

# Business@Oswego.edu

## SUNY OSWEGO

### Dean's Message



The School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB – International). Established in 1915, AACSB

was the first association dedicated to advancing management education. Its standards ensure that accredited schools follow best practices.

Accreditation requires evidence of continuous quality improvement in three areas: innovation, impact, and engagement. In commemoration of its centennial, AACSB honored 100 Influential Leaders who graduated from its more than 700 accredited institutions world-wide. We are proud that two of our graduates, Virginia (Ginny) Donohue ('85) and Bob Moritz ('88), were among the 100 honored. Ginny and Bob exemplify School of Business alumni who through their innovation and engagement, make impactful contributions to society.

In this newsletter, you will find more instances of the innovation, engagement and impact made by our faculty, students and alumni. They range from serving as a resource for the Federal Reserve Bank, to recognized scholarship on business incubators, to hosting a student research conference, providing an endowment to further student learning, creating a graphic pamphlet to explain insurance, and more. The School of Business displays the hallmarks of an AACSB accredited institution.

School of Business Newsletter  
Volume 15, Issue 1, Winter 2015

## School of Business Updates

### Online MBA Program Ranks Top 25 in Princeton Review

Princeton's first-ever comprehensive survey of colleges and universities ranked SUNY Oswego's online MBA program number 22. Included on the list were much larger online MBA programs such as Indiana University-Bloomington and the University of North Carolina-Chapel Hill, as well as some comparable-sized schools such as North Carolina State University. Rochester Institute of Technology and Syracuse University were the only other New York State schools included in the list. Oswego was noted to be flexible, and welcoming with available and insightful faculty and friendly administrators.

### MBA in Health Service Administration Receives High Needs Grant

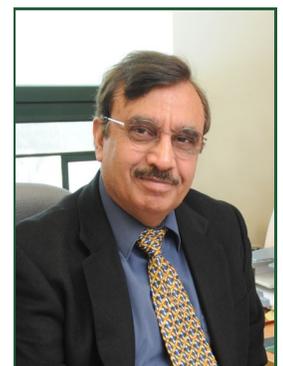
Approved by the New York State Education Department in July 2013, the entirely online program began matriculating students that fall. Program coordinator Sarah Bonzo and MBA Program Director Irene Scruton submitted a grant proposal to Developing Tomorrow's Healthcare Leaders. The High Needs Grant was awarded for \$53,500 and will fund promotion and innovation for the MBA in Health Service Administration Program.

### SUNY Oswego hosted Shanghai Normal University/SUNY – Oswego Student Research Conference

SUNY Oswego hosted the 2nd annual Shanghai Normal University/SUNY Oswego student research conference in April. The two-day conference featured 21 presentations by students from China, Turkey, and the United States. Overseas visitors stayed for one week. Activities included company site visits and an excursion to Niagra Falls and Rochester. The 3rd annual conference will be hosted by Shanghai Normal University in May 2016.

### Mian Cited as Most Productive Author

The Journal of Business Research published an article in September 2015 titled "A bibliometric analysis of international impact of business incubators". In this article, Dr. Sarfraz Mian was cited by the authors as the most productive author in the entire area of research on business incubators with 58.5 citations per article.



### AACSB Influential Alumni

Two SUNY Oswego graduates were recently recognized by AACSB as two of its 100 influential leaders for the year.

Virginia Donohue, received her bachelors in accounting in 1988. She is the founder and executive director of On Point for College. On Point for College is a nonprofit in Syracuse New York that “makes higher education accessible to low-income high school students”. More than 5,500 students have enrolled in 219 colleges to date. More than 1,000 of them have graduated and now have professional careers. AACSB President and CEO Thomas R. Robinson thanked “SUNY Oswego for its dedication to providing a business education environment based on engagement, innovation, and impact”.



