

BUSINESS MATTERS



Summer 2017

Undergraduate and MBA Students Travel to Prague, Krakow, and Budapest



Above, the red-roofed view of Prague, Czech Republic. Right, the lush green fields against historic Krakow, Poland. Photos by Tim Cox.

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by Jocelyn Rose '19

Prague, Krakow, and Budapest—those three cities found themselves to be the playground for 30 DeSales University MBA and undergraduate business students.

As a traditional-day student from a small town, I never thought that an opportunity such as this would knock on my door. This trip brought me so much more than I ever could have imagined, and as each day passes, I grow more thankful for the experience.

Our first stop was Prague, Czech Republic—we found our home in the center of Old Town, a stone's throw away from Republic Square and a 15 minute walk from St. Charles' Bridge. The streets were lined with tourists and citizens alike, and every view was like a post card. While in the Czech Republic we found fabulous goulash, traditional beer, and new acquaintances. The most breathtaking piece of the city of spires was the Prague Castle and Cathedral, dating as far back as the 9th century. While there, we got a taste of Czech cultures and breathtaking views of the city, in which red roofs were abundant and hugged by lush green hillsides. We also enjoyed won-



derful opportunities to experience the Czech University of Life Sciences and the Czech University of Economics and Management.

Our second stop was Poland, and as we journeyed through the Eastern European countryside, I saw that Krakow was going to be much different. Poland was very green, and it was rich in World War II history. Our days were spent on cobblestone streets walking where victims of war, famous actors, and renowned religious figureheads had

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NOTES FROM THE DIVISION HEAD

by Christopher R Coccozza, CPA, JD, LL.M

I hope you had a great summer! The spring semester was eventful. DeSales University announced that the Very Rev. James Greenfield, OSFS '84



will serve as its 4th president, and the Division of Business had numerous accomplishments, many of them highlighted in this newsletter. I'd like to share two stories that made my semester especially rewarding.

Meredith Longo '03 was the keynote speaker at our annual Division of Business awards dinner. Of our 10 guest speakers over the years, she was the first who was a student in one of my classes. As a student, Meredith was the first babysitter for my children. My oldest daughter was two years old the first time Meredith watched her and she will be a freshman in college this fall. Watching Meredith give such a powerful speech made me feel like a proud parent and brought back a rush of memories from my time at DeSales. It really made me appreciate how lucky I have been to meet all of the great people who have passed through the University.

I led a student run trip to Prague, Krakow, and Budapest in May 2017. I had a great time with all the students and it was fun to meet the wonderful people who hosted us. Mark Watermasysk '00 was instrumental in setting up a visit to PWC, LLP office in Krakow. It was my first time to Krakow and I loved the city. The most moving part of the trip was when we visited the concentration camps in Auschwitz. That memory will stay with the students forever.

Both of these stories highlight how alumni can give back to DeSales in different ways. We're always looking for alumni to reconnect with their DeSales family. When you decide it's time to reconnect with the University, please feel free to contact me directly. I hope you enjoy this edition of *Business Matters* and I hope you and your family have a wonderful fall!



Sport Management Students visit Italy and Switzerland

by Megan D'Adamo '18

This spring break, I took a trip of a lifetime along with four other DeSales students to Milan and Turin, Italy, and Lausanne, Switzerland.

Our adventure began in Turin, where we explored the city and saw Torino Football Club (FC) play Palermo FC at the Olympic Stadium. The centerpiece of our trip to Turin was a tour of Juventus Stadium, home of the Juventus Football Club. The best part, however, was getting to see Gianluigi Buffon, current captain and goalkeeper for Juventus. A few of us were a little star-struck!

After a scenic train ride, we arrived in Switzerland. The city, the culture, the views—everything about Lausanne was breathtaking.

While in Lausanne, we had the opportunity to visit the Olympic Studies Centre. This was, by far, the most incredible part of the trip. The Studies Centre was filled with infor-

mation: official records from each Olympics since the modern games debuted in 1896, information on every sport competed in, along with the official bids from each country that had hopes of hosting an Olympic Games. We even had the privilege of seeing the official minutes from the meeting establishing the International Olympic Committee in 1894, along with official invitation letters from several Games. The amount of information was overwhelming, but in the most amazing way you could imagine. The view of the Alps from the Studies Centre wasn't bad either.

