

School of Business

News

NEWSLETTER FROM ADELPHI UNIVERSITY SCHOOL OF BUSINESS

2009–2010

45 Years of Excellence



45 Years of Excellence
School of Business
AU ADELPHI
UNIVERSITY

EARNED EXCELLENCE



THE BEST BUSINESS SCHOOLS
IN THE WORLD

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DEAN'S COLUMN

The quality, not the longevity, of one's life is what is important."

—Martin Luther King, Jr.



Following a comprehensive national search, Rakesh C. Gupta was appointed Dean of the School of Business in January 2010. "Dean Gupta has been a vital member of the Adelphi community and I am very pleased that he has accepted this pivotal leadership position," says President Robert A. Scott.

By that criterion, the School of Business has done very well in its 45-year history. In 1964 the business program achieved school status, though business courses and programs have been offered at Adelphi for at least 70 years. As we celebrate our 45th anniversary, the quality of accomplishments of our alumni, faculty, students, and staff is second to none as evident from the articles in this *Newsletter*.

During my 32 years at Adelphi, we have passed each annual milestone with many accomplishments to be proud of:

- We were the first school in North America to achieve initial AACSB accreditation under its new standards.
- Our 17,000-plus alumni hold senior-level positions in corporations, nonprofit organizations, and government.
- Over the last five years, our faculty have made more than 500 intellectual contributions in the form of peer-reviewed journal articles, books, presentations at national and international conferences, editorships, and as referees for prestigious journals.
- In the past decade, we have doubled the number of full-time faculty as well as the number of students.
- We established interdisciplinary/joint programs with nursing, education, psychology, social work, biology, computer science, and languages.
- We took our first student group on a faculty-led study abroad to China.
- We established chapters of two international honor societies, Beta Gamma Sigma and Beta Alpha Psi.

There's much more....I hope that you enjoy reading about our wide-ranging activities.

With best regards,

Rakesh Gupta

Dean, School of Business

THE SCHOOL OF BUSINESS ADVISORY BOARD

We are fortunate to have the advice and counsel of prominent business people, many of whom are alumni. They serve as an interface between the School and business community, and help to enhance the reputation and performance of the School. Board members have served as Executives-in-Residence,

provided internships and jobs for our students, and raised funds for scholarships and community events.

A complete list of the current members of the board can be found online at:
business.adelphi.edu/buscomm/adboard.php.

GANESH M. PANDIT NAMED ASSOCIATE DEAN

"The two most important things I can impart to students heading into careers in business are sincerity and integrity."



Ganesh M. Pandit joined Adelphi's School of Business as associate professor of accounting in fall 2004, and received tenure in summer 2008. He accepted the position of associate dean in the School of Business as of September 1, 2009. Before joining Adelphi, he was a tenured associate professor of accounting at Clark Atlanta University in Atlanta, Georgia.

A dedicated teacher, Associate Dean Pandit taught financial and managerial accounting at both the undergraduate and graduate levels. Twice his students have nominated him for Adelphi's Teaching Excellence Award. In addition to teaching, his active research interests include corporate governance, financial reporting, and

accounting education. He is the coauthor of articles in the area of accounting and taxation, and in 2008, he was the primary author of *Accounting by Partnerships*, a monograph published by the Bureau of National Affairs, Inc.

Associate Dean Pandit received his Doctor of Business Administration degree with an accounting concentration from Louisiana Tech University in 1994; he has held the designations of Certified Public Accountant (non-practicing) from Louisiana since 1990 and Certified Management Accountant since 1995.

MICHAEL J. DRISCOLL M.B.A. '89 NAMED VISITING PROFESSOR AND SENIOR EXECUTIVE-IN-RESIDENCE

With more than 20 years of experience on Wall Street, Michael J. Driscoll's appointment promises to further the mission of the School of Business to create, through relevant, cutting-edge curriculum and partnerships, leaders with the knowledge, integrity, and originality to drive enterprise in the 21st century.



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We wish to thank Professor Eugene T. Neely, University Archivist and Special Collections Librarian, and the members of the Archives staff for their invaluable help in constructing the timeline that runs across the pages of this newsletter.

University Archives and Special Collections is located in the Lower Level of New Hall. University Archives is the central repository for all materials, regardless of format, that relate to the history of Adelphi, going back to the founding of the Adelphi Academy in Brooklyn in 1863. For more information, please consult the department's Web site page at libraries.adelphi.edu/special.



THE 45TH ANNIVERSARY OF THE SCHOOL

We tip our hat to the past, the present, and look forward



THE EARLY DAYS—GETTING DOWN TO BUSINESS

Business courses have been offered at Adelphi as far back as 1934-1935, six years after Adelphi moved from Brooklyn to Garden City. Then a women's liberal arts college, these courses took a decidedly secretarial bent. But, with the end of the Second World War, an energized and coeducational Adelphi expanded its curriculum to offer banking and business administration courses aimed at veterans eager to earn a degree on the GI Bill.

In 1964, Adelphi's Board of Trustees chartered the School of Business Administration, replacing the Institute of Business Studies, and four years later, in 1968, the building we know now as the Hagedorn Hall of Enterprise was dedicated.

Since then, the school was variously named both the Center and the School of Banking and Money Management in the '70s; the Schools of Business, including the School of Business Administration and the School of Management and Business, in the '80s and early '90s; and the School of Business, effective in 1999.

Under every mantle, its mission has centered on offering relevant and innovative programs that meet the needs of undergraduate and graduate students, as well as the business community.

The Vietnam War brought another generation of returning veterans seeking their degrees. "Business was a popular major. The aerospace industry was heating up with the space race, which culminated in the first Apollo manned lunar landing in summer of 1969," says Rakesh Gupta, Dean of the School, who has taught at Adelphi since 1978.

"All the disciplines go through cycles. In the '60s, accounting was very big. In the '70s and '80s, marketing was big, and from the '90s till now, finance is big and accounting is having a comeback...and management majors seeking a broad-based education remains an upward trend," says Dean Gupta. But, in his view, the character of the typical Adelphi business student has changed little through the years.

"Our students have always been highly motivated self-starters. The industries they go into have changed but their individual drive has not. Students have long seen

The School of Business was chartered in 1964, but the history of business education at Adelphi goes back more than 70 years. This timeline offers you a glimpse of the milestones, events, and interesting facts throughout the years.

**BUSINESS
AT ADELPHI**

ARY OF BUSINESS

acknowledge
 d to the future.

opportunity in the world of business," he said, citing the School's 17,000-plus alumni.

"The School has always been innovative in its programs, its content, and its delivery," Dean Gupta explained. "We all saw, and still see, the need to serve the customer when the customer needs that education."

Our students have always been highly motivated self-starters. The industries they go into have changed but their individual drive has not.

One of the School's more famous efforts was offering business classes on the Long Island Rail Road. From 1971 into 1987, nearly 1,000 students went through "Adelphi-on-Wheels." Created by Adelphi Professor Gregory Gutman and Edu-Tran, Inc., it allowed business students to take classes during their morning and evening commutes. Business classes were also offered at neighborhood libraries and, from 1998 to 2004, via tele-conference at corporate sites.



A CHANGED WORLD— THE SCHOOL TODAY

The Post-9/11 GI Bill is bringing yet another generation of veterans and enlisted personnel to Adelphi and there's a renewed interest in space (witnessed by NASA's recent test for water on the moon), but much has changed over the past four decades.

Today, nearly 640 undergraduates and 300 graduate students are enrolled in programs at the Garden City campus and off-campus centers. These students demand technologically advanced facilities and an array of niche programs to meet their specific curricular and scheduling needs. To satisfy these demands, the School has developed new programs, expanded scheduling options, and offered existing programs at new locations.

The GOAL (Graduate Opportunity for Accelerated Learning) M.B.A. program offers a 42-credit accelerated M.B.A. Adelphi's amMBA program, which is an early

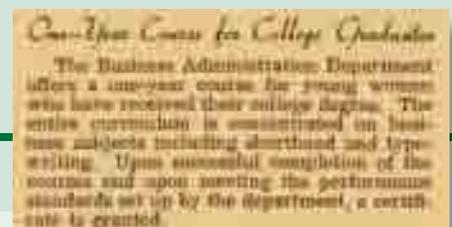
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1934–1935



Business major offered for the first time

1938



Adelphi College Bulletin, 1938

continued from previous page

morning offering of its GOAL M.B.A. program, is scheduled to be offered at the Manhattan Center in the near future. It will allow managers to earn their degree in 36 months by attending early morning classes twice a week.

