SUNY ONEONTA

Student Newsletter
School of Economics & Business

What’s new this semester?

SUNY OnMark Takes Silver

This spring, SUNY OnMark took 28 students to New Orleans, Louisiana to attend the American Marketing Association’s (AMA’s) International Collegiate Conference. The conference, which ran from March 19th through March 21st, consisted of many educational forums, networking events, business simulations, competitions, and much more. SUNY Oneonta’s own chapter of the AMA, SUNY OnMark, placed 14th out of the over 200 attending schools, placing them in the Silver Chapter.

SUNY OnMark is able to attend this conference every year with the generous help of Dr. Stephen Walsh and his dedicated e-board who fundraise as much as possible to make the trip affordable for all who attend. Placing 14th was made possible by the club’s Annual Report, upon which every school is judged. The report compiles every fundraiser, membership drive, community service event, and other activities that the club participates in during its academic year to showcase what the club has to offer.

SUNY OnMark plans to keep placing well amongst all the other AMA collegiate chapters for years to come. Most members on the club’s e-board are graduating this spring, and therefore OnMark encourages anyone from any major with the drive to excel and to be involved at SUNY Oneonta to join the club and participate.

Chi Alpha Sigma

Four students from the School of Economics and Business were inducted into this year’s class of Chi Alpha Sigma, a national honor society recognizing student athletes with high academic performances. Inductees must have achieved junior or senior standing with a GPA of 3.4 or higher while completing at least two years as a varsity athlete. The following SEB students are athletes who maintain outstanding academic achievement and portray moral character, good citizenship, and leadership to other athletes: Jonathan Halligan (baseball), Caitlin Cariseo and Zach Mager (basketball), and Dylan Williams (soccer).

Jeff Bagley Visit

On Friday, April 10th, the Economics Club welcomed a very successful alumnus to the school. Jeff Bagley graduated from SUNY Oneonta as a Business Economics major in 1989. He became a Chartered Financial Analyst and has more than 20 years of experience in the finance industry. Mr. Bagley is currently the Vice President, Portfolio Manager, and Senior Research Analyst at The Haverford Trust Company, located in Pennsylvania. Haverford manages approximately $7 billion in assets for institutions, endowments, and high net worth individuals.

After interacting during the day with students and professors, Mr. Bagley presented his company’s assessment of the current state of the economy. There were a large number of students in attendance, making it an interactive presentation. He concluded with a lengthy question and answer portion, which led to stories about his struggles during his job search early on in his post-graduate career. Mr. Bagley gave the council some pointers regarding applying to...
graduate school and went into detail on the many jobs that he had before landing his dream job.

VITA

Throughout the course of this semester, the Volunteer Income Tax Assistance Program had 33 SUNY Oneonta students who volunteered their time to assist with tax preparation for qualifying taxpayers in the Greater Oneonta area. Participation more than doubled in the VITA program compared to last year. The program is coordinated through the CASH Coalition, a group of non-profit and charitable organizations operating in the community. In order to provide assistance with both basic and advanced income tax returns, the students who volunteered had to pass a 20-hr on-line training program and examination to become IRS-certified. Last year VITA completed 45 returns at their site. Thanks to SUNY Oneonta Professor William “Jeff” Weinell, and all of his hard work promoting the program, VITA completed 84 tax returns this year.

BGS Leadership Forum by Natalia Poljak

On February 5th, 2015, I traveled to the beautiful city of San Diego, California to participate in the Winter 2015 Beta Gamma Sigma (BGS) Leadership Forum. I am the second member of our BGS chapter to represent SUNY Oneonta’s School of Economics and Business (SEB) at this conference. This event brings together student members from colleges and universities across the world for a chance to improve their leadership skills and other various areas of self-improvement through presentations, team-building exercises, social activities and networking. The presentations helped me focus my thoughts, direct my actions and come to a better realization of myself.