The early mornings and long travel days were worth it. The culture, the atmosphere, experiencing life in other countries, even for a short time, was incredible. I am so thankful to DeSales University for giving me the opportunity to travel abroad. This was the best experience I've had and I am extremely grateful to everyone at the University who made this trip possible.

Presidential Hail and Farewell



The Very Rev. James J. Greenfield, OSFS '84

The Division of Business congratulates and welcomes the Very Rev. James J. Greenfield, OSFS '84 as DeSales University's 4th president.

Fr. Greenfield will be the first alumnus of the University to serve as president. He is currently provincial of the Wilmington-Philadelphia Province of the Oblates of St. Francis de Sales, leader of 145 priests, brothers, and seminarians who serve along the east coast. Working as provincial, he directed all human resource and development programs for the Oblates on matters of identity, mission, trends of vocations, and religious life.

Fr. Greenfield will begin his presidency on January 1, 2018. Until then, Dr. Gerard Joyce '91 is serving as interim president.

We would also like to say farewell to the Very Rev. Bernard F. O'Connor, OSFS and wish him well at his next station in Naples, Fla.

Capstone Students Tour Local Auto Parts Manufacturer

by Dr. Thomas D. Craig

The DeSales network of alumni continues to provide a rich assortment of learning experiences and opportunities for our students. On March 1, 2017, students and faculty from the management capstone course Business Policy Formulation took a road trip to Dorman Products Inc. in Colmar, Pa., to observe strategic management in action. The site visit complemented a semester-long project in the course to identify and analyze strategic problems and opportunities facing the largest public corporations headquartered in the vicinity of DeSales University. Dorman's director of marketing, Noam Chasan M'16, coordinated the day's visit and tour of key operational areas.

The tour began in the marketing department with an overview of the company's history, global operations, and marketing strategies, and proceeded through the 340,000 sq. ft. warehouse and office complex to the "beating heart" of the company—its ideation department, where creativity and innovation flourish.

"This is where we gather and analyze data from customers and suppliers to determine which new products to create now, before our competitors can reach the market," explained Director of Ideation Lester Kovacs M'15.

On the manufacturing side, Director of Product Management David Grasso M'15 described how Dorman's flexible manufacturing arrangements allow the company to



Clockwise from top: capstone students at Dorman Products, Inc.; Noam Chasan M'16 (far left), director of marketing, conducted the company-wide tour; Michael Menta, VP of engineering & quality, demonstrated the use of a laser scanner to precisely measure the intricate shapes of automobile parts.

stay nimble while controlling costs. Michael Menta, vice president of engineering & quality, provided an amazing demonstration of the cutting-edge computer, laser scanning, and 3-D printing technologies that are used to ensure the accuracy of prototype designs and consistency of outputs from the manufacturing processes. Chasan concluded the tour with a final Q&A session and a discussion about career opportunities at the company.

For one senior, it was "an eye-opening experience to see how all of the different parts of the organization work both independently and together. The trip was excellent."

Other attendees collectively expressed their interest in learning more about Dorman and other B2B firms that had not previously

been on their job-search radars. Several students also took advantage of the opportunity to speak with Dorman managers

during and after the tour to discuss career and internship opportunities.

The Division of Business is deeply grateful to the DeSales alumni, management, and employees at Dorman Products for their generosity in providing this educational opportunity for our students.



Senior Business Awards Dinner 2017

The annual senior awards dinner was held on April 26, featuring keynote speaker Meredith Longo '03. Longo, who earned her BS in accounting and management of information technology from DeSales, is the finance manager at Victaulic. Her talk focused on her path to personal and career growth.

Dr. Amy Scott announced the 2016 Kappa Xi Chapter inductees (see p.9), and Dr. Christopher R. Cocozza recognized the Fleming Ethics Bowl Teams, Business Advisory Council, and Delta Mu Delta advisors.

The evening concluded with senior business and professional organization awards for students.

