. Dr. Karns' proposed plan was discussed and accepted at the School of Business faculty retreat in August 2008. The School of Business is hoping to implement the Ethics Program in fall 2009.



Festa Fellowship Recipients

The Festa Graduate Leadership Fellowship continues to be an outstanding educational advantage to SUNY Oswego students, providing them the opportunity to engage in leadership experiences while continuing their education. The Festa Graduate Leadership Fellowships is funded through the generous support of Fred Festa, a SUNY Oswego graduate in Business Administration from the class of 1981, and Mary Lynn Barbero Festa, Oswego class of 1982 with a BS in Elementary Education.

Erison Rodriguez, MBA 09, was the most recent Festa Fellow and was able to play a pivotal role in the opening of the Syracuse Metro Center during its initial months of operations.

"It was really great to be able to contribute to the University in such a leadership position," said Rodriguez. "It allowed me to see first hand how an operation of this size gets underway, and also provided me a leadership role to positively affect the school."

Rodriguez is currently following up his Festa fellowship with a university diversity fellowship and is scheduled to complete his MBA degree at the end of the spring 2009 semester.

"We are constantly looking to match some of our best students up with leadership opportunities, partnering them with innovative projects in the area," said Jeffrey DeSantis, Director of the MBA programs at Oswego. "The fellowship opportunity really becomes a value adding part of their program, contributing to the relevancy of their studies, and letting the university reach out into the community and show them what our students have to offer."

Future opportunities for Festa Fellows include working with the Syracuse Metropolitan Development Association, a group comprised of approximately 130 CEOs of Syracuse corporations, working with Med Tech, a similar group for companies in the Medical field, and the Amos project, an ambitious venture spearheaded by Clear Channel to promote sustainability research in the Upstate New York region.

Visiting Scholars

The School of Business has had the privilege of welcoming two visiting scholars from China. Lingjie Meng, a professor of applied economics at the Nanjing University of Science and Technology, joined the campus community from March to July 2008. With funding from the China Scholarship Council, Dr. Meng collaborated with faculty and conducted research in his areas of interest, including productivity, efficiency analysis and quantitative methodology.

A second visiting scholar, Zhengcai Liu, arrived on campus in August 2008 and remained through December 2008. Dr. Liu is a professor from Shanghai Normal University. Also having received funding from the China Scholarship Council, Dr. Liu was conducting research in his areas of expertise: international business and enterprise management. Dr. Liu's visit and research will not only benefit the School of Business, but will also add valued strength to the relationship between SUNY Oswego and Shanghai Normal University. As a testament to that growing relationship, six representatives from Shanghai Normal University paid a visit to our campus in September to learn how we approach various student affairs functions and how academic advising works on our campus.

FOCUS ON FACULTY

New Associate Dean- Pamela Cox



Dr. Pamela Cox has recently been appointed as the Associate Dean for SUNY Oswego's School of Business. Formerly an associate professor of management, Dr. Cox was instrumental in coordinating the "Gateway to Business" course and also co-authored a textbook used in the course. Dr. Cox earned a Bachelor's degree in English and fine arts from Colgate University, an MBA degree from SUNY Binghamton, and a Ph.D. in business administration from Syracuse University. Her research interests include higher education pedagogy and international ethics. With her extensive curricular and international experience, Dr. Cox is truly an asset to the administration of the School of Business.

* * * * *

New MBA Director- Jeffrey DeSantis



The School of Business is pleased to welcome Jeffrey DeSantis to the position of MBA Director. Mr. DeSantis has extensive experience in the field of educational administration. He has worked in enrollment management, academic advising, and curriculum development for several Boston area business schools including Boston University's Graduate School of Management, Lasell College, and Suffolk University's Sawyer Business School. In those positions, Mr. DeSantis developed and taught first-year seminar courses for business students. He holds a BS in Philosophy from SUNY Brockport, an MLA in Interdisciplinary Studies from Boston University and a CAGS in Higher Educational Leadership from Suffolk University. His interests are in the areas of sustainable learning communities and sustainable business development.

* * * * *

New Faculty - Hong Wan



Dr. Hong Wan recently joined the School of Business faculty as an Assistant Professor of Finance. Dr. Wan joins SUNY Oswego from a previous position in the Finance Department at the University of South Florida. Professor Wan earned a BS degree in Economics, specializing in financial management, from Peking University. Dr. Wan then completed a Masters of Business Administration degree at Virginia Tech, followed by a Ph.D. in Finance from the University of South Florida. With research interests that include empirical corporate finance and corporate governance, and with teaching interests such as corporate finance, international finance, and investment, Dr. Wan is certainly a valuable addition to the School of Business and the campus community.