Natalia Poljak at the Beta Gamma Sigma Student Leadership Forum

Beta Gamma Sigma

Beta Gamma Sigma (BGS) is the international honor society that serves business students in AACSB International accredited programs. Membership to BGS is by invitation only and is the highest recognition for a business student. Lillian Dao, Nick Moore, Heather Bohlen, Tyler Mager, Sarah Planken, Alissa Mannarino, Ashley Perry, Matthew Elliott, Abigail Renneman, Colleen Shannon, Kellyann Turner, Oria Bays, Stephanie Schulweis, Corinne Ellis, Robert Allocca, Derek Casanas, Shane Irwin, Matthew Matteo, and Joanna Pontino were invited to be a part of BGS based on their strong academic achievements in the School of Economics and Business.

Alumni Panel

On Friday April 17, five distinguished alumni visited campus for a networking event and alumni panel. This event was open to all students at SUNY Oneonta. Participating alumni included Roy Freiman ’81 (Vice President of Product Management at Prudential), Seth Crystall ’80 (Managing Director of R.W. Pressprich), Ira Berezowsky ’81 (Account Manager for GE Health Care), Adam Schwartz ’81 (Co-Op consultant for CDS consulting), and Rick Olszewski ’90 (CEO/Owner of Sandler Training of Central New York).

Community Service in the SEB

Throughout the Spring 2015 semester, the Student Advisory Council has been actively involved both on campus and in the Oneonta Community. Specifically, council members assisted at the Heart of the Catskills animal shelter, The Lord’s Table, and Saturday’s Bread. The Lord’s Table, which is affiliated with the Ministry of St. James, offers a free hot meal for members in the parish and community every weeknight. Saturday’s Bread is another local food pantry that provides hot meals every Saturday from 11:00AM - 1:00PM. Additionally, on April 17th, SUNY Oneonta teamed up with Hartwick College for a collaborative Relay for Life. This overnight event was a major success, as students raised nearly $70,000 in total. SEB students, including SAC and Beta Gamma Sigma members, formulated a team to participate and successfully raised over $220 to contribute to the cause of helping those fighting cancer.
George Heath

On March 4, the School of Economics and Business hosted George Heath, the Former Group President of the Global Finishes Group at Sherwin Williams, as the spring speaker for the Distinguished Speaker Series. Mr. Heath’s presentation was centered on what he called the “Five BE’s to Career Success”: Be over prepared, Be customer obsessed, Be global, Be a leader, and Be selfless. After the presentation, Mr. Heath allowed time for discussion and questions from the audience. Participants gained new insights and perspectives on career goals, as well as a new appreciation for the complexities and challenges that will lie ahead. The School of Economics and Business will continue to find presenters, like George Heath, to expose students to a broader, and richer, awareness of the business world.

Graduation Dinner

On Friday, May 15, the School of Economics and Business will host its second annual Graduation Dinner. All graduating seniors, parents, and SEB faculty received formal invitations to enjoy hors d’oeuvres, a guest speaker, and various other activities. Parents will be able to see, first hand, the valuable relationships that their graduate has created throughout the past few, quick years. This year, we are very pleased to welcome SEB alumnus Jim Lozano, CEO of CFO for Hire, as the guest speaker.

Students in the SEB with a 3.5 GPA or higher will be recognized for their academic achievement by receiving a cord to wear at graduation. In addition, Beta Gamma Sigma Honor Society graduates, as well as students who received the SEB Academic Achievement Awards, will be recognized. The Student Advisory Council would like to thank Sodexo, OAS, and Alumni Engagement for their generous contributions to help make this event successful.

Student Research Creativity Day

On Thursday, April 16th in the Hunt Union Ballroom, students from various disciplines displayed their projects, papers, and research at this year’s Student Research and Creative Activity Day. The annual event showcases students’ work in posters, computer displays, and other exhibits. The students who participated from the SEB’s Economics, Finance, and Accounting Department were Matthew Acquavella, Derek Casanas, Michael Coleman, Stephen Grosso, Tyler Habib, Devin Luna, Sean O’Hara, John Perruna, Jennifer Rushlow, Kyle Sisco, and Mason Tiffany, all of whom presented their projects from Senior Seminar in Economics.

The event also included a keynote address by SUNY Oneonta alumnus Hal Luftig ’79. In his speech, entitled “SUNY Oneonta – A Lot Closer to Broadway Than You Think,” he shared with students his successes and advice from on and off Broadway, including his work as a lead producer on the 2013 Tony Award-winning musical Kinky Boots.