2017 SENIOR BUSINESS AWARDS

The Business Faculty Award for Excellence in Business Administration	Sophie Elmo
The Business Faculty Award for Excellence in Finance	Elyse Stephens
The Business Faculty Award for Excellence in Management	Jessica Cole
The Business Faculty Award for Excellence in Marketing	Francesca D'Annibale
The Business Faculty Award for Excellence in Pharmaceutical Marketing	Alison DeCleene
The Sport Management Achievement Award for Academic Excellence	Cara McHenry
The Sport Management Award for Service	Michael Bamundo

PROFESSIONAL ORGANIZATION AWARDS

The Pennsylvania Institute of Certified Public Accountants (PICPA)	John Pellosie
Award for Excellence in Accounting	
Institute of Management Accountants (IMA) Award	Mark Wessel
Institute of Internal Auditors (IIA) for Excellence in Auditing Studies	Michael Altmire
Association of Certified Fraud Examiners	Christopher Costanzo



Above: DeSales undergraduate business students, MBA students, and DeSales faculty and staff on a lookout over Budapest, Hungary. Left: the iconic neo-Gothic Hungarian Parliament Building. Photos by Tim Cox.



Prague, Krakow, and Budapest *continued*

once walked. The nights were spent eating pierogies and drinking Polish vodka. Our group also visited Birkenau and Auschwitz—it was one of the most moving places I have ever visited. Philosopher George Santayana said, “Those who do not remember the past are condemned to repeat it,” and each of the trip’s members now play a part in remembering that past.

Our final destination, Budapest, proved to be the most colorful of the three cities. It had a lot of eastern influence in terms of people and food. Our hotel was a 15 minute walk from the Danube and the shopping district of the city, which had a lot to offer. Through the connections of Dr. David Gilfoil and Dr. Christopher Cocozza, we were able to meet the CEO of Beres Pharmaceuticals and tour its laboratories—from a business standpoint, it was rather interesting. We were also given a tour of Fisherman’s Bastion, along with a river cruise of the Danube at night in which the spectacular Hungarian architecture was lit up in all of its glory.

This trip gave me more experiences and growth than I could ever have imagined. I came out of this trip with confidence to make connections with not only my own peers, but those who are older than me as well. I made new friends and strengthened old friendships. I learned so much about both the cities we visited and the people who live there. At the end of the day 4,000 miles is nothing when you return with connections that could only be achieved by attending a trip like this. The Division of Business has outdone itself again in making its students worldly in the best way possible, by completely immersing them in new and different cultures.

DIVISION OF BUSINESS FACULTY PROFESSIONAL ACTIVITIES

In June, **Dr. Thomas Craig** presented a research paper at the 17th annual conference of the European Academy of Management (EURAM), held at the University of Strathclyde in Glasgow, Scotland. His paper, entitled "Towards a Theory of Entrepreneurial Integration: Defining and Identifying Strategies for Exploration," describes a research project that examines the financial performance of firms as a function of the scope and direction of their venturing activities. Dr. Craig's presentation was one of three papers presented in the session "Strategic Ambidexterity: The Paradox of Exploitation and Exploration."



Dr. Thomas Craig

Michael J. Gallagher, Ph.D., presented a program on financial literacy at a residential summer camp in Pennsylvania. Camp Sequoia is a supportive overnight camp for exceptional young men ages 7-17, focusing on the unique needs of boys with ADHD and those working on social or life skills development. Alumnus



Dr. Michael Gallagher

Michael A. Gallagher '15 has been a counselor at the camp for the last three years.

Dr. Gallagher and his co-author Dr. Susan Sundai Charowedza Muzorewa from Delaware State University published a paper in the *Journal of Business Economics and Technology*. The paper compared the micro lending networks in Peru to the micro lending networks in Zimbabwe. Dr. Muzorewa gathered her data during summer visits to Zimbabwe, where she has lived before her educational pursuits in the United States, and Dr. Gallagher gathered data from the MBA student trips to Peru, where DeSales attended guest lectures from various institutions in Peru with the assistance of the Universidad Peruana de Ciencias Aplicadas (UPC).

On May 4, **Dr. Susan Givens-Skeaton**, management faculty, and Genienne Navarro of Navarro Intercultural Associates co-presented at Dun & Bradstreet, "Shifting Perspectives & Adapting Behaviors for Greater Inclusion & Effectiveness." This presentation/workshop focused on intercultural competence.



Dr. Susan Givens-Skeaton

In April, **Dr. Tahereh A. Hojjat** presented

on "U.S. Economy: Trends, Opportunities, Issues and Concerns" for Peruvian executives visiting the U.S.

Dr. Hojjat's paper "Obesity, Poverty, and Income Inequality in USA: Evidence from Panel co-integration," had a successful review and was accepted for presentation at the Pennsylvania Economics Association (PEA) Annual Conference, held in June 2017 at Alvernia University.