New programs include minors in the fields of human resource management and marketing for nonbusiness undergraduate students. In addition, the School has

(CPA) exam in New York State.

The School's first cohort of nurses, physician assistants, and hospital staff in the M.B.A. program at St. Francis Hospital is now halfway through and a second cohort began earlier this academic year. Starting in February 2010, the School began offering its M.B.A. program to a cohort of physicians at Catholic Health Services of Long Island.

Engaging in and being part of the business landscape is also essential to the School's mission. Symbiotic relationships have been forged in the community, including the Wantagh Global Business Career Academy. In tandem with Adelphi's Levermore Global Scholars Program since last September, the School has collaborated with Wantagh High School, the Long Island Works Coalition, and the Ford Motor Company Fund. David Steiner, New York State's education commissioner, made the Career Academy a stop on his first official visit to Long Island in November.

Since 2003, the annual Hagedorn Lecture Series on Corporate Social Responsibility has brought prominent speakers and players on the global stage to campus (see pages 14-15).

This spring, the School will host the "Second International Conference on Social Entrepreneurship, Systems Thinking, and Complexity," featuring participants from nearly 30 countries.

"We plan to bring together many of the leading thinkers and practitioners from around the world, who operate at the nexus of complexity science and social entrepreneurship," says Associate Professor James Hazy.

Online courses continue the school's tradition of providing students with flexibility in learning and the chance to engage in full-time positions and internships. Among current online offerings are Associate Dean



Physicians during the first team building M.B.A. class at Catholic Health Services in Melville, New York

redesigned its Advanced Certificate in Human Resources Management that is available to any student with a bachelor's degree or higher in any discipline.

A Bachelor/M.B.A. option is available to students wherein business and nonbusiness majors may be able to complete both the bachelor's and M.B.A. degrees in five years with appropriate selection of business courses at the undergraduate level. Also, a five-year B.B.A./M.B.A. Program in Accounting was codesigned by Brian Rothschild, Assistant Dean, and Grace Conway, the Chair of the Department of Accounting, Finance, and Economics. is registered with New York State. According to Associate Dean Pandit, it will make accounting students eligible to take the Certified Public Accountant

1946

Adelphi admits men, meeting the needs of returning GIs



Board of Trustee vote makes Adelphi coeducational after 35 years as a women's college

1947

Curriculum in business administration expands to meet needs of new male students





Pandit's Financial Statement Analysis and Associate Professor Maryanne Hyland's Management of Human Resources. Several faculty members also teach blended courses that involve 30%–79% of the course content delivered in the online format.

In addition to internship opportunities, students are able to get real-world experience in the classroom. The Student Investment Fund is one of the school's most popular hands-on programs. It launched in spring 2008 thanks to a \$100,000 donation by James Riley, retired Goldman Sachs & Co. partner and managing director, now senior adviser to Brigade Capital Management, LLC. Each semester, finance students research the previous semester's fund history, decide on a mix of equity versus fixed-income assets, and select specific funds, commodities, and stocks for investment. "Even with the economic downturn," Riley says, "our fund didn't lose as much as the market—we outperformed it."

LOOKING TO THE FUTURE

Assistant Dean Rothschild predicts changes in student demographics with an increase of international students and women.

In addition, he forecasts a decrease in the average age of graduate students. "Given the weak job marketplace, more students will pursue their master's directly after earning their bachelor's," says Dean Gupta.

M.B.A. programs will continue to evolve. "In the past, courses were more quantitative, numbers-oriented, and the students tended to gravitate toward statistician

positions," Assistant Dean Rothschild says. "Now, the emphasis is on soft skills, managing and motivating people, legal and ethical issues, and so on, with less emphasis on technical skills."

Dean Gupta adds that courses have moved from a practical orientation to more balance between theory and practice. Toward that end, in the past decade the School has hired 18 faculty members, most of whom combine academic and professional credentials.

The School will also provide a wider selection of online courses, according to Associate Dean Pandit. He envisions that currently proposed certificate programs in the areas of accounting and human resource management as well as continuing education programs will be offered in digital format.

Healthcare, international issues, and technology will be among the School of Business' priorities, with better-qualified students, an expanded and expert faculty, relevant and innovative programs, up-to-date facilities, technological savvy, and external recognition—maintaining AACSB International accreditation that was earned in 2007.

Looking to the future, the School of Business is where students will continue to learn relevant skills to make informed, innovative, and ethical decisions in a global business environment.

—James Forkan and Ana Barbu '10

Courses have moved from a practical orientation to more balance between theory and practice.

1947



Business classes offered in the Quonset hut

First B.S. in business administration and B.B.A. degrees awarded to 59 grads

1949

PERSPECTIVES: BUSINESS ALUMNI LOOK BACK

Gary G. Heinze B.B.A. '73, M.B.A. '74 spent four summers during college working for Chase Manhattan Bank with his father, whom he credits with inspiring him to join the banking industry where he is now vice president of the Bank of Tokyo-Mitsubishi UFJ, Ltd., and is on the Board of Governors of the Risk Management Association's New York Chapter.

Barbara Sawitsky B.A. '74, M.B.A. '79 received her bachelor's in biology and began working as a cancer researcher before deciding to pursue a master's in business. As the director of the Office of Patents and Licensing for the New York Blood Center, she combines her talents in applied science and business.

Joseph Napolitano B.B.A. '86, senior vice president and chief administrative officer of Acadia Realty Trust hoped to eventually land a position with a brokerage house on Wall Street. Following graduation, he applied the sense of teamwork he gained while playing baseball at Adelphi to his career and made the shift from an unfulfilling corporate position to the commercial real estate industry.

Patrick Wallach B.B.A. '90, M.A. '92, D.A. '98 is an associate professor of mathematics and computer science at Queensborough Community College. As an undergraduate, he discovered the presentation and communication skills and that eventually led him to pursue teaching. His business background allowed him to supplement his income with accounting work so that he could later attend graduate school, earning degrees in mathematics.

HOW DID THE SCHOOL OF BUSINESS MOST SERVE YOU?

GH: My professors had business backgrounds, adding experience to the topics that were covered. I was also fortunate to be able to take a few graduate courses while completing my B.B.A. I benefited from the current experience, expertise and networking opportunities that such faculty members shared with me.

BS: As a scientist, I understand and speak "science." The School of Business taught me business processes and to speak "business."

JN: It provided me with the confidence and knowledge to move forward. Today, I never think about looking the other way, instead I approach each difficult situation I face by reminding myself to challenge everything and avoid nothing.

PW: My first four years at Adelphi created the foundation



1963

Adelphi's Institute of Business Studies

1964

James Bender named dean





Gary G. Heinze B.B.A.
'73, M.B.A. '74



Barbara Sawitsky B.A. '74,
M.B.A. '79



Joseph Napolitano B.B.A. '86



Patrick Wallach B.B.A. '90,
M.A. '92, D.A. '98

that made me what I am today. I continue to use what I learned. By knowing the business applications of what I teach, I can better serve my students by focusing on what will be of greatest use in their future courses and employment.

WHAT DID YOU LEARN FROM EXPERIENCE THAT COULDN'T BE TAUGHT IN THE CLASSROOM?

GH: Probably the most significant thing is what I call "business social skills." This includes dealing with people who have diverse backgrounds and who conduct themselves in a broad range of ways. Additionally, experiencing and learning both good behaviors and bad behaviors as your career progresses is very important, taking on the good behaviors as your own while ensuring that you do not acquire the bad behaviors.

BS: Learning to be a team member. I was fortunate as I came to the School of Business having worked for a few years—I sort of knew what I didn't know and was focused on learning how to compete and excel in business.

JN: If you really want to value something, you have to work for it. Ultimately, you will not find enjoyment in what you do without working diligently, and you cannot achieve success without making a concerted effort. For me, it is simple: when you invest your time,

talents, resources and effort into creating, or improving something, you value the results.

PW: Not to settle just for something you can do, but to find a career that you can be passionate about. You won't know what that is (or what it isn't) until you expose yourself to as many experiences as possible.

IS THERE A SIGNIFICANT PROFESSOR, LESSON, OR COURSE THAT STUCK WITH YOU AND HAD THE GREATEST IMPACT ON YOUR CAREER?