Robert Moritz, who graduated with an accounting degree in 1985 works for PricewaterhouseCoopers, where he serves as chairman and senior partner. Moritz is noted to be committed to advocating for quality-of-life issues for employees such as diversity, gender equity and work-life balance. PricewaterhouseCoopers has been ranked No. 1 by Vault for the past three years “based on firm culture, work-life balance, compensation, business outlook, training opportunities and prestige”.



Deborah F. Stanley, SUNY Oswego college President stated that she was “proud that Bob and Ginny have been selected among the first 100 AACSB Influential Leaders”. To read the full story, visit: [http://www.oswego.edu/news/index.php/site/news\\_story/aacsb\\_leaders](http://www.oswego.edu/news/index.php/site/news_story/aacsb_leaders)

## Faculty Updates



### Focus on Faculty Research: Mary Rodgers' Presentation to the Fed

Dr. Mary Tone Rodgers, CFA, was invited to present her research to the Federal Reserve Bank of Atlanta on May 11, 2015, at its Third Annual Workshop on Monetary and Financial History. The Federal Reserve has been sponsoring such conferences in the aftermath of the 2008 Financial Crisis as a way to build knowledge about how we have resolved such crises in the past. Understanding the similarities and differences among crises in history may spark ideas for how to resolve crises in the future. Dr. Rodgers' work focused on how sharp swings in commodities prices such as copper may have exacerbated crises in the past. The parallel to today is that sharp drops in oil prices may prompt or exacerbate financial crises in countries dependent on oil exports.

Dr. Rodgers, the Marcia Belmar Willock Professor of Finance, was selected to present her work after economists from the Fed heard her present her findings at an earlier conference at Indiana University in Bloomington IN in October 2014. She has involved four SUNY Oswego Business School students in her research; Charles Barbagallo, Fincarlo Diaz, Max Luttinger and Eric Santa Maria. The students were able to relate the research to their Independent Studies topics in the history of financial crises.

### Faculty Research Grant: June Dong

Dr. June Dong, member of the Marketing and Management faculty received a grant of \$8,294. The grant is funded by the U.S. Department of Transportation and based at the University of Buffalo. The study is titled “The Ties that Bind: Developing a Bi-national Transportation-Combined Economic Simulation Model to Assess Security and Policy Implications of U.S. – Canada Border Bridges”. “Dong and her colleagues will be developing a model to simulate economic implications of bridge policy and security scenarios along the New York-Ontario border”.

## Visiting Scholars

### **Dr. Binghua He**

(August 2015 ~ August 2016)

Dr. Binghua He is a lecturer (Assistant Professor) in the Management School at Ningbo Institute of Technology. Dr. He is being sponsored by Dr. Ding Zhang and will be researching models on the coordination of supply chain and electronic commerce networks.

### **Dr. Yunfen Bai**

(August 2015 ~ August 2016)

Dr. Yunfen Bai is an associate professor in the department of Finance, College of Business at Shanghai Normal University. Dr. Bai is being sponsored by Dr. June Dong and her research centers on the impact of liquidity on asset pricing.



Dr. Binghua He



Dr. Yunfen Bai

### Terri Bouffard and John Houker Retirement

Terri Bouffard, the Administrative Assistant to the Dean of the School of Business has retired after 36 years working on the SUNY Oswego campus. She was the Dean's Administrative Assistant for 15 years. She plans to travel, work on her home and find a ministry. We have welcomed Shelly Reifke from the Communications Department as our new administrative assistant.

John Huonker retired in June from being a faculty member of the Marketing and Management Department for 15 years. Dr. Houner was the Associate Professor of Marketing and Management and taught courses in management, human resource management and organizational behavior and theory.

The School of Business wishes Terri and John the happiest of days in their new adventures!



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### Welcome Shelly Reifke

The School of Business has welcomed Shelly Reifke as the new Administrative Assistant to the Dean! Shelly has worked on campus for 27 years after serving in the U.S. Navy for 10 years.



Welcome, Shelly!