Dr. Tahereh Hojjat

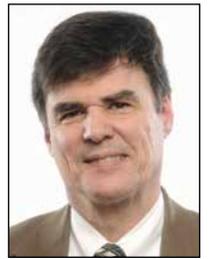
Dr. Hojjat and Monir Uddin Ahmed's article "The Employment Impact of Changing Energy Price" is published in *Pennsylvania Economic Review*, 22(2), 15-45.

Dr. Christopher Coccozza, head of the Division of Business, and **Dr. David Gilfoil**, director of the MBA Program, have been promoted to the rank of professor.



Dr. Christopher Coccozza

Dr. Michael J. Gallagher, accounting department chair, has been promoted to the rank of associate professor.



Dr. David Gilfoil

Students Work over Spring Break Through Externships

by Jaci Wendel, The Minstrel News Editor

Students participated in the Career Development Center's new externship program during spring break 2017, from March 6-10.

The program focused on connecting students with companies where DeSales alumni work for a day of job shadowing. Since the primary purpose of an externship is to learn about the position, company, or field that students are interested in pursuing, the program is ideal for freshmen and sophomores, but can be useful to juniors and seniors who are looking to network at a specific company or who are interested in learning more about a career.

The students who participated included sophomore Nick Fasching, freshman Felix Figueroa, and senior Christina Tran.

Human resource management major Fasching spent a day at BB&T Bank in Allentown being mentored by a commercial banker who lends money to people looking to start businesses or to already established businesses looking to expand.

Felix Figueroa, an accounting major, was able to extern with Geisinger Health Systems, where he learned what the job of a healthcare accountant is like.

Some other companies that were available to students were Bolts Technologies,



Johnson & Johnson, St. Luke's University Health Network, and WPVI-TV 6abc, all of which have employed DeSales graduates.

Engineers Without Borders

by Michael Bamundo '17

On April 30, Engineers Without Borders (EWB) ran their annual auction event at the DeSales University Center. EWB is a national organization that dedicates itself to partnering with communities around the world to help them meet their basic human needs. The organization travels to communities and helps not only get them started, but ensures that what they bring to the communities remains stable for years to come. EWB has brought sustainable housing, plumbing systems, schools, and hospitals to places across the globe.

Four DSU business students satisfied their senior capstone requirements by working with EWB to help run the auction event. Michael Bamundo '17, Gianna LaBar '17, Jake McNamara '17, and Theresa Raso '17 helped market the event on social media, provided EWB with ideas for the event, and completed tasks the organization needed. But their biggest contribution was on the day of the event.

The students helped set up the items being auctioned, sold raffle tickets, closed off each item, and assisted the attendees. While members of EWB and the DSU students were working, attendees enjoyed an evening on the DeSales campus, where they were treated to a keynote speech from Sulaiman Sengeh, principal of the Centennial Secondary School in Sierra Leone that EWB helped build.

Although one goal was for the students to gain valuable experience, the ultimate goal was to raise money so that EWB could keep helping communities in need. In both ways, the event was a success—165 people attended the auction and EWB raised \$27,600, and DSU's senior business students helped bring future sustainable communities to those in need.



ACCESS Offers Certificate Programs

by Deborah L. Booros, MPA,
Dean of Lifelong Learning

I'm always traumatized when I go shopping in the middle of July to look for summer clothes. By then the racks that were full of colorful shorts, posh tops, and a hodge-podge of sandals have been replaced with winter coats, wool sweaters, and voguish boots. Even more disheartening, by the time you read this newsletter, Christmas decorations will have taken the place of the beach towel, sunglasses, and patio furniture displays. So, as much as I hate to say it, it's time to winterize.



To start that process, as we begin another academic year, I thought it might be helpful to share some of the programs we offer in ACCESS in addition to a bachelor's degree. For instance, certificate programs are a fast-growing segment of the education world. These programs generally recognize a focused scope of specialized knowledge used in performing tasks or responsibilities required by a certain profession or occupation. If you're looking for a "credential" for a job before you complete your degree, or perhaps just thinking about complementing your studies in another field, earning a certificate can be an excellent way of developing your knowledge and exploring exciting intersections among multiple disciplines.

ACCESS offers 11 certificate programs, and the courses are available during the day, evening, and online. Each certificate program comprises 6 courses (except for public accounting, which is 12 courses) centered on one concentrated area of study with real-world relevance. We encourage you to schedule a meeting with your faculty advisor or your ACCESS academic advisor who will help you plan your program and complete the application process.