GH: First, Professor Patrick Mulene who taught Business Law and very effectively used humor to teach a rather dry subject. He taught me...that humor can be not only an effective tool, but an important part of everyday human interaction in both my career and my personal life. Second, Professor Peter Berman, who taught Money and Banking and enhanced the course syllabus by including a review and discussion of a current report on disintermediation that had just been issued by the Federal Reserve Bank. He taught me and demonstrated for me the value of remaining current on issues relating to my career.

BS: Finance, because many of its concepts are far more abstract than cancer research but just as important in their influence on our world. The other course was

continued on next page

First M.B.A. is awarded
 The School of Business
 Administration is chartered

1964



Architectural drawing of the proposed
 new business building



Groundbreaking for the new
 business building

First accounting courses offered

continued from previous page

Organizational Behavior. We learned about the “real” world of business and it taught me to watch and interpret people’s body language...a very valuable lesson.

JN: Yes, unfortunately, I cannot recall the professor’s name; nevertheless, his words remain etched in my memory. “Status and power are not what you will remember when you look back in time. Rather, it’s the things you gave, and the people you mentored, that will give you the most satisfaction.”

PW: Professor Robert Nesi’s Cost Accounting class stands out in my mind. The course material ultimately was not as important for me as the passion he brought into the classroom. That’s what made him one of the students’ favorites.

WHAT ADVICE WOULD YOU GIVE TO CURRENT STUDENTS?

GH: Developing and fine-tuning interactive skills is essential. This is partly necessary for their business/career advancement, but it’s also very important from a networking perspective. Networking is a life-long activity that will reap benefits in their business lives as well as their personal lives. It is a must that can be very interesting and lots of fun! I would [also] recommend joining industry/trade associations/societies that are in your field.

BS: Don’t be a lemming. Business school is not only about becoming an investment banker and making money. Business is a profession whose learned and practiced skills cross all disciplines. If you are open to opportunities you can work almost anywhere using the “starter” skills learned in business school. Work for a year or three before you go for any graduate degree—your

perspective may change on what excites you.

JN: Don’t cast aside a goal or dream at the first sign of trouble... develop your perseverance, your grit and determination, and keep at it when others would give up.

PW: Don’t set limits on yourself. A college degree does not have to lock you into a position—use everything that you learn from the college experience (much of which occurs outside the classroom) and see where that takes you. And, of course, get involved! There’s so much more to college than going to classes. Take advantage of what Adelphi offers.

WHAT ONE WORD WOULD YOU USE TO DESCRIBE YOUR EXPERIENCE AT THE SCHOOL OF BUSINESS?

GH: Practical

BS: (Extremely) valuable

JN: Valued

PW: Enlightening

—Rebecca Benison '11

1966

School of Business
poised for takeoff

1967

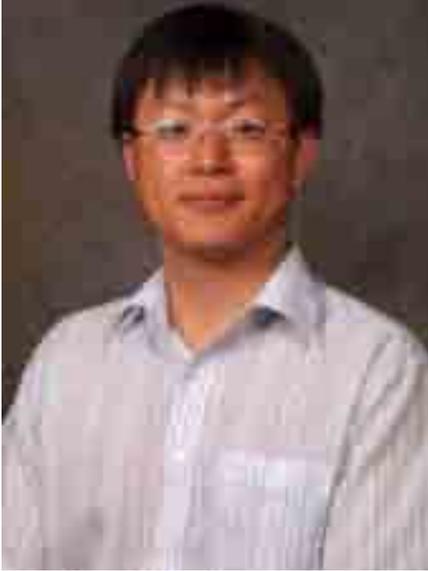
\$52—cost of tuition per
credit hour— (today’s
cost \$780; \$865 per
graduate credit)

Dedication of the Business
Administration Building

1968



WELCOMING NEW FACULTY



Soon Ryoo

Assistant Professor of Economics

Soon Ryoo joined Adelphi University in September 2009. He is a macroeconomist and has done research in the area of macroeconomic instability, cycles and growth. He is particularly interested in modeling financial crises and cycles. Dr. Ryoo taught intermediate macroeconomics and intermediate microeconomics at the University of Massachusetts, Amherst. He is interested in teaching macroeconomics, money and banking, mathematical methods for economists, microeconomics, game theory, and history of economic thought.

Dr. Ryoo holds a Ph.D. in economics from University of Massachusetts, Amherst (2009). He earned his B.A. and an M.A. in economics from Korea University, Seoul, Korea.

Yun Jung Lee

Assistant Professor of Marketing

Yun Jung Lee joined Adelphi in September 2009. Her research interests include online/offline consumer behavior, healthcare information, and customer experience management. Currently, she is teaching marketing. Her other teaching interests include consumer behavior, retail management, and Internet marketing.

Dr. Lee holds a Ph.D. in consumer behavior from Purdue University and she received her master's degree in consumer studies from Seoul National University, Seoul, Korea, where she also earned her bachelor's degree in both consumer studies and business administration.

1969



One of six cofounders of Grumman Aircraft, Leon Swirbul '59 (Hon), was a University Trustee (1958–60). Adelphi's close connection to Grumman explains the rare model of the Grumman Apollo 11 Moon Lander in Special Collections.

First commuting classroom—Adelphi-on-Wheels offers M.B.A. classes on the LIRR

1971



PERSPECTIVES: BUSINESS FACULTY REFLECT

Faculty members, some with 30 years in the School of Business, others with fewer than 10, reflect.



*Shibin Sheng
Assistant Professor of Marketing
Six years on the faculty of the
School of Business*

HOW HAVE TRANSFORMATIONS IN BUSINESS IMPACTED THE FOCUS OF THE SCHOOL OF BUSINESS?

SS: Students experience the effects of globalization firsthand, as recent years have brought us more international students as well as a more diversified faculty. There are challenges to globalization, however, that must be emphasized, including the example of Nike. They're thriving. But how many Nike shoes are manufactured in America each year? None. Americans have lost their jobs to outsourcing, which reveals how globalization has not affected everyone positively. Profit maximization doesn't always mean welfare maximization.

GC: With the events that transpired with Enron, ethical and fraudulent issues have been a topic widely discussed in the classroom, as well as stressed among the School's five critical learning goals. Most accounting classes have case studies regarding ethics and fraud, which often involve projects and presentations.

JS: There's no longer such a thing as "lifetime employment." Students and employees need to think about themselves as individuals who will have several careers over the span of their lifetime. Skills need to be transportable, such as teamwork and communication skills. It's important to stress that it's not always the most qualified person that gets the job, but the person who can communicate and put others at ease most effectively.

AA: In order to address global issues, cultural issues, issues of productivity and quality, one of our strategies was to acquire AACSB accreditation, which helped upgrade our curriculum and expectations of faculty in terms of their area of expertise and output as scholarly pursuits.

ARE THESE CHANGES REFLECTED IN YOUR STUDENTS?

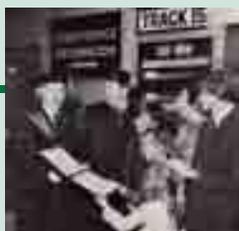
SS: Students are aware that more employers are stressing the need for employees with global knowledge or fluency in more than one language. We're seeing interest and understanding of the value of international studies—the response from students to our January 2010 study abroad program in China was overwhelming (see page 22).

GC: The economy is causing a big impact on students' lives. A lot of students have to work to stay in school, so we make sure to work with their schedules, including offering some online and blended courses.

JS: Students need to continually update their skill sets and knowledge within a particular field. To keep current, the School of Business now offers Training and Career Development, a graduate course that focuses on the changing economic and employment models, and the need for an individual to actively manage their own career development. There's also been a shift with more cross-

1972

Joseph Marian receives his M.B.A., the first Adelphi-on-Wheels graduate



School of Banking and Money Management established

1973



M.B.A. courses offered at community libraries





Grace Conway
Associate Professor and Chair
of Accounting, Finance, and
Economics
30+ years on the faculty of the
School of Business



Joyce Silberstang
Assistant Professor of
Management
5 years on the faculty of the
School of Business



Allan Ashley
Associate Professor and Chair
of Management, Marketing, and
Decision Sciences
30+ years on the faculty of the
School of Business

disciplinary programs, such as the master's in industrial organizational psychology, offered jointly by the Derner Institute and the School of Business.

