**Project Run With It**

Betta Alpha Psi secretary Brittany Vetter represented the SUNY Oswego chapter in the Beta Alpha Psi Project Run With It competition in New York City. Vetter’s team won the competition, resulting in a $1,000 prize. Project Run With It is a real-life consulting competition in which teams are presented with an actual problem that a not-for-profit firm is experiencing and then asked to give suggestions and advice to the firm. The teams had about twenty-four hours to research and submit their solutions. Vetter, a senior accounting student, said “it was really intense research.” Her team consisted of students from the University of Nebraska at Kearney and San Francisco State University. During their oral presentation to representatives from the firm, the team suggested increasing the firm’s visibility through more interactive use of networking sites such as Facebook and Twitter, as well as making links to blogs and videos more prominent on the firm’s website.

**Focus on Diversity**

The School of Business is pleased to welcome the SUNY Oswego chapter in the Beta Alpha Psi Project Run With It competition in New York City. Vetter’s team won the competition, resulting in a $1,000 prize. Project Run With It is a real-life consulting competition in which teams are presented with an actual problem that a not-for-profit firm is experiencing and then asked to give suggestions and advice to the firm. The teams had about twenty-four hours to research and submit their solutions. Vetter, a senior accounting student, said “it was really intense research.” Her team consisted of students from the University of Nebraska at Kearney and San Francisco State University. During their oral presentation to representatives from the firm, the team suggested increasing the firm’s visibility through more interactive use of networking sites such as Facebook and Twitter, as well as making links to blogs and videos more prominent on the firm’s website.

**School’s Advisory Board Announces New Members**

The School of Business is pleased to welcome the following new members to the School of Business Advisory Board:

- **Linda Dickerson Hartsock** is the Director of the Center for CleanTech Entrepreneurship in Syracuse, NY. She holds a Bachelor’s Degree from Marist College in Communications and Interdisciplinary Studies, and completed graduate work at Manhattanville College and City University of New York Graduate Center.

- **Justin Dorsey** is a Senior Audit Manager for Axa Insurance Company during his Summer ‘09 Fellowship. During this time he was able to accomplish the following: apply concepts of Six Sigma Methodology, learn to use Cost Benefit Analysis, do research on products and services, and understand legal issues and other responsibilities involved in the business environment at Axa.

- **Tania Chen** is a Medical Tourism Marketing Project with Crouse Hospital in Syracuse. She has been working closely with Bob Allen, VP of Communications and Governmental Relations, to provide Crouse Hospital with a market feasibility study.

**Spotlight on the 2008-2009 MBA Festa Fellows**

The School of Business is proud to recognize the MBA Festa Fellowship recipients of 2008-2009:

- **Joseph Backo** worked on a project for Brayton Wicks, VP of Axa Insurance Company during his Summer ‘09 Festa Fellowship. During this time he was able to accomplish the following: apply concepts of Six Sigma Methodology, learn to use Cost Benefit Analysis, do research on products and services, and understand legal issues and other responsibilities involved in the business environment at Axa.

- **Tania Chen** is a Medical Tourism Marketing Project with Crouse Hospital in Syracuse. She has been working closely with Bob Allen, VP of Communications and Governmental Relations, to provide Crouse Hospital with a market feasibility study.

- **Justin Dorsey** received a Festa Fellowship for Spring ‘09 through Summer ‘09 to do demographic and educational research for the Metropolitan Development Association of Central New York in conjunction with regional BOCES superintendents. Justin worked closely with Dr. Joseph Camerino, Superintendent/Executive Officer for the Oswego County Board of Cooperative Educational Services, to acquire statistical data, and to show how schools impact employment and the local economy.

- **Erison Rodriquez** received two Festa Fellowship placements. In Spring ‘09, he worked with James Jerose, Director of SUNY Oswego’s Metro Center, to develop a strategic marketing plan for academic and professional development programs to be offered at the Metro Center. In Summer ‘09, he was responsible for developing a marketing analysis while working with John Dyer, General Manager of Health Care Services for Kinney Drug Company.

- **Justin Tossas** is a Medical Tourism Marketing Project with Crouse Hospital in Syracuse. He has been working closely with Bob Allen, VP of Communications and Governmental Relations, to provide Crouse Hospital with a market feasibility study.