ACCESS is also proud to offer a six-course Certified Financial Planner® (CFP) board-registered program. DeSales is currently the only CFP® board-registered program in the Lehigh Valley. Upon successful completion of this program, you'll be eligible to sit for the CFP® certification examination. Learn more about our certificate and certification programs at desales.edu/certificate-programs.

Finally, winter break (it will be here before you know it) is a great time to get ahead or catch up with your studies. ACCESS offers a variety of online courses, three weeks in length, over the Christmas break. Again, please be sure to check with your advisor before you enroll.

For the second year in a row, the DeSales University ACCESS program has been named a Leader in Adult Education for the 2017 Who's Who in Business, Lehigh Valley.

Whatever the weather and in every season, my best wishes to you for a successful year.

Volunteer Income Tax Assistance (VITA) Program

This is the 17th year Dr. Christopher Coccozza has supervised the VITA program. This year, 15 juniors and seniors volunteered. These students completed 390 tax returns for 156 low income and senior citizen clients and saved them more than \$30,000 in preparation fees while helping them attain more than \$110,000 in refunds.



SKY-DIVING, COFFEE, AND TRAVEL: AN AUSTRALIAN STUDY ABROAD

by Asimina Pagonas '18

Last fall, DeSales University gave me the opportunity to study abroad in Sydney, Australia. It was the most satisfying, breathtaking experience. After 22 hours of traveling, I arrived in the most beautiful, clean city in the world. I fell in love with the country instantly. Once I arrived, I knew that being there would change my life. While the main focus was studying, sunbathing and surfing were gratifying diversions.

Although I was across the world, I never felt more at home. There was no language barrier, of course, but the Australian accent was definitely difficult to understand at times.

Australia's coffee culture is enormous. My favorite was this delicious red velvet cappuccino that I found myself drinking at least once a week on my way to class. Instead of a Dunkin' Donuts on every corner, there was a different café with unique specialties. My first day there I was starving so Google found me a local café. This café was underground and had a live band at 12 o'clock in the afternoon. I knew in that moment this would be an experience to remember.

Immediately, I connected with the other students who lived in my apartment building, most of whom were studying abroad just like me. I met people from all over the world, from California to England to China to New Zealand. These people became my closest friends and that first day we all became explorers. The friendships I built with international students influenced my decision to obtain a dual major in marketing and international business. I am infatuated with the cultural differences and intend on visiting my new friends around the world to continue my travels.

When I wasn't jumping out of planes and watching shows at the famous Sydney Opera House, I was studying. The University of Notre Dame Australia was similar to DeSales. The class sizes were small and the professors engaged all their students in their lectures. The school provided two field trips and a final dinner for study abroad students. This gave me the opportunity to meet new people and see parts of the country most tourists don't see. While classes were difficult at times, the best stress reliever was being 20 minutes away from a beach.



Asimina Pagonas '18 spent a semester studying at The University of Notre Dame in Sydney, Australia. While there, she enjoyed traveling, immersing herself in the culture, and making friends with people from all over the world.

I was also fortunate to have the time to travel the country. I visited Melbourne, Surfers Paradise, and Cairns in Australia, as well as the tropical islands of Fiji. I snorkeled in the Great Barrier Reef, which is sadly dying yet still absolutely gorgeous. There is nothing more beautiful than an Australian sunset over the ocean.

My most memorable Australian experience was shaking hands with my friend

Ralph, a kangaroo with a big heart.

Throughout my travels, I learned to keep a slower pace than what I was used to. I grew up near New York City where things are constantly moving. Australia taught me to slow down and enjoy the little things.

Most importantly, I built life-long connections in countries all over the world. Traveling is inspiring and I recommend Australia to anyone looking for an adventure.

“After 22 hours of traveling, I arrived in the most beautiful, clean city in the world. I fell in love with the country instantly.”

A Family Tragedy During his Time at DeSales Leads to Pivotal Moment for Alumnus's Career and Life

by John Bayeux '15

May 16, 2017, unbelievably, marked two years since I graduated from DeSales University. Lately, I've been reminiscing about my many experiences while in Center Valley and how they prepared me for the "real world." Before college, I don't think I ever fully believed anyone when I was told those four years would change my life.