AA: When I started here over 30 years ago, there were hardly any students from other countries. In the past 10 years, there's been a big jump in international students. Along with the importance of a global education, we also stress more understanding of importance and impact of ethics and ethical operations and what it means to them and their organization.

DO YOU SEE NEW AREAS OF STUDY EMERGING?

SS: Digital media management is a growing field that's not offered in many schools. There's a huge demand for knowledge in this area, but not enough people with the necessary skill sets. We see newspaper and television commercial sales slumping, but digital advertising, such as interactive advertising online and on cell phones, is booming. It's an integration of different areas, including media, marketing, advertising, communications, and IT that few people can take on currently. If we can offer such a niche program, I believe it will greatly improve our reputation.

GC: The healthcare sectors, where healthcare providers are functioning as businesses, have a real need for someone with healthcare and business knowledge. Physicians are there for their expertise in the medical field, and not to worry about how his or her office is being run and whether or not profit is being made. Thirty years ago, this need was not there. There was less paperwork and less government regulation.

JS: A brand-new field of study is linking complexity theory to social entrepreneurship. We look at complexity science to see how we might assess the effectiveness of social entrepreneurial ventures and improve their effectiveness and sustainability. I, along with two colleagues, Professors Goldstein and Hazy, published a book last year, *Complexity Science and Social Entrepreneurship: Adding Social Value through Systems Thinking*. We're on the forefront of developing a new field and working toward having a center of complexity science and social entrepreneurship.

AA: Supply Chain Management is a new area currently touched on in our Management Information Systems course. It's the biggest and fastest growing field in operations supply chain management that deals with logistics, outsourcing, and production in other countries.

—Lauren Kalish

1976

Numismatic and Philatelic Studies offered

M.B.A. Degree Program in Hospital Management offered



Paul A. Volcker, former chairman of the Board of Governors for the Federal Reserve System, gives inaugural Banking Lecture

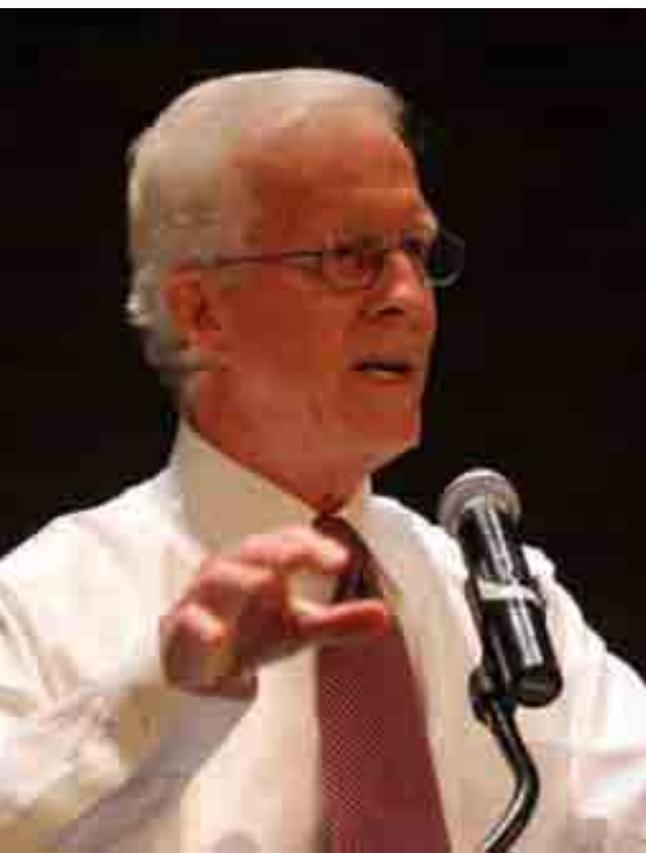
1978



Corporate Social

The Hagedorn Lecture Series on Corporate Social Responsibility

Since its inception in 2003, Adelphi's annual lectureship series on Corporate Social Responsibility is designed to address pressing issues of the day. The series was made possible through the generosity of Hagedorn '05 (Hon.), and fits in with the University's overall goal of creating a vibrant local community members. Previous speakers include David Boies, Thomas H. Weston, Arthur Levitt, and Eugene Ludwig.



ROBERT B. WILLUMSTAD '05 (HON.)
SEPTEMBER 24, 2009

The Role of the U.S. Government in the Financial Crisis

Sponsored by the Hagedorn Lecture Series on Corporate Social Responsibility

When John J. Phelan, Jr. '70, '87 (Hon.), retired chairman and CEO of the New York Stock Exchange, introduced Adelphi trustee Robert B. Willumstad '05 (Hon.), an overflow crowd in the Thomas Dixon Lovely Ballroom in the Ruth S. Harley University Center fell silent.

Mr. Willumstad, who spent 35 years in the banking industry, is more widely known today as the former chairman of the board of AIG (American International Group, Inc.) and in 2008 as its CEO for 91 days during the worst financial crisis the U.S. has seen since the Great Depression. Mr. Willumstad offered a compelling and erudite analysis of the dramatic events leading up to the Federal Reserve Board's decision to authorize the Federal Reserve Bank of New York to shore up the insurance giant with an \$85 billion loan. The decision was the most radical intervention in private business in U.S. history.

—Abby Ptachik

1982



Management workshops offered exclusively for female managers

Carol H. Schwartz, first female dean

1985



M.B.A. concentration in Corporate Planning introduced

Responsibility

ate Social Responsibility has enabled the University to invite prominent speakers
 igh a generous contribution from Horace Hagedorn '01 (Hon.) and his wife Amy
 eating a culture of conscience among students, faculty, staff, administrators, and
 mas J. Donohue M.B.A. '65, Noreen Harrington '81, Peter G. Peterson, Josh S.

**STEPHEN B. HEINTZ, PRESIDENT, ROCKEFELLER
 BROTHERS FUND
 SEPTEMBER 22, 2009**

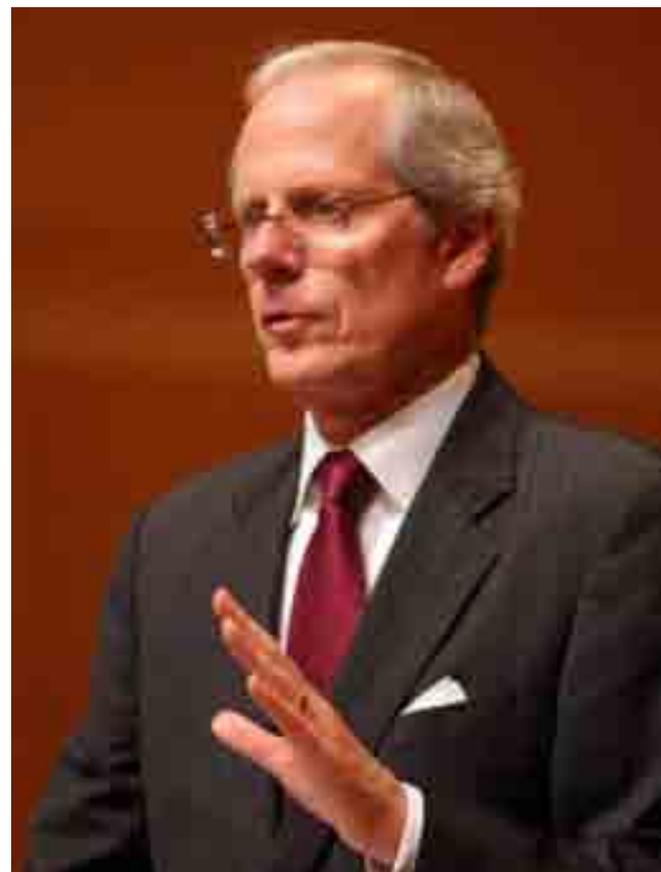
*Revolutionary Ideas for Revolutionary Times:
 Why Corporate Social Responsibility is a Thing of the Past*

*Sponsored by the Hagedorn Lecture Series on Corporate
 Social Responsibility*

Social responsibility belongs to us all, says Stephen B. Heintz, delivering that crucial message to an audience of approximately 200 Adelphi community members, including Amy Hagedorn '05 (Hon.), wife of the late Horace Hagedorn '01 (Hon.), for whom the lecture series was named.