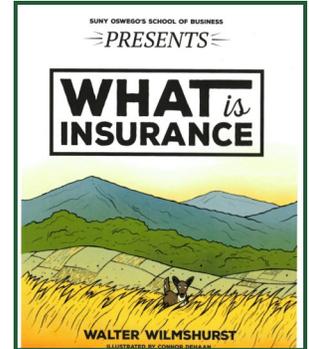
## Student News

### MBA Student Passes all 4 sections of CPA Exam before beginning 5th Year Studies

Shane Kinley, who is in the Accounting/MBA Five Year Program passed all four sections of the CPA exam in summer 2015 before he had even begun his fifth year of the program. Shane states that he used the Becker self-study online course and that he strictly followed their recommendations for study time and structure. He studied 4 hours a day, 6 days a week for a total of 24 hours a week. Shane states that taking the exam before his 5th year of studies opened many doors in terms of professional certifications and plans to study for the CFA exam at some point before graduation. Relieving the pressure of the exam has also allowed him to focus more on his graduate studies, as they require more effort than undergraduate courses. Shane states that his experiences at SUNY Oswego prepared him for the exam and that he gained extensive knowledge through both his courses and his participation in VITA (Volunteer Income Tax Assistance Program) as the coordinator. Once he completes the MBA program, he will be starting as an audit associate with PwC in New York City.

### Graphic Pamphlet on RMI

An illustrated pamphlet “What is Insurance” has been funded in part by the Independent Insurance Agents and Brokers of New York and a grant from the Griffin Foundation. With the oversight of professors Cynthia Clabough and John MacDonald, the pamphlet was written by Walter Wilmhurst ('15) and illustrated by Connor Dehaan. The intention is to distribute them to high schools to increase understanding of risk management and insurance.



### Beta Alphas Psi Named Superior Chapter

Beta Alpha Psi, under the advisement of Andrea Pagano, has been named a Superior Chapter. Beta Alpha Psi is an international honor organization that recognizes student academic excellence in both accounting and finance. In order to be recognized as a superior chapter, the chapter must complete eight reaching out activities, 6 professional activities and 1 service activity that year. There are also strict activity hours required of each member. Congratulations to the members of Beta Alpha Psi.

## Dean's Advisory Board Members

The School of Business Dean's Advisory Board meets in the fall and spring each year.