I graduated from DeSales with a dual B.S. in marketing & finance and a Spanish minor, and anyone who knew me in college can vouch for me when I say that I often over-committed myself. I competed on the cross country, winter, and spring track & field teams, worked as a tour guide and student assistant in the admissions office, was president of the SHARE in Africa chapter, and served as executive vice president of academic affairs in the student government my senior year.

Two days after the end of my junior year, my father passed away after a short three-month battle with liver cancer. I kept the diagnosis very private, and everything escalated very quickly, so not only was his passing a surprise to many of my friends, but to my family and me as well. The support I received from the DeSales community as a whole left me speechless, and I sincerely thank everyone for that.

However, an unexplainable feeling loomed, one that you only feel if you have suffered the loss of a parent, and one that I would never wish upon anyone. I was unsure at that point if I would return to DeSales for my senior year.

I did return in the fall, although I struggled. Beyond my internal struggles, I also struggled during the job hunt to find the passion for a career that I had always hoped for. My dream had always been to move to Manhattan and work in the corporate sector of the automotive industry, but I wasn't so sure anymore. I had lost the clarity and confidence in which direction I should go.

One pivotal moment from my senior year will always stand out in my mind. Dr. Jeffrey Focht pulled me aside after the Division of Business Senior Awards Dinner and gave

me some advice. Whether I liked it or not, my father's passing would be an identifying moment for me, and that it was and is up to me to decide whether it will have a negative or positive impact on my life, the decisions I make, and the legacy I leave. Dr. Focht asked me to think about what I could learn from the experience, and it left me clear and confident in what I was looking for.



John Bayeux '15

I later received and accepted an offer with New York Life and NYLIFE Securities in the Philadelphia area, despite only knowing a handful of people in the city. The team provided me with a sense of community and comfort, familiar feelings from my decision process to attend DeSales. Today I am

building my business at the firm working as a financial services professional. I work with people at all different stages of life, and whether we discuss retirement, investments, insurance, or asset protection, I want them to feel better about their situation tomorrow than they did yesterday.

All the while, I share my first-hand experience of how important planning truly is, because life can change in the blink of an eye. I have the freedom to choose my next step and where I would like to take my career, whether that is as a financial advisor with our wealth management division, a partner, or to transfer into corporate.

I also have the flexibility in my schedule to work outside of work and to continue building my other passions. For example, I was recently named co-chair of the Young Friends of the Liver Foundation, a newly formed board with the American Liver Foundation, Mid Atlantic Division, to generate

involvement within the millennial generation, and this summer I began working with local Philadelphia bars and restaurants to put together monthly happy hours to get our name out and generate a following.

In addition, I currently volunteer as the lead of the Games & Entertainment Committee with Camp Erin Philadelphia, a bereavement camp for children ages 7-17. Camp Erin is a sleep-away camp for children who have lost someone in their lives. There, they learn to grieve in a healthy way, understand that they are not alone in their grief processes, and discover that it's okay to have fun and be happy. Of the volunteer work I've done, Camp Erin has had the most profound impact on my life.

It inspires me that I work for a company that not only supports my involvement with these organizations, but encourages it.

We all search for passion in our lives; in our relationships, our work, and our hobbies. Some people are lucky to uncover opportuni-

“Nobody can tell you how you feel about a job, a relationship, or a passion. This life is beautifully and uniquely ours.”

ties that personify their passions early, while others search throughout their lives. One thing I have learned is that nobody can truly tell you how you feel about a job, a relationship, or a passion. This life is beautifully and uniquely ours, and we need to remain in control of it.

To anyone who is looking for a career to fall in love with or for a passion to identify with, I encourage you to never give up the search. Most importantly, don't discount any opportunities based on what you think you may know. I wouldn't be on the path I am today if I hadn't taken that first interview with New York Life. If something in life derails you, go ahead and take your time to heal, but don't dwell on the negative. Find the positive and run with it in full stride, because it will become a defining moment. We all have passion within us, it's just a matter of how and when we uncover it. This life is up to us, after all, and we must strive to "be who we are, and be that passionately well."



Delta Mu Delta

INTERNATIONAL HONOR SOCIETY IN BUSINESS

The Division of Business congratulates and recognizes the following outstanding business students on their induction into Delta Mu Delta, the international honor society in business. The Kappa Xi Chapter induction ceremony, which also included the September 1, 2016, inductees, was held on March 21 in the Gambet Center. Learn more about Delta Mu Delta at <http://deltamudelta.org>.