Discussing the roles and responsibilities of corporations in terms of global climate change, Mr. Heintz asserted that if greenhouse gas emissions from industry are allowed to continue at their current rate, the severity of worldwide crises such as drought, heat waves, flooding, etc. will only continue to grow, along with other environmental and social disasters. Business, he says, cannot go on as usual, but must make the effort to convert to a more ecologically conscious and sustainable method of practice.

—Rebecca Benison '11



1996

Tim Russert gives keynote speech at Adelphi Centennial



Economics moves from the College of Arts and Sciences to the School of Business

1997



SCHOOL OF BUSINESS FORUM November 16, 2009

The Financial Crisis: Where Do We Go

A packed audience of students, faculty, and administrators attended a panel discussion titled “The Financial Crisis: Where Do We Go from Here?” at Adelphi’s University Center. Hosted by Dean Rakesh Gupta, the forum was the ninth talk of its kind since 2007. “These events are open to the community,” says Dean Gupta, “We will have at least one every semester.”

A little over a year after the economic crisis hit, the majority of Americans are still reeling from plummeting investments, soaring unemployment in the double digits, and one in eight people now on food stamps. It seemed like the perfect time for five distinguished panelists to

come to Adelphi to offer their positive and negative views on our financial future.

Five distinguished participants included Adelphi University Board members Robert B. Willumstad '05 (Hon.), senior adviser and cofounder of Brysam Global Partners and former chairman and CEO of AIG; and Michael J. Campbell '65, president and CEO of Dominick & Dominick LLC.

Rounding out the panel were Roberta Kotkin '74, M.B.A. '81, general counsel & COO, New York Bankers

“There are still ethical people in banking,” says Ms. Kotkin, “and we need prudent regulations with prudent enforcers.”



Timothy Burton

Michael J. Campbell '65

Roberta Kotkin '74,
M.B.A. '81

James P. Riley

Robert B. Willumstad '05
(Hon.)

1998

Video-conferencing courses offered at corporate sites



1999

School of Management and Business is renamed the School of Business

2001

Accelerated M.B.A. Program (GOAL—Graduate Opportunity for Accelerated Learning) introduced





from Here?

Association; James P. Riley, retired partner and managing director, Goldman Sachs & Co.; and Timothy Burton, senior vice president and treasurer at Adelphi University.

Mr. Riley riveted smartly dressed business students as he passed around gold and silver coins—tangible symbols of the fluctuating value of world currency. He urged students to control their own investments at a time when leadership, leverage, and liquidity have failed them.

“There are still ethical people in banking,” says Ms. Kotkin, “and we need prudent regulations with prudent enforcers.” She went on to comment that consumers must be literate and know the consequences of their actions. Consumer confidence is key to the economy and will produce a more balanced financial environment.

Mr. Campbell implored senior executives to take responsibility for the ethical framework of our future. The general consensus was a need for a greater understanding of the big picture by decision-makers too afraid to ask tough questions.

Adelphi’s School of Business is keeping a close eye on the economic scene, while celebrating its 45th anniversary. As Mr. Riley says, “It’s a very exciting time to be in finance.”

—Kirsten Schmitt

School of Business building rededicated the Horace Hagedorn Hall of Enterprise



2004

Hagedorn Lectureship on Corporate Social Responsibility established

2003



Thomas Dixon Lovely '54, founding governor and chairman of the School of Banking and Money Management, receives honorary Doctor of Laws Degree



INTERNSHIP

Lynette McDaniels '10,

According to Ms. McDaniels, a management major originally from Brentwood, New York, the best part of the experience was networking with executives through her supervisor, Laura Page. As an insurance agent, Ms. Page offered her expertise in building relationships with clients and navigating the corporate setting.

"She just had an abundance of knowledge," said Ms. McDaniels. "She knew her business inside and out. She knew her customers."

Ms. McDaniels learned how to deal with clients more effectively by better understanding their individual needs and expectations of the insurance company. This bolstered her confidence and prepared her for future endeavors, leading to her current job at Beyer Graphics Inc. in Commack, New York, which has already offered her a full-time position as a production management representative following her graduation this May.

Ms. McDaniels credits her professional success to the business savvy and experience she gained at Mutual of Omaha, along with the help and encouragement she received from the University. As a transfer student from the New York Institute of Technology (NYIT) in January 2008, she said that the move to Adelphi was an obvious one because of the caliber of faculty and the business program overall.

As a paid summer intern for the Hauppauge, New York, branch of the national insurance company Mutual of Omaha, Lynette McDaniels '10 learned vital skills while working up to 20 hours a week in the sales department from July to September 2009. In this role, she was responsible for pulling information about policies, working with customers concerning their insurance plans, and interacting with executives in the company.

2006



C.O.A.C.H. (Count on Alumni for Career Help) Program established

Carol Ammon M.B.A. '79 sets up challenge for student scholarships in the School of Business with a leadership commitment of \$500,000—over \$800,000 is raised

2007



PAYS BENEFITS

Management Major



"When I came to transfer day, I knew that I had to get in and I made every effort to make sure that my tenacity was seen," she said. "The professors here are really good, they're not strictly textbook and they give real-world experience."

This real-world experience gained through classes, along with what she took away from her internship, will ensure Ms. McDaniels' future success in the human resources industry, where she plans to find her eventual career. Her ambitions in the field were spurred after taking the Staffing, Recruitment, and Selection class with Professor Hyland.

"She relates everything to what goes on in the workplace," she said. "It's realistic and current...the way she presented it and the way the class went let me know that this is what I want."

Ms. McDaniels also recognizes the role of Adelphi's Center for Career Development in getting her to where she is today, and where she's going from here.

"I want to make sure that people know that using the career center is extremely beneficial," she said. "They helped me out in more than one instance," citing her past internship and current job, which were both found using the Center's resources. The Center also helped prepare her for the group interview that won her the Mutual of Omaha internship.

"I want to make sure that people know that using the career center is extremely beneficial."

"Lynette and I walked into a room filled with over 15 students from half a dozen other colleges and universities around the Island," said Jonathan Ivanoff, assistant director and internship coordinator of the Center for Career Development. "She came out of the interviewing process as the best of the best and got the internship over the many others who applied."

—Rebecca Benison '11

2007

Accredited by AACSB International (Association to Advance Collegiate Schools of Business)



2008

James Riley, former managing director and partner at Goldman Sachs & Co., donates \$100,000 for student-run investment fund



FACULTY FOCUS: A MARRIAGE OF IDEAS

“Teaching and research are the two most fun jobs in the world.”



Zhimin Huang grew up in Nanchang, the capital of Jiangxi Province in southern China. He was one of the self-described “lucky ones” selected to study at university through a national entrance examination. It was 1977—just after the Cultural Revolution, and the first time students had been

admitted to China’s universities in 10 years. After earning his bachelor’s degree in engineering from Beijing University of Aeronautics and Astronautics, Professor Huang went on to Renmin University of China for a master’s in economics and met his future wife, **Susan X. Li**. Professor Li, who is from Beijing and was admitted to Renmin University in 1984 for a bachelor’s in economics. The pair married in Beijing in 1988.

While on the faculty at Renmin, Professor Huang crossed paths with Dr. Abraham Charnes, a finalist for the Nobel Prize in Economics in 1974, who was visiting China in 1986 to recruit for an interdisciplinary Ph.D. program in mathematics, management science, finance, and marketing at the University of Texas at Austin.

“Top candidates from China’s top universities were

invited to take Dr. Charnes’ test. I won first place and received a full scholarship and admission to the program,” says Professor Huang, who started his Ph.D. program at University of Texas in 1987.

Meanwhile, Susan X. Li, graduating from Renmin University in 1988, worked as an assistant manager for the Chemical Machinery and Plant Division at Mitsui & Co, Ltd., and then decided to pursue her doctorate. Offered full scholarships at both Cornell Graduate School of Management and University of Texas at Austin, Professor Li says, “Dr. Charnes and Zhimin convinced me to attend University of Texas where I earned my doctorate in Management Information Systems.”

Professors Huang and Li joined Adelphi in 1991 and 1992, respectively. Recognized internationally as experts in the methodology of Data Envelopment Analysis (DEA), they work together researching supply chain management and supply chain information system-related topics.

WHAT ARE YOU RESEARCHING?