**Kevin Bryans '89** – Managing Member, NStar Tech, LLC

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

**Diane Cooper-Currier** – Executive Director, Oswego County Opportunities

**Michael Durney '83** – President and Chief Executive Officer, Dice Holdings Inc.

**Jocelyn Egan '84** – Senior Vice President of Discovery Solutions, Discover Communications, Inc.

**Jeffrey Gibbs '80** – Vice President of Internal Audit

**Mike Gioja** – Senior Vice President of Product Development & Information Technology, Paychex Inc.

**Tracy Higginbotham '86** – President, Women TIES

**James Holland '82** – Executive Vice President, Administration, SRC

**Mathew Jenal '78** – Chief Financial Officer, Cadogan Management

**Michael Lisson '94** – Partner, Grossman St. Armour CPAs, PLLC

**Patrick Murphy '74** – Managing Director, Human Resources Solution

**Michael Paez '80** – Senior Vice President, Commercial Vehicle Market Manager, Sovereign Bank, NA

**Robert Pagano '84** – President & Chief Executive Officer, Watts Water Technologies, Inc.

**Thomas Schneider** – President and Chief Executive Officer, Pathfinder Bank, NA

**Curt Schultzberg '87** – Asset Management Advisor, Advisor Solutions Group, Gerstein Fisher

**Christie Sommers** – Retired VP of Operations, Health Plans Inc/Benefit Plan Management, Inc.

**Lisa Tamilia '89** – Vice President, Regional Sales, Chatauqua Patrons Insurance Company

**Timothy Thomas '04** – Vice President/Client Consultant, Manning & Napier Benefits, LLC

**Mary Vanouse '78** – Retired Director of Community Development, City of Oswego

**Jackie Wilbur '82** – Retired Executive Director for Undergrad & Masters Programs, MIT Sloan School of Management

**John Wooley '78** – Human Resources Director, Radio Frequency, Alcatel-Lucent

### Students Attend CPCU National Conference

The Syracuse Chapter of the CPCU (Chartered Property Casualty Underwriter) Society sponsored **Zachary Rivard** and **John Behuniak**, both Risk Management and Insurance students, to attend the 2015 CPCU Society Annual Meeting in Indianapolis this fall. John states that it was an exciting and informative experience. Zach states that he was able to broaden his understanding of the industry and identify where he fits in. They were able to network with professionals as well as students from all over the country. John and Zach also learned about the prestigious CPCU designation and attended informative seminars of various topics within the industry.

### Enactus Students Place in National Competition

The Enactus team, under the guidance of faculty advisor Susan Wright, achieved the best result in the group's history. The team finished as runner-ups in their group in the quarter final round. This placed them in the Top 40 teams in the entire country. The team will be attending Enactus Northeast Regional Competition in March in Washington D.C.



### PBL Students Win in Regionals, Place in National Competition

Phi Beta lambda attended the New York State Leadership conference in March 2015, where they placed exceptionally well;

Nicholas Schnelle - First; Entrepreneurial Concepts

Elena Margrey - Second; Accounting Principles

Mark Prezioso - First; Management Concepts

Jordan Parkinson & Mark Prezioso - First; Business Ethics

In June, the team attended the Phi Beta Lambda National Leadership Conference in Chicago with the following placings:

Nicholas Schneller - Fifth; Entrepreneurial Concepts

Mark Prezioso - Fifth; Management Concepts

Jordan Parkinson & Mark Prezioso - Fifth; Business Ethics



Elena, Nicholas, Mark, Jordan

### Student Receives Scholarship from CPCU

The Syracuse Chapter of CPCU granted Freshman RMI student Jeffrey Steinoff a scholarship of \$1,000. He is noted as spending an extensive amount of time volunteering.

### Student Advisory Council

The Student Advisory Council's (SAC) mission is to promote student leadership and student involvement within the school of Business. As the SAC's new co-chairs, **Tal Gordon** and **Charlene Assam** liaise with all business student organizations to create synergies and increase student involvement.

The SAC co-sponsored a small business and entrepreneurship event with the Dean's Office. Approximately 40 students attended the November 4th 2015 Brazzlebox Small Business Summit at the OnCenter in Syracuse. The keynote speakers included Juli Boenheim and Shark Tank's Daymond John.

The SAC hosted the Business Symposium Alumni Panel on November 13th titled "The Impact of Technology: The Implications for Millennials". Tracy Chamberlain Higginbotham '86 moderated a panel discussion that included President Deborah Stanley, Michael Durney '83, and Michael Gioja '79. Attendance was outstanding and students had insightful questions. The panel discussion was informative and beneficial to those who attended.



T. Chamberlain Higginbotham, M. Durney, D. Stanley, M. Gioja  
Photo by Tyler Edic

## Alumni Couple Provides ‘Real Money’ for Student Investment Club

The best way to learn responsible financial management is by actually spending and investing your own money. Husband and wife **Christopher Tuohy ’81 and Doreen Mochrie ’85** have established a fund with a \$100,000 gift to the Student Investment Club so its members can do just that.

“We hope that the fund gives Oswego students real-life experience and puts them in a better position to get a job when they graduate,” said **Tuohy**, a guidance counselor at Walt Whitman High School in Huntington Station, N.Y. “The club has real money to manage. The students will learn both life and business lessons as they put real money at risk, as opposed to just learning some theory in the classroom.”

The establishment of the fund also carries personal significance to **Mochrie**, managing partner and global head of investor relations at Perry Capital in New York City.