* * * * *

Retirement - Bill Lundy



William (Bill) Lundy gathered with faculty, students and a host of alumni at a retirement party in his honor at Vona's Restaurant on Dec. 13. Prof. Lundy joined the faculty in 1978 after a career in Public Accounting. The array of returning students from classes in the 1970's and 80's stood as testimony to Bill's 30 years of dedicated service teaching auditing and intermediate accounting. His students include an array of CFO's, CPA's, VP's of Internal Auditing, as well as Partners in Charge of CPA firms. His impact on our program has been immense. His presence will be missed. After a well-earned vacation in Myrtle Beach, he will be returning to his home in Minetto in the spring.

New Advisory Board Members

Tracy Higginbotham ~ Tracy Higginbotham is the owner of two successful companies. Her first company, Five Star Events, plans and coordinates events for corporations, non-for-profit organizations and individuals. Ms. Higginbotham's second and more recent company is Women TIES, which stands for Women Together Inspiring Entrepreneurial Success. The company is dedicated to "creating a local, state and regional marketplace for women entrepreneurs in New York State." Ms. Higginbotham earned her B.S. in Business Administration from SUNY Oswego.

Matthew Jenal ~ Matthew Jenal is the Chief Financial Officer of Cadogan Management in New York, NY. With twenty-five years of experience, some of Mr. Jenal's responsibilities include the firm's financial, administrative, regulatory and compliance functions as well as overseeing corporate and product reporting, product structuring and the audit, legal and banking relationships for the firm. Additionally, he is a member of the Cadogan Management Board of Directors and serves as Director to the Cadogan Opportunistic Alternatives Fund. Mr. Jenal received a BS with honors in Accounting from SUNY Oswego and an MBA in Finance from Pace University.

Matthew Labovich ~ Matthew Labovich is the Director of Advisory Performance Improvement at PricewaterhouseCoopers, LLP in McLean, VA. Mr. Labovich's areas of expertise include complex problem resolution, leading and developing people, performance improvement, risk management, large scale project management, product development, industry enterprise, team management and cost management. He has been regarded as a global subject matter expert for billing integrity/accuracy reviews and has worked with clients in Malaysia, Ireland, the Bahamas and Argentina. Mr. Labovich earned an MBA from The George Washington University in Washington, D.C. and a B.S. in Business Administration from SUNY Oswego.

Newton Paul ~ Newton Paul is a Sourcing Manager at Par Pharmaceutical, Inc. in Spring Valley, NY. Mr. Paul's areas of expertise include strategic planning, cost reduction, fundraising, process improvement, project management, and SAP/JD Edwards. He is very active both professionally and in the community, having raised funds to endow the Paul Family Scholarship Fund at SUNY Oswego. Mr. Paul earned an MS in Human Services and Counseling and a BS in Business Administration, both from SUNY Oswego.

Faculty & Student Awards



Dr. Steven Abraham, professor of human resource management at SUNY Oswego, has received the SUNY Chancellor's Award for Excellence in Scholarship and Creative Activities for his latest research bridging law and business. President Deborah Stanley was quoted that "Dr. Abraham's enormous reputation in his field has enhanced the reputation of the School of Business, and his extraordinary work ethic is an inspiration to faculty and students alike."

More than 30 of his papers have been accepted for publication in refereed journals, most of which were published since he joined Oswego's faculty in 1997. Many have appeared in the most respected journals in their fields, including *Industrial Relations*, *American Business Law Journal*, *Journal of Economic Issues* and the *Journal of Labor Research*.



Dr. Barry Friedman, associate professor of human resource management, was awarded the President's Award for Teaching Excellence for 2007-08. Dr. Friedman spent 26 years in the corporate world before joining Oswego's faculty as an assistant professor in 2003. "Dr. Friedman is a tremendous asset to our institution," said nominator Nancy Bellow, Director of the college's Office of Business and Community Relations. "He fosters student learning in a variety of ways thereby

expanding the collective learning environment exponentially. He takes extraordinary steps to insure that students get real-world, hands-on experience as part of their educational experience at SUNY Oswego."