ZH & SL: Supply chain management and supply chain information system-related topics. With increased globalization and offshore centers, this is an important issue for many businesses. We have been doing research and developing methods and models to address issues of performance efficiency, cooperation and partnership among the organizations in a supply chain with the purpose of increasing total supply chain profits. One of



SCHOOL OF
BUSINESS TODAY
2010

2009

School tops 17,000 alumni, 38 faculty, and 294 graduate and 657 undergraduates

these models and methods is Data Envelopment Analysis (DEA).

Since DEA was developed and introduced by our Ph.D. advisers and mentors Dr. Abraham Charnes and William W. Cooper in 1978, it's been recognized as an excellent methodology for modeling operational processes, and its empirical orientation and absence of *a priori* assumptions has resulted in its use in a number of studies involving efficient frontier estimation in the nonprofit sector, in the regulated sector, and in the private sector.

HOW ARE YOUR DISCIPLINES MOST RELEVANT TO BUSINESS IN THE DIGITAL AND GLOBAL AGE?

ZH & SL: Operations management, decision science, and information systems have transformed business on the world stage by changing the way businesses operate and their products and services; they also drive and enable globalization. Information systems have become essential for running and managing a business. They are the foundation for achieving operational excellence; creating and launching new product, services, business models; maintaining customer and supplier intimacy; improving decision making; gaining competitive advantages over competitors; and surviving the constantly changing business environment.

COULD THESE DISCIPLINES HAVE BEEN IMAGINED 45 YEARS AGO?

ZH & SL: No, with the computing power of today's information systems, we can incorporate thousands of variables, including quantitative and qualitative economical, human, and political factors in our efficiency and productivity analysis.



DID MIS INFLUENCE LAST YEAR'S FINANCIAL MELTDOWN? COULD IT BE USED TO PREVENT IT FROM HAPPENING AGAIN?

ZH & SL: Some blamed the sophisticated mathematical financial engineering algorithm run on the information systems to be the major factor of the financial meltdown. We disagree. If you believe that there is no perfect product in this world, it applies to mathematical models too. Any mathematical models would have to make assumptions and have their limitations. The results generated by these models are subject to human interpretations. Also, in the end, it's human beings who will make the final decisions based on the information generated by MIS.

To prevent it from happening again, people need to realize the limitations of any information system. We need to pay more attention to human factors, risk management and global business.

—Abby Ptachik

The School of Business looks to the future confident that, as in the past, it will be a place where students will learn relevant skills to make informed, innovative, and ethical business decisions.



STUDENT NEWS

ADELPHI BUSINESS STUDENTS IN CHINA

Exploring ways to offer business students more study abroad experience has been high on the agenda for the School of Business. With the creation of the Center for International Education at Adelphi last year, and the support of Dean Gupta and business faculty members, the first faculty-led study abroad program for business students took place this past January. Led by Assistant Professors Shibin Sheng and Associate Professor Monica Yang, 14 students took a 12-day cultural excursion to China, followed by a one-week, 3-credit business and culture course at Adelphi.



The 3-credit tuition was included in students' spring semester charges so there was no additional tuition charge if students were under 17 total credits for the semester.

2009 MWE COLLEGE ACCOUNTING CHALLENGE

Last November, Adelphi University accounting students competed in the second MWE College Accounting Challenge at the C.W. Post campus of Long Island University. The Challenge was sponsored by Margolin, Winer & Evens, LLP (MWE), a leading accounting and business advisory firms in Garden City, New York.

Adelphi's team placed second, and was represented by Tara Gercke '11, Matthew Knudsen '10, Paraskevi Kavouras '10, Jeffrey Yoo '10, and Stephanie Grymes

'10 (alternate). They competed against students from C.W. Post Campus of Long Island University, New York Institute of Technology, and Hofstra University in the categories of ethics, tax, auditing, and financial accounting.

This year, Adelphi will host the third Long Island Accounting Challenge in AU PAC.

—Abi Browne '10



BETA ALPHA PSI

Beta Alpha Psi is an international honorary organization for financial information professionals. Synonymous with excellence in the business field, chapters can only be formed at universities that are accredited by the Association to Advance Collegiate Schools of Business (AACSB) or European Quality Improvement System (EQUIS).

On September 20, 2009, Adelphi business students, with adviser Professor Richard Baker, began a colony of Beta Alpha Psi, the first step in becoming a chapter. These students included the chapter-elected executive board officers Natalie Venezia and Josselyn Portillo, who both graduated in May 2009 and are now employed by “Big Four” public accounting firms, and graduate student Felix

Sapini, who is currently the chapter president.

To be a member, students must be declared accounting, finance, or information systems majors at the time of initiation and must have, and maintain, a minimum 3.0 GPA throughout their undergraduate years.

With 284 active chapters and over 300,000 members, the society boasts networking opportunities; but one of the main benefits of joining is that members are assigned experienced alumni mentors to guide them towards academic and career excellence.

Contact Professor Richard Baker at baker3@adelphi.edu for more information.

—Abi Browne '10



STUDENT AWARDS

A Winning Gamble—Eric Hasselbring '10



Sometimes people take a gamble and win, as was the case for business administration major Eric Hasselbring '10, who collected \$10,000 playing video games in the 2008 Dr. Pepper Collegiate Challenge.

But life isn't all fun and games for Mr. Hasselbring, as he juggles a full-time course load with working for Best Buy, the demands of a social life, and gaming. “It's not easy balancing everything,” he says.

All of the time invested in the competition was well worth the end result. “This was definitely a positive experience because I could pay for my last year at Adelphi with the winnings,” he says.

And the downside to competitive gaming? “Most people play to have fun, but when you're competing, it becomes like a job,” he says.

But Mr. Hasselbring already has the next Dr. Pepper Collegiate Challenge in his sights. His future plans include finishing his degree and finding a job in human resources.

Saving on Tuition—Anton Volobuev '11



Everyone has heard that you can save money on car insurance by switching to GEICO, but tuition? Finance major Anton Volobuev '11 is a believer after receiving the GEICO Achievement Award for 2009, earning him \$1,000.

The busy junior is majoring in finance with a minor in economics—strong indicators of his attitude toward money. “I'm the president of the Finance Society,” he says, “and also in the Accounting Society and Future Alumni Leadership Association (FALA).”

Last spring at the Finance Society, Richard Haas, GEICO college recruiter, presented the award. “We look at top talent from several schools and always come back to Adelphi,” Mr. Haas says.

Mr. Volobuev's greatest collegiate experience thus far was attending Operation Enterprise, an eight-day seminar at UCLA. “Brian Rothschild saw something in me. He recommended me for it...There were college kids like me and all successful—even one person who owned his own business.”

—Rebecca Benison '11

SPOTLIGHT ON RECENT GRADS



NIKOLAI ILIEV '09

Choosing to attend Adelphi University was a no-brainer for Nikolai Iliev '09, who is now in his first year at Harvard Law. From Sofia, Bulgaria, he was attracted by Adelphi's proximity to New York City, suburban location, and scholarship opportunities.

As an Honors College student and an economics major, he credits his business education to economics professors Mariano Torras and David Gleicher and his liberal arts education to Honors College Dean Richard Garner and

Professor Nicholas Rizopoulos, whose classes required him to delve into the intricate texts of Henry James and George Eliot, among other classic authors.

"I'm really glad I decided to hit hard in my liberal arts education," Mr. Iliev said. "I read a lot at Adelphi, whether it was the Reading Circles, independent studies, or books for fun."



STUDENTS VISIT CNBC'S "FAST MONEY"



"These experts know what they are talking about since they've been through the best and worst times of the economy and are using their knowledge to advise others on controversial issues. This was an amazing experience being able to meet these individuals and wouldn't have happened if it wasn't for our motivating and intelligent professor, Mr. Riley."

—Michael Fernandez '10

Thirty undergraduate business students from James Riley's class, Life in the Financial Markets, visited the set of CNBC's *Fast Money* at NASDAQ headquarters in Times Square. Broadcast live, *Fast Money* traders take questions and offer information that's normally reserved for the Wall Street trading floor. *Fast Money* airs at 5:00 p.m. on weekdays.

Mr. Riley, retired partner and managing director of Goldman Sachs, who had worked with Guy Adami, one of the hosts of *Fast Money*, at Goldman Sachs, arranged the visit. Students were able to see the live show, interact with Mr. Adami after the show, meet with the production staff, and some sat in the production booth.

RECENT EVENTS

WILL "HEALTH CARE REFORM" REFORM HEALTH CARE?