KAPPA XI INDUCTEES

Undergraduate

Michael F. Altmire
Sophie A. Elmo
James T. Evans
Zachary T. Kratz
Kaitlyn M. Miller
Hannah R. Popp
Angela R. Quaglio
Megan A. Slabicki
Elyse C. Stephens

ACCESS

Andrea K. Brown
Zachary P. Ernst
Christine M. Hrusovsky
Mtanius N. Khouli
Deborah L. Miller
Jalina M. Ozoa
William E. Parsley
Jonathan P. Williams

MBA

Patti A. Arnold
Chelsea P. Bronstein
Megan E. Kavcsak
Dana M. Moore
Brian J. Murphy
Matthew Reddien
Sanjay K. Sharma
Caleb M. Spess
Catherine Tanksley-Bowe

Kappa Xi Officers

President: Mark Wessel '17
Vice President: Francesca D'Annibale '17
Secretary: Theresa Raso '17
Treasurer: Emily Gallagher '17
Advisors: Bradley Barnhorst
Dr. Amy Scott

Kevin F. Flemming '97 Speaks at Winter Commencement 2017

Kevin F. Flemming '97, president and CEO of the INTEGRITY group of companies and a DeSales alumnus, delivered the commencement speech for the DeSales Winter Commencement on January 21, 2017.



Kevin F. Flemming '97

DeSales awarded degrees to 120 graduating students during the ceremony. In addition, in September 2016, the University awarded 226 degrees to students. Because there is

no formal ceremony in September, those graduates were welcome to take part in the January commencement.

Flemming joined Integrity Personnel, Inc. in 1997 and was appointed president of the Lehigh Valley-based staffing company in 2004. He founded IntegritySBS, a business process outsourcing company, in 2008.

Flemming earned a bachelor's degree in business management from DeSales and has been a longtime supporter of the University community. He is a member of the DeSales President's Council, the board of the Forum for Ethics in the Workplace, and serves as chairman of the Societas Award for Responsible Corporate Conduct.



BUSINESS MATTERS

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DESALES UNIVERSITY

Business Matters is published for the students, faculty, alumni, and friends of the DeSales University Division of Business. Comments and suggestions are welcome. Call 610.282.1100, ext. 2841.

DeSales Students Host Organ Donor Registration Drive

by Janelle Hill

Marketing and MBA students at DeSales helped save lives by encouraging organ donation. Students teamed up with the Gift of Life organization to host an Organ Donor Registration Drive on campus.

“The beauty of this project was the fact that we were able to develop projects at both the MBA and undergraduate levels,” says Dr. Susan McGorry, professor of business and department chair. “We had students in both working collaboratively.”

MBA students conducted research and came up with a plan for promoting the event, while marketing students implemented the plan on campus. Seventy-five students in all were involved. “We’re always looking for projects that align well with our mission of Christian Humanism,” says McGorry.

If you’re unsure about donation, think about this; every day, 22 people in the United States die while waiting for organ transplants. A donation by just one person can save eight lives. They’re statistics that Antonia Spano ’18 knows all too well.

On April 24, Spano shared her story of organ donation with fellow students. When she was born, her aorta and pulmonary artery were connected. She also had holes in her heart and valve problems. “My heart was a mess; it just had to go.”



Volunteers for the organ donation drive on campus included (from left to right) Abby Olsen, Dr. Susan McGorry, professor of business, Ryan Jordan, Isaaca Lee, Paulina Halat, and volunteer Tom Stalsitz.

Her parents received the worst news imaginable—their daughter would likely die. Spano was taken to St. Christopher’s Hospital for Children in Philadelphia. Then, at just four days old, she got her miracle. Doctors found a donor—a three-month-old baby girl from New Jersey.

Spano underwent an eight-hour transplant and has had a long road to recovery. A

few days after getting her new heart, her body began rejecting it. As a result, she suffered a stroke. She went through multiple therapies, but today she’s alive and well, sharing her story with others.

Spano has met the doctors who performed the transplant, but she’s never met her donor’s family. “Part of me wants to, part of me is a little shy,” she says. “Maybe one day.”

Tom Stalsitz’s story is just as inspiring. He came to campus on April 25 to show just how easy it can be to donate. This September will mark 10 years since he donated a kidney to his son’s friend. “His parents and brother were not compatible. But I was in enough of the markers that it worked,” he says.

Doctors removed Stalsitz’s kidney laparoscopically, which meant no big incision. He was sidelined for three weeks but has never experienced any negative effects. “I take no medicine, have no restrictions, and usually forget that I’ve done it,” he says.

