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SUNY OSWEGO

SCHOOL OF BUSINESS NEWSLETTER

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## Project Run With It

Beta 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.



Dean Richard Skolnik, Brittany Vetter, and Beta Alpha Psi Advisor Florence Kirk

## Dean'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.

Thomas Schneider is the President and CEO of Pathfinder Bank in Oswego, NY. He holds a Bachelor's degree in Economics from Cortland State University and an Executive MBA from Fairfield University.

Michael Lissom is a Senior Audit Manager for Green and Seifert in Syracuse, NY. He holds a Bachelor's degree in Accounting from SUNY Oswego.



## 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** focused on 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 Jerosé, 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'** Festa Fellowship term is for the Summer and Fall '09. Justin is dividing his placement working with both Dr. Michael Ameigh, Asst. Provost for Budget & Operations, and Ms. Catherine Santos, Assoc. Provost for Multicultural Opportunities & Programs, at SUNY Oswego. Justin's responsibilities are in the areas of marketing and communication, including developing a website, establishing an ANGEL community for the Diversity Advisory Board, as well as focusing on institutional budgeting and finance issues.



Fred Festa with recipient Erison Rodriquez

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## School of Business Welcomes MBA Director Tammie Sullivan



Tammie Sullivan

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.

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## 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 Karns, 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.

## SUNY Oswego Metro Center Course-to-Connect Program

The Course-to-Connect program offered an opportunity for any Central New York resident with a bachelor's degree to take their first graduate course tuition-free this past summer at the Metro Center in Syracuse. Forty-eight students took advantage of this opportunity. Advisors are currently working with over half of those students toward getting matriculated into the MBA program. Students were able to take a variety of business courses and meet with the MBA Director, Tammie Sullivan, to discuss their options in continuing their education. President Stanley supports the initiative, stating "The Course-to-Connect initiative boldly invests in Central New York by growing our knowledge-based, high-technology economy and helping to meet the region's need for affordable, reputable and conveniently delivered graduate and continuing education."



Pamela Cox, Rose Crane, and Dean Richard Skolnik

## Beta Gamma Sigma Honoree Rose Crane

As this year's Beta Gamma Sigma honoree, School of Business alumna and Advisory Board Member Rose Crane was the keynote speaker at the Beta Gamma Sigma Induction ceremony in April. Crane, a former executive at Bristol-Myers Squibb and Johnson & Johnson, is the CEO of Epocrates, a private firm supporting the health care field. During her speech, she urged students to maintain the values that the honor society stands for: honor, wisdom, and earnestness in business. She stressed the importance of integrity in business, especially in light of the recent corporate scandals. She praised the inductees: "You are the best of the best and for that, I offer my sincere congratulations."

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If you are interested in participating in a future Alumni Symposium, please send us an email or give us a call. We also love to get feedback on our newsletter. If there is anything in particular that you would like to see in future issues, email or call!

Please feel free to visit our web site!

## Paul Family Scholarship Fund



Newton Paul with recipient Lindsay Norton

The keynote speaker at the ALANA dinner in September was Newton Paul. Mr. Paul graduated from SUNY Oswego in 1997 with a Bachelor's Degree in Business Administration. He went on to obtain his Master's Degree in Human Services and Counseling from Oswego in 1999. Mr. Paul now works as a Sourcing Manager for Par Pharmaceuticals. A current member of the School of Business Advisory Board, he started the endowment of the Paul Family Scholarship Fund in 2006. Mr. Paul founded the scholarship fund as a tribute to his family for their support while he was pursuing his education, and to provide support for other students seeking their own academic achievements. Mr. Paul presented the award to Lindsay Norton at the ALANA dinner. In reference to the fund Mr. Paul said, "I believe in the pursuit of scholarship and high

attainment. There have been multiple occasions when I have been told that I could not... I want to help people believe that they can and they will. Education is not about getting a job, career, or making money. You should learn to create something that will benefit all of humanity, regardless of race, class, gender, or creed."

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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.



J. Donald Herring

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. Herring 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 with MBA Director Tammie Sullivan

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."