In February 2010, Dean Rakesh Gupta and Regina Axelrod, professor and chair of the Department of Political Science, co-hosted a forum entitled "Will Health Care Reform Reform Health Care?" where a panel of four experts shared their viewpoints and answered questions from the audience about the healthcare reform efforts currently underway in the U.S.

The four panelists were Akram Boutros, founder & president of BusinessFirst Healthcare Solutions, LLC;

Lawrence Levy, executive director of the National Center for Suburban Studies, Hofstra University; Barbara Mackoff, visiting professor of nursing at Adelphi University; and Hugh Wilson, visiting professor of political science at Adelphi University. The event was attended by students, faculty members, and administrators in a room that was filled to its capacity.

NEW INITIATIVES

B.S. IN MARKETING OFFERED

Starting fall 2010, the School of Business will offer a 121-credit Bachelor of Science in marketing. This new program is a valuable addition to the already attractive lineup of undergraduate business programs at Adelphi and meets the growing demand from our students and the local and regional business community in accordance with our School's mission. The new program emphasizes an action learning (i.e., learning by doing) teaching philosophy in its curriculum. Marketing students will learn to apply the conceptual principles and marketing managerial techniques to become informed, skilled, and competent marketing professionals.

SPORT MANAGEMENT SPECIALIZATION

A new specialization in sport management will be offered in the M.B.A. program, starting in fall 2010. This will be a collaborative effort between the School of Business and the Ruth S. Ammon School of Education's sport management graduate program. By utilizing the resources and expertise of two existing academic programs at Adelphi University, we aspire to educate and provide highly competent practitioners for a thriving global industry. Our M.B.A. students who graduate with this specialization will receive an education that is structured for relevance and applicability in the contemporary sport industry.

SKILLS TO SUCCEED IN THE NEW ECONOMY

Despite the current recession, there are opportunities to succeed in the job market. It is possible to secure current employment, and even procure future work.

"The new economy is much more competitive, especially among graduates," said Rakesh Gupta, Dean of the School of Business, "Unemployment is very high, and everyone wants a job."

This competitive environment poses many problems to graduating students and seasoned professionals alike, but there are jobs available; one just needs to know where to find them.

"New professions are being created because of technology," Dean Gupta said. "But students can't be choosy if they have to move...location is an issue, and people need to be open and flexible."

Flexibility is a key component for succeeding in this new economic environment, and for students, there are a number of factors to keep in mind while preparing for future work.

Dean Gupta advises students to get involved on campus. Participating in cocurricular activities and internships sets students apart and allows them to hone new skills while adding to their résumés. Participating in the accounting, human resource, and finance societies, as well as the professional business fraternity, can enhance leadership skills and marketability of students after graduation.

"You need to assume with leadership positions, you can do this through community service, at your church or temple...in companies, at schools," he said.

For professionals who have lost their jobs, or fear they may, going back to school for additional skills is one of the best options. Networking is also crucial, says Assistant Dean Rothschild, pointing out that Alumni Relations can provide useful contacts and opportunities to attend campus-related events that offer valuable face-time with prospective employers.

Adelphi's resources vary from preparatory exercises such as Mock Interview Night and Backpack to Briefcase sessions, to networking events and job fairs. And obtaining as many skill sets and as much work experience as possible are vital.

"The more you have on your résumé, the better," said Dean Gupta.

By continuing to learn and grow with the changing times, it is possible to not only survive, but also succeed in the workforce, even in this new economy.

— Rebecca Benison '11

ALUMNI UPDATES

JAMES J. ALTAMORE B.B.A. '74 released his debut CD entitled "License to Swing." For more information, visit jimaltamore.com/cd.html.

PAUL ARFIN B.A. '62, M.S.W. '70 is a Peace Corps volunteer who has left Mineola and found himself in a village 4,000 feet up in the mountains of Colombia, where he had a horse for transportation and washed his clothes by beating them on rocks. After getting a degree in business, he signed on as a volunteer and found his life's path as commitment to public service. He has been executive director of nonprofits and heads his own company, Intergenerational Strategies.

CHARLES E. BAKER B.B.A. '80 has been with Northrop Grumman for five years as a material manager in Melville, New York.

DEBRA LYNCH BRONZO M.B.A. '89 joined New York Life in 2000 with the charter to assist the CPO in the development of a sourcing team that would utilize state-of-the-art strategic sourcing methodologies for the procurement of services and consulting as well as the establishment of policies for the procurement of all nonpersonnel expenses. In 2007, she was named vice president of corporate procurement and given responsibility for all nontechnology procurement and outsourcing for New York Life. Her career in strategic sourcing, contracting, and procurement spans more than 20 years. Her knowledge of sourcing methodology, supply chain management and negotiation led to positions of increasing authority with organizations that include Prodigy Communications, Metropolitan Transportation Authority, and Northrop Grumman.

WAQAR CHOUDHURY B.S. '95 was recently appointed managing director and CEO of Green Delta Financial Services Ltd. (GDFS), a subsidiary of local insurance giant Green Delta Insurance Co. Ltd., where he will primarily look after the company's operation in the capital market. He has been associated with the capital market of the country for quite a long time and also as a member of the finance committee of Dhaka Stock Exchange. He has been involved in various social and voluntary activities including as 2004 Vice President of JCI for Asia and Pacific and 2006 chairman, JCI development council. He is also the 2008–2009 president of WACCA and member of the Rotary Club of Metropolitan, Dhaka.

DONALD CREVELING B.B.A. '69 brings a wealth of human resources and senior management experiences with him to JA Worldwide. The bulk of that experience has been with the JCPenney Company, which he joined in 1971 in its New York office. Through a series of promotions and moves within the JCPenney Company, he broadened his human resources and management knowledge, experience, and skills and ultimately had responsibility for leading the human resources functions for all of its financial services businesses, including credit card, insurance, direct marketing and banking operations. His most recent assignment was executive vice president, director of human resources for JCPenney's

\$1.2 billion Direct Marketing Services division in Plano, Texas. In 2001, that division was sold to Aegon USA. Since then, Creveling has been associated with Waters Consulting Group in Dallas, Texas, a human resources consulting firm. Through study, application, and examination, Don has earned the Certified Compensation Professional (CCP) designation. His professional associations include memberships in the Society for Human Resource Management and World at Work.

ANDREA DELMARMO B.B.A. '00, B.S. '05 is currently enrolled in the University of Medicine and Dentistry of New Jersey Clinical Nurse Leadership Program for her master's degree in nursing. In May 2009, she was awarded the Ellen Casapull RN, APN, C Memorial Scholarship by the Hackensack Hospital School of Nursing Alumnae Association. Recently, she gave a talk to fourth and fifth graders at P.S. 17 in Patterson, New Jersey on becoming a nurse.

JOSEPH DIVITTORIO M.B.A. '87 owns Eddie's Pizza in New Hyde Park, New York with his father, Nick, and started a program this year that awarded five \$500 scholarships to graduating seniors bound for college. Three months ago the restaurant began donating pizzas and meals to a local charity, allowing two of its soup kitchens to open an extra day a month. He believes that giving is fundamental to entrepreneurship. The DiVittorio family became partners in the restaurant in the 1980s. In 1990, the family bought the business and Joe DiVittorio left the accounting field to join the pizzeria business full time.

STEVEN DOMBROWER M.B.A. '94 is senior vice president of OFI Private Investments, Inc., and has been recognized by *Cambridge Who's Who* for showing dedication, leadership, and excellence in all aspects of investment management and distribution. Recognized as an authority on managed accounts and 529 plans, he assumed his current position at OFI in 1999. His responsibilities include supervising the investment teams and the adviser-sold and direct-sold marketing teams, working on college savings plans, especially tax advantaged tuition plans, and managing the separate account business.

THOMAS J. DONOHUE M.B.A. '65 is president and CEO of the nation's largest business-lobbying organization, the U.S. Chamber of Commerce.

WILLIAM DREYER B.B.A. '08 is a representative of New York Life who works to inform the general public about the different investment opportunities in life insurance and annuities, which can be used to protect current savings and help build for retirement planning and college funding.

RICHARD GRANT B.B.A. '86 was appointed CFO by Genesis Networks.