Forty new donors registered during the drive, which was more than expected. McGorry is planning to make the registration drive an annual event.

TERRY COLEMAN '82 SPEAKS AT EXECUTIVE FORUM

This year, the Division of Business hosted its 4th Annual Executive Forum, where an executive from an international corporation is invited to share his or her career experiences and insight into what it takes to be successful in the workplace.

This year Terry Coleman '82, director for Deutsche Bank in NYC and a member of the DeSales Board of Trustees, was invited to speak to our students.

At the forum, Coleman shared, “Go for what you want to go for but be true to who you are. It has been hard sometimes with the advancement of my career, there has been some tough days and some tough choices. But staying true to your core is really important. If I can inspire someone and help them in any way especially here at DeSales, which I have such a fond affiliation for many years, it makes my life happier and I’m really glad to be able to do this for the students.”

The division thanks Coleman for taking time to give back to her alma mater.

Rob Vaughn Delivers Keynote Address at Annual Fleming Ethics Bowl

The DeSales University Division of Business hosted its annual Fleming Ethics Bowl during the spring semester. Richard Fleming and his family foundation established The Fleming Institute for Business Ethics in 2009 with a goal to promote a culture of ethical awareness and action in business professions through the collaborative efforts of corporate and educational groups. The work of the institute is administered by the DeSales University Division of Business, in collaboration with the Salesian Center for Faith & Culture.

Students from Cedar Crest College, Lafayette College, Muhlenberg College, Penn State Berks, Penn State Lehigh Valley, and DeSales University competed in the Ethics Bowl. They played the role of the CEO of a rapidly growing online auto insurance company and had to decide whether to submit a bid for 13,000 driverless cabs knowing that the number of driving-related deaths would increase during the first few years.

All eight teams presented their cases in the preliminary round and the judges selected four finalists. Then came the twist. “The twist deemed that the self-driving cars were the way of the future and we had to decide if we wanted to implement a new ethical framework that put an emphasis on the people inside of the vehicles—protecting them first instead of society first,” said Sean Palen ’17, a finance and accounting major from the DeSales University team.

The DeSales team came in fourth place; Penn State Berks came in third place; Penn State Lehigh Valley came in second place; and the team from Lafayette College took first place.

“It’s a good day; it’s a positive day,” said Martin Brett, associate professor of sport management and co-chair of the competition. “I always leave saying I wish we could get more students to have this experience, and I think everybody feels that way.”

The highlight of the event was the keynote address given by Rob Vaughn, longtime anchor at 69 News. Vaughn’s talk focused on the ethical challenges faced by the news business as it navigates in today’s political climate.

“I always leave saying I wish we could get more students to have this experience, and I think everybody feels that way.”

“When it comes to issues of ethics and integrity, there are some assumptions that are always percolating in the back of what we do,” said Vaughn. He pointed to such hallmarks as the pursuit of truth, accuracy, transparency, and honesty.

Vaughn also discussed the complexities of social media for those in the news industry. Companies like his encourage personal interaction with viewers, but there’s a fine line to what those in the business can and cannot post. Vaughn does talk about personal things, like his family or favorite foods, on his Facebook page, but he avoids anything controversial, such as politics.

Fairness is another issue news stations face every day. While Vaughn admits to getting flak from some viewers, he says he strives to give everyone a fair shake. “I have always had a personal goal that

viewers cannot discern from my stories what my personal view on the story is.”

He also challenged students to think about their own ethical decision making and what it’s founded on. “We all trace our own personal ethical commitments back to something. What’s the source of your personal ethical system?” he asked.



Rob Vaughn, anchor at 69 News, delivered the keynote address at the annual Fleming Ethics Bowl competition.



The fourth place team from DeSales University, with Dr. Amy Scott.

Accounting and Finance Club Enjoys Spring Trip to Boston

by Dr. Michael Gallagher

On April 18 - 19, the Accounting and Finance Club traveled to Boston, Mass. The trip included a day of sightseeing, including a tour of Fenway Park and a walk along the Freedom Trail.

The group also had the chance to visit Grant Thornton LLP and DSU accounting/finance alumnus Nick Staats '10, who discussed working in a Certified Public Accounting office and the opportunities and challenges with this career choice.

The trip's attendants thank Nick for his time and insight into the world of Certified Public Accounting.