David McLaughlin, a double major in accounting and economics, was awarded the SUNY Chancellor's Award for Student Excellence, the highest student recognition in the State University system. Mr. McLaughlin also earned Oswego's Richard Hyse Outstanding Achievement Award and the History Freshman Achievement Award. He is Vice President of the all-campus honor society Phi Kappa Phi, as well as a member of the Omicron Delta Epsilon economics honor society and Beta Alpha Psi accounting and finance honor society. David was also cited for outstanding service in the Volunteer Income Tax Assistance program, which prepares free tax returns for interested community members, and for teaching in the Money Smart program, co-sponsored by PathFinder Bank, Oswego Public Library and SUNY Oswego.

Student Organization Update: Phi Beta Lambda

During the past year, Phi Beta Lambda assisted Literacy Volunteers of Oswego County (LVOC) with their fundraising efforts. LVOC helps increase literacy in Oswego County by providing quality tutoring in basic literacy skills and conversational English. Phi Beta Lambda members approached businesses for donations for the LVOC silent auction. Students gained experience in business-to-business marketing while benefiting a worthwhile charity. The student organization also helped with Scrabblefest, an annual fund raiser for LVOC.

School of Business

Dean's Advisory Board

The Dean's Advisory Board meets twice per academic year, once in the spring and once in the fall.

Nancy Bellow '78, Director, Office of Business & Community Relations, SUNY Oswego

Kevin Bryans '89, Vice President, Finance and Treasurer, Inficon, Inc.

Joseph Chemotti '90, Partner, Dannible & McKee, LLP

Rose Cardamone Crane '81, Chief Executive Officer, TBA

Michael Durney '83, Senior Vice President of Finance & Chief Financial Officer, Dice Inc.

Russ Findlay '89, Vice President, Field Marketing, Pepsi-Cola

William Hartman '83, Executive Director, Cushman and Wakefield NYC Office

Tracy Higginbotham '86, President, Women TIES & Five Star Events

Matthew Jenal '78, Chief Financial Officer, Cadogan Management

T. Scott King '74, Managing Director, Sun Capital Partners, Inc.

Matthew Labovich '94, Director, Advisory Performance Improvement, PricewaterhouseCoopers, LLP

Patrick Murphy '74, Managing Director, Horton International

Michael Paez '80, Senior Vice President and Commercial Vehicle Market Manager, Sovereign Bank

Robert Pagano '84, Vice President of Finance, ITT Corporation

Newton Paul '99, Sourcing Manager, Par Pharmaceutical, Inc.

Timothy Tower '80, Executive Vice President, Business Development, US Biogistics, Inc.

Mark Tryniski '85, President and Chief Executive Officer, Community Bank System, Inc.

Jacqueline Wilbur '82, Director, MBA Program Career Development, MIT Sloan School of Management

School of Business

Dean's Student Advisory Council

The Advisory Council meets with the Dean monthly, throughout the academic year.

to be completed



Photo Caption: They had the same advisor as students. They both got involved with the Student Association. A SUNY Oswego School of Business degree hangs on each of their walls.

These are pretty strong links for Oswego graduates who accepted those diplomas almost 20 years apart from each other. Andy Drogo '05 and Jim Triandiflou '88 have something else in common: They both returned to campus for the annual School of Business Symposium.

Photo and Caption from *Lake E-effect: The Oswego Alumni E-Newsletter*

Leadership & Management Series

In Spring 2008, the School of Business and The Point presented a Management and Leadership Series of lectures. Also sponsored by the Student Association Programming Board, the goal of the series was to prepare and train students in essential skills and practices necessary to successfully manage and lead teams, organizations, businesses, and themselves. Speakers included Mr. Tom Schneider, CEO and President of Pathfinder Bank; Mr. John Sullivan, Assistant Attorney General; Mr. Jeff Wallace, Step One Creative; and Ms. Gwen Carmon, March of Dimes National Director of Volunteer Initiatives. The lectures, all centering on leadership and management themes, discussed various aspects of business including compensation, public service, politics, and the non-profit sector.

To be completed...

If you are interested in participating in a future Alumni Symposium, please send us an email or give us a call (phone & email at right).

As always, we would love to get feedback on our newsletter. Is there anything in particular that you would like to see in future issues? Email or call!

Please feel free to visit our web site!

Business@Oswego.edu

Published annually by the School of Business

Contributors:

Richard Skolnik, Dean
John Huonker, Marketing & Management
Charles Spector, Accounting/Finance/Law
Jeffrey DeSantis, MBA Director

Photography:

Jim Russell ('84)

Design, Editing & Production:

Theresa Bouffard, Administrative Assistant
Ashley Monaco, Graduate Assistant

Phone: (315) 312-3168

Fax: (315) 312-5309

Email: business@oswego.edu

Web site: www.oswego.edu/business