GREGORY JOHNSON B.B.A. '85, M.B.A. '89 is the executive director and COO of National Association of Black Accountants, Inc. With Johnson at the helm, NABA provides invaluable services to its members in public accounting and has become a major partner to organizations

and firms looking to boost the diversity of the profession. Johnson was quality control director of Grant Thornton International from 2006–2007, director of CPA Exam strategy at AICPA from 1990–2006, and was audit supervisor at Coopers & Lybrand from 1985–1990. He is currently married to Yvette and has two children.

MICHAEL S. KROLICK B.B.A. '66, M.B.A. '68 is now a grandfather of Jacob Nolan Krollick, who was born on July 21, 2009 to his son, Jonathan, and daughter-in-law, Alissa. Michael's younger son, Robert, received an M.B.A. from Hofstra University in May 2009.

DENNIS KROLL B.B.A. '61 is recovering from cancer treatment but he is still active in residential real estate with Coldwell Banker in Tustin, California.

JOHN MADSON B.A. '69, M.B.A. '78 has been married to Jacqueline Nee Coghlan Madson for 39 years. He has three children and seven grandchildren and is currently employed by General Utilities, Plainview, New York.

LINDA PECCIA MEYER B.B.A. '80 is vice president and branch administrator of Independent National Bank and is in the *Ocala Business Journal* for her many accomplishments.

HARRY MOSS B.A. '51 and his wife, Rita, have become great-grandparents since the birth of baby boy, Elijah, who came into the world at 9 lbs.

DICK MULLIGAN B.A. '51 and wife, **PHYLLIS A. (MENKE) MULLIGAN '52 B.A.** are happily retired in Jacksonville, Florida. They often meet with other Adelphi alumni as a part of the N.E. Florida Chapter and recently enjoyed a family reunion cruise to Alaska.

KEVIN NELSON M.B.A. '08 is currently an adjunct business management professor at St. Joseph's College in Patchogue, New York.

CARMEN ORTIZ B.B.A. '78 has been nominated by President Obama to be the U.S. Attorney for the District of Massachusetts. Ortiz is an Assistant U.S. Attorney for the District of Massachusetts, a position she has held since 1997. She served as an Assistant District Attorney for Middlesex County from 1983–1988 and from 1991–1994. She worked in private practice from 1988–1989 and from 1994–1997. After graduating from law school, she spent two years as a trial attorney in the Criminal Division of the Justice Department.

THOMAS PEPE M.B.A. '80 was appointed to the Board of Trustees for the County College of Morris.

RICHARD PINO M.B.A. '93 was commended by St. Christopher's for his five years of dedicated service on the Board of Directors. In addition to serving as Vice President of the Board, he has distinguished himself as Chair of the Audit Committee. As a result of Mr. Pino's leadership and commitment, St. Christopher's Inc. is now viewed as one of the best special education residential agencies in New York State.

JERRY POLACEK B.B.A. '94 lives in Connecticut with his wife, Molly, and their 3 daughters. Since 2001, he has worked for GE Energy Financial Services, where he now manages its growing renewable energy investment portfolio.

DONALD RICHROATH B.B.A. '59 is retired with his wife, Connie, enjoying desert living and families in New York, Ohio, and Florida.

FRANCES RUDERMAN M.B.A. '89 is the senior director of corporate Benefits and Compensation at Leviton Manufacturing Co., Inc. She is married and has two daughters ages 18 and 14.

PAUL SENDRO M.B.A. '84 has been named executive vice president by US Spine, the leader in facet technologies for spine surgery. Sendro, who brings nearly 20 years of medical device industry experience to US Spine, will oversee the company's sales, marketing, professional education and business development efforts.

TSOLTIM N. SHAKABPA B.B.A. '67 has published her seventh collection of poems titled "I IMAGINE" and was released by *Publish America*. For more information, log onto publishamerica.com and search I IMAGINE or TSOLTIM NGIMA SHAKABPA.

THOMAS SHINICK B.S. '82, M.B.A. '92 was quoted in *Newsday* on businesses cutting costs. Shinick is an adjunct professor of business at Adelphi University in Garden City and president of Corporate Development Partners, a Merrick strategic business advisory firm.

ROBERT STAGNO M.B.A. '84 has been named the president of Paradysz Analytics by ParadyszMatera, a leading direct marketing customer acquisition firm, as of October 2009. Stagno will lead the growth of the company's data services, MergeScience(TM) data processing and Modelytics suite of modeling applications.

MONICA TEXEL B.B.A. '06 is currently employed as an HR assistant at I.S.D.A.

ALFRED URBAN B.S. '57, M.S. '80 was appointed by the French Government as a Chevalier of the French Legion of Honor on November 11, 2009. Mr. Urban was one of 11 American combat veterans honored. He was later given a citation by the Mayor of Garden City commending him for his service as Deputy Mayor and Village Trustee as well as for the award of the Legion of Honor.

PETER YACOBELLIS B.B.A. '05 is deputy director of administration for the Governor of New York. He manages and allocates resources to support the functions of the executive offices. He also serves on the steering committee for the National Equality March and is actively engaged in marriage equality advocacy and other issues of significance for the LGBT community.

LAWRENCE ZIMMERMAN M.B.A. '67 is vice chairman and chief financial officer of Xerox Corp. He joined Xerox as CFO in 2002 after retiring from IBM. A 31-year employee of IBM, Zimmerman held senior executive positions including vice president of finance for IBM's Europe, Middle East and Africa operations, and corporate controller. He is a member of the board of directors of The Stanley Works and Brunswick Corp.

ALUMNI FOCUS: JOAN COX M.B.A '75

**Executive Career Consultant at
Right Management**

**Memorable Adelphi Faculty:
James Bender**

**Her Philosophy:
Think about what you can do that's
big; make a difference. Remember that
while taking a risk can feel paralyzing,
it can make all the difference in the
course of your career and life.**

**Job Search Tips:
Find people in your field of interest
and talk with them . . . It's all about
networking.**



Her nearly 30-year career as a senior executive at Citibank culminated in the position of director of global operations for the private banking group. In this role she successfully regionalized operations encompassing 1,000 staff members in 30 countries into five operating centers, upgraded the level of service to exceed local delivery standards, and improved financial performance of products sold to high net worth customers.

Joining Right Management, the world's largest career management consulting firm, in 2006, she describes herself as a "career coach."

"I work on career brainstorming and career reinvention...I develop roadmaps so that executives who have been outplaced can get back to work or establish a new direction," she says, adding "These are the skills I have used in almost 30 years of managing large numbers of staff at Citi."

Ms. Cox, who attended classes at Adelphi while working full time during the day, excelled in the University's M.B.A. program, graduating as valedictorian of her class. While she found the education she received to be invaluable—"the subject matter was credible, practical, and down to earth"—she strongly remembers her Adelphi experience for being about much more than academics:

"At Adelphi, I learned the tricks of the trade that I would not have acquired in a competitive environment," she says. She attributes much of her professional success to her experience at the University.

Joan Cox M.B.A. '75 is not one to wait for opportunities to fall into her lap. After breaking into the world of banking and rising up through the ranks, she has this advice to offer women looking to navigate a career in business: "You are in charge of the biggest assets you have—your career and your independence."

When Ms. Cox was accepted into Citibank's Management Associate program in the early 1970s, banking was considered to be a predominately male profession.

Early in her career she came to Adelphi to pursue her M.B.A. and soon discovered she would be receiving much more than a standard education. "I was exposed to what it was like to be in a man's world," she recalls. "Before coming to Adelphi, I had no knowledge of the importance of networking and creating social relationships, all of which seemed second nature to men in management positions."

After receiving her M.B.A., the impact of her degree was evident: "I was being asked to make more internal and external speeches about my experiences as a manager in a large financial institution," she recalls, "and over time, more promotional opportunities were offered as well." Ms. Cox swiftly climbed the executive ladder at Citibank, holding positions such as president and chief executive officer of Retail Services, executive committee member of Bankcards, and human resources director, corporate bank operations and technology.



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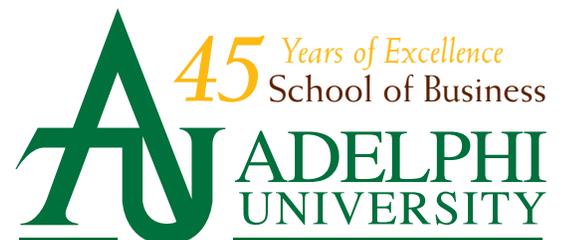
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