**School’s Advisory Board Announces New Members**

The School of Business is pleased to welcome Tammie Sullivan as the new MBA Director. Mrs. Sullivan graduated from Oswego’s MBA program in 2005. In addition, she also holds a bachelor’s degree in accounting from SUNY Oswego. As a student, Mrs. Sullivan earned a SUNY Chancellor’s Award for Student Excellence. Mrs. Sullivan also served ten years with the U.S. Navy, where she trained air traffic controllers and served as an assistant airspace chief. Her previous experience includes working as a financial analyst with Syracuse Research Corporation and as an auditor with PriceWaterhouseCoopers in Syracuse. Mrs. Sullivan has also taught accounting courses as an adjunct instructor for the School of Business. As MBA Director, she works out of both the Oswego campus and the Metro Center.

**The School of Business Implements New Ethics Program**

Consistent with its mission and articulated in its learning goals, the School of Business at SUNY Oswego is committed to fostering an ethical environment through a comprehensive ethics program, which includes a primer on ethics, a code of ethical and professional conduct, and the consideration of ethics across the curriculum. The development of the program was led by Dr. Lanny Kans, with the support and collaboration of the Professional Ethics Planning Committee. Professional organizations across the business disciplines, including Marketing, Accounting, Finance, and Human Resource Management, have ethical guidelines that professionals are expected to honor. The ethics program at SUNY Oswego will prepare graduates to cope with issues of ethical conduct consistent with the ethical guidelines they will encounter in organizations. Development of ethical reasoning skills not only enhances professional success but also leads to personal satisfaction and fulfillment. The professional ethics program in the School of Business provides students with a solid foundation for future success.
As a business woman, in turn even influencing the launch of my own company…coming soon to the public.”

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In Remembrance: Don Herring

Emeritus Professor Dr. J. Donald Herring died peacefully at his home on September 13, 2009. A SUNY Oswego alumnus, Dr. Herring was hired in 1970 and served as the chair of the Secondary Education Department. He later became a member of the School of Business faculty, where he played an essential and active role in the development of the Human Resource Management program. Dr. Herring was also the first Director of BASAC. Under his leadership, BASAC became an integral part of the school. Later, he guided the Oswego chapter of the Society for Human Resource Management to national prominence when it was recognized as National Chapter of the Year for four consecutive years and won several Superior Merit Awards. Dr. Herring was one of nine professional practitioners on the prestigious National College Relations Committee, and was very active in encouraging fellow faculty members to become involved.

As office mates and personal friends, Dr. Herring also acted as a mentor for Emeritus Professor Manuel Mena. Dr. Mena called Herring “exceptional in terms of involvement for himself and his colleagues,” which he saw in Dr. Herring as “the mark of a true leader.” In recognition of his numerous contributions, Dr. Mena was awarded the SUNY Oswego Alumni Association’s Lifetime Award of Merit in 1993. Dr. James Molinari, Professor of Marketing, said, “Dr. Herring was a mentor and role model to thousands of students during his career. He impacted their lives in real and important ways, whether it was helping them navigate through the difficulties of college life, land a first job, or get into graduate school. For me personally and professionally, he was a great friend and represented the kind of professor that I have tried to be. I’ll miss him.”

In addition to his impact on campus, Dr. Herring was also an active member of the community. He served in several senior posts of Kiwanis International from 1995-2009, including NYS Kiwanis governor and lieutenant governor.

Dr. Herring was pre-deceased by his daughter, Donna. He is survived by his wife, Marlene, and sons David, Jeff, and Michael.

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Alumna’s Successful Events Draw in Oswego Business Students

Meghan Upson, a junior management major, originally met alumna Tracy Higginbotham, class of ’86, last year during Connections, a conference hosted by SUNY Oswego’s Office of Business and Community Relations and the Women’s Network for Entrepreneurial Training. Ms. Higginbotham, a member of the School of Business Advisory board, is the founder and owner of Five Star Events of the Greater Syracuse area and Women TIES. Women TIES, which stands for Women Together Inspiring Entrepreneurial Success, is a company dedicated to creating a local, state and regional marketplace for women entrepreneurs in New York State. Sharing similar goals, Tracy and Meghan forged a relationship. Subsequently, Tracy invited Meghan to assist with setting up the Women TIES retreat and attend the event herself.

The retreat, held in Skaneateles, NY, was designed to bring together women in business for a day of learning and growth. Ms. Upson attended the event with several other SUNY Oswego students and staff, including Nancy Bellow, Executive Director of the Office of Business and Community Relations and a member of the Central Upstate Regional Alliance, and Tammie Sullivan, Director of the MBA Program in the School of Business.

“Being a part of the event, working with Tracy, and everything I have learned here at Oswego, has really been such a strong inspiration for me. Every experience I have had has allowed me to grow as a business woman, in turn even influencing the launch of my own company—coming soon to the public.”