“I work for a hedge fund on Wall Street, and there are not a lot of Oswego grads in on the Street,” Mochrie said. “This gift will give young people the opportunity to learn about the market. With the practical experience they’ll gain from managing the fund, club members will have a real advantage if they pursue a career in the financial markets. Also, I’m incredibly impressed by club and fund advisor [[Marcia Belmar Willock Professor of Finance]] Mary Rodgers, as well as by the enthusiasm of the members and officers of the Student Investment Club.”

Finance major and Student Investment Club President **Kevin Stein ’16** landed an internship at an asset management company last summer, so his involvement in the club has already paid off for him. He expects those experiences will continue to help him upon his graduation in May.

“The Student Investment Club uses many of the concepts we learn in class but then applies them to managing an actual portfolio,” he said. “The experience in the club will definitely set me apart from other candidates. During my internship last summer, one of the first things the analysts told me was that they wanted to see investment club-style experience on applicants’ resumes. That has made me all that much more grateful for this opportunity on our campus.”

Mochrie and Tuohy said they are especially thankful for the lifelong friends they made at Oswego. This fall, Mochrie took a long weekend to Nashville with her college girlfriends—a tradition of traveling together that the group does every other year. For Tuohy, his connection to Oswego began during a trip to campus with his parents in February of his senior year of high school.

“I had an immediate reaction—I just knew and told my dad, ‘I want to come to school here,’” Tuohy said. “Of course, that’s not what has kept me connected all these years. It’s the people—my lifelong friends that I made.”



Mochrie added: “We both have a strong affiliation with Oswego and will always be grateful for the people we’ve met and relationships we’ve built there over the years.”

--Margaret Spillett

## Two Business Students Honored with Chancellor's Award

The 2015 SUNY Chancellor's Award for Student Excellence was awarded to five SUNY Oswego students, all of which are active inside and outside of the classroom.



Dianora DeMarco has an impressive list of accomplishments. She helped manage a six-figure portfolio as President of the Student Investment Club which saw a 30 percent gain in two years. She completed the Costa Rican Business Program and also won a top award at Shanghai research forum. As an honors student, she was on the 2013 College Fed Challenge and was on the School of Business Advisory Board as well as Beta Alpha Psi's executive board. She also raised over \$5,000 in a benefit to help a local boy with a rare cancer. Dianora obtained an internship with the Financial Accounting Standards Board; only six students across the country are given this opportunity.

Eyub Yegen has substantial international accomplishments. He has made presentations in China, Dubai and Hungary. He received a best paper award in China. He has been published in multiple academic journals, assisted Oswego professor's with research projects, and was a SUNY Big Data Fellow. Yegen participated in many clubs and was the President of the Future Alumni Network Advisory Board. Yegen also refereed articles for the Journal of Applied Statistics. He was a teaching assistant and tutor, and earned himself many scholarships. Eyub is currently pursuing a PhD in finance at the Rotman School of Management at the University of Toronto.



### School of Business Vision & Mission Statement:

**Vision:** The School of Business at the State University of New York at Oswego will build upon our high quality programs, service to students, and teaching excellence to further our reputation as a premier business school within the State University system.

**Mission:** The mission of the School of Business is to prepare students to be knowledgeable, skilled, ethical professionals and leaders; to produce impactful scholarly research that advances knowledge and contributes to learning and the practice of business and its related disciplines; and to serve as a resource for local, regional, and global communities.

Through engagement of stakeholders, the school will be a proactive leader providing educational services, community outreach, and impactful intellectual contributions in a global context. The primary and distinguishing features of the School of Business are as follows:

- A commitment to serve the residents of the State of New York;
- Support for an academic environment that values teaching effectiveness, experiential learning, and diversity;
- A commitment to professionalism, lifelong learning and the development of the socially conscious student; and
- The ability to provide high-quality educational opportunities in response to evolving technology, globalization, and the changing needs of society.

### We love to get feedback on our newsletter

If there is anything in particular you that you would like to see in future issues, email or call

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