Upcoming Events for the School of Economics and Business

We have some important events in the works for the Fall 2015 semester:

- Introduction of new SAC members
- College Fed Challenge team, led by Dr. David Ring
- Backpacks to Briefcases New York City trip to meet with SUNY Oneonta alumni
- SUNY Oneonta alumnus Mr. Scott Salmirs will give the Fall 2015 Distinguished Speaker Series Lecture on October 30
- New SEB T-shirts will be designed and sold
- The SAC will participate in the annual Kidney Walk to raise awareness of kidney disease and funds for its treatment
MESSAGE FROM THE DEAN

As the Spring 2015 semester draws to an end, I would like to highlight some of the accomplishments and changes throughout this academic year.

1. The School of Economics and Business (SEB) successfully recruited three new faculty members in the marketing and finance area. Professors Wilson Chein-Wei Lin (Marketing), Dr. Kai Chen (Finance), and Dr. Fan Chen (Finance) will join us starting in the fall of 2015.
2. SEB was assigned one new position (Economics) and the search committee has just organized. This search will begin soon.
3. Mr. George Heath, Retired President of Global Finishes Group of Sherwin Williams, visited the campus on March 4, 2015 as a distinguished SEB speaker and gave an outstanding talk to around 250 SEB students. This is one of the major events organized with the help of the Student Advisory Council (SAC) of SEB.
4. Congratulations to Mr. John Demelis (SUNY Oneonta graduate and partner at Ernst & Young) who was nominated in Spring 2015 as a Beta Gamma Sigma (BGS) Honoree of the SUNY Oneonta chapter. Congratulations is also extended to Professor Simona Giura, who is a new BGS faculty inductee for 2014-2015.
5. On April 17, 2015, BGS and SAC sponsored a joint event, “Relay for Life”, in the Alumni Field House. The SAC has also participated in a number of other community service activities in the City of Oneonta, such as assisting at Saturday’s Bread and The Lord’s Table. The Council also completed another round of successful SEB T-shirt sales.
6. Two new initiatives, testimonials (provided by alumni to talk about their experience at Oneonta) and graduates’ recollections (starting with this year’s graduates, we will continue to do it every year) are currently in progress. Video testimonials will be edited and posted to the web.
7. On May 15, 2015, the graduation dinner will be held. This event will become a tradition for SEB in the future. It will take place from 5-7 p.m. in the Morris Conference Center Otsego Grille. Thanks to the leadership of the SAC chairs for organizing this event.
8. Special graduation cords for SAC members and SEB honors were ordered. This is the first time our graduates will have cords to recognize their accomplishments at the graduation ceremony.
9. A new scholarship, the Don Garber Scholarship, was awarded for the first time to Harrison Robak and Brianna Doyle.
10. The SUNY 2020 proposal will be submitted in May 2015. In the proposal, funding is requested for the renovation of Alumni Hall, which will be the new home for SEB.

With the assistance of faculty and staff, SEB is continuing to expand study abroad opportunities, internship opportunities, and curricular programming to enhance engaged learning and career prospects for our students. As an important stakeholder of SEB, our students participate in academic and professional enrichment activities and challenge themselves by interacting with regional and domestic universities and institutions. SEB encourages them to continuously contribute to campus life at SUNY Oneonta and to our global community by sharing their educational and learning experiences with all of us. Please check this issue of the newsletter and share your thoughts and suggestions with us.

David C. Yen | Dean, School of Economics and Business

MESSAGE FROM THE CHAIR OF SAC

The purpose of generating these newsletters each semester is to illustrate the many great opportunities that exist in the School the Economics and Business (SEB) here at SUNY Oneonta! Students within the SEB are presented multiple chances to hear from established alumni visitors within fields relevant to their studies, dedicate their time towards helping the campus and community of Oneonta, and get involved in SEB oriented clubs, organizations, and honor societies. The Student Advisory Council (SAC) is one of the leading organizations that contribute to the SEB’s continued success. I commend Dean David Yen, SAC’s faculty advisors, Dr. Trang Tran, Dr. Paul Bauer, and Dr. Philip Sirianni, and the members of the SAC who work tirelessly to make these opportunities possible.

Daniel Lounsbury | Chair of the Student Advisory Council

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