

BUSINESS MATTERS



Winter 2018

Division of Business Partners with Leading Economist Dr. Kamran Afshar on New Data Analytics Center

by Janelle Hill

DeSales University has joined forces with Dr. Kamran Afshar, a leading economist, on a groundbreaking new data analytics center that puts students at the forefront of research and consulting. The Kamran Afshar Data Analytics Center at DeSales University (KADAC) opened in January 2018 in the Gambet Center for Business and Healthcare.

“The data analytics field is not limited to one functional discipline; we are only limited by our imagination.”

“It is an educational entity,” says Afshar, president of Kamran Afshar Associates, Inc. “It is there to get the students involved in data analytics as it impacts real-life events. We will have heavy student involvement in the process.”



Not only will Dr. Afshar bring his expertise to the center, he'll have decades' worth of data on consumer prices, business sentiment, and more. He'll also return to the classroom to teach—beginning with

a course on predictive analytics—one of his favorite subjects.

The center will provide paid internships for undergraduate students to conduct research and consulting projects under the guidance of Afshar and select faculty members.

Prospective clients will include banks, retailers, and housing and real estate developers, as well as local and state governments. Students will work real-world client projects—everything from customer satisfaction surveys and business purchasing intentions to economic impact analyses. But the list doesn't end there.

Afshar also plans to partner with different academic departments and divisions across the University, including healthcare, education, and criminal justice.

“The synergy of working cross disciplines will manifest itself in a variety of different ways,” he says. “This partnership will benefit all stakeholders—business clients, students, the extended Lehigh Valley community, local government bodies, and others. The data analytics field is not limited to one functional discipline; we are only limited by our imagination.”

“This partnership is going to separate us from others,” says Dr. David Gilfoil, director of the MBA program. “We've done our homework and looked at some of the offerings of other universities and colleges. Yes, they have data analytics courses and certificates, but our Data Analytics Center is the only one with Kamran Afshar—he is our crown jewel. We are blessed and excited to have his passion, expertise, and data analytics know-how focused on serving our students, clients, and community.”

According to Afshar, the need for data analytics will only continue to grow as the workforce evolves and things like self-driving cars, package-delivering drones, and robo-physicians become commonplace.

“The way we're going to train people for the workforce 20 years from now will be totally different,” Afshar says. “Big data analyses will show us critical trends, how they are changing, and how those changes will impact different sectors of the economy.”

INSIDE:

Notes from the Division Head	2
Student Reflects on Student Panel and Dinner with 2017 Furphy Lecture Speaker Jeb Bush	2
DSU's Sport Management Program Keeps Students Informed and Involved with Industry-Related Courses, Events, & Speakers	3
DeSales MBA Students Reach New Heights with Planned Trip to Peru	4
Accounting and Finance Club Events	5
MBA Speaker Discusses Managing Workforce Diversity	5
DeSales Sophomore Publishes Novel	6
Alumnus and Vice President of the Corcoran Group Speaks to DSU Students	6
Business Faculty Professional Activities	6
Homecoming Reunion Weekend Memories	7
Upcoming Division Events	8
Sustainability Education at DeSales	8
Meet Patrick Boyle '21, an Accounting Major and Leadership Scholarship Winner	8
Business Alumna Publishes Book About Pope Francis	9
Why did I Choose DeSales?	9
Student Travels Europe While Studying Abroad in Greece	10
Business Students Participate in Girls on the Run Event at DeSales	11

NOTES FROM THE DIVISION HEAD

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

Happy New Year! This newsletter highlights the accomplishments of our faculty, staff, students, and alumni. Typically in my “Note from the Division Head” I focus in on University-related events, but this time I’d like to share a few stories that are more personal.



Last year started off with shocking news—Dr. Jeff Focht, a great colleague and a good friend, was diagnosed with glioblastoma. Then, while Jeff was still battling, one of my childhood friends, John Hanley, suffered an aortic dissection, a highly fatal condition. Miraculously he lived, but he had serious medical issues to overcome. I then learned that my sister-in-law Nicolle Gibney had breast cancer. It was a very difficult start to the year, to say the least.

I soon realized that even though I wanted to support each of these people as much as possible, there was a limit to how much I could physically be there for them on a day-to-day basis. I decided to pray for them as much as possible and many of my friends and colleagues did the same. Today, Jeff, John, and Nicolle are all healthy and back to work. I truly believe that the prayers on their behalves have been answered.

I think 2017 reminded me of two things. The first is that life is fleeting and you need to cherish your friends and family. The second is the power of prayer. My mom, who passed away a few years ago, used to pray for me every day. When she died I made a vow to pray for someone every day. During stressful periods of life, it’s often hard to make good on my commitment, but I believe the results are worth the effort. Please pray for all of us here at DeSales.

Feel free to contact me directly if you ever want to reconnect with the University. I hope you enjoy this edition of *Business Matters* and I hope you and your family have a wonderful 2018!

Student Reflects on Student Panel and Dinner with 2017 Furphy Lecture Speaker Jeb Bush

by Alex Bondi '18

On November 8, 2017, I had the pleasure of attending a student panel and dinner with Jeb Bush. Governor Bush was invited to DeSales to deliver the 31st Rev. Thomas J. Furphy Lecture—a lecture series that brings notable speakers to DeSales in honor of Fr. Thomas J. Furphy, OSFS.

When I heard this year’s speaker would be Jeb Bush, I knew I had to attend to hear about his perspective on the recent presidential elections and the current political climate.

The student panel was held in the DeSales University Center and consisted of about 20 students from various majors.

During this time, we were free to ask Governor Bush our questions. He discussed how the education system needs to be fixed as many high schoolers do not graduate at a 12th grade reading level and that many students take 6 years to complete 4-year college degrees. He also spoke to the rise in automation and the inevitability of it replacing jobs. He suggested that we embrace these changes but that we must also embrace our communities to adapt to the changes this technology brings. He also touched on the wealth divide in America and how we need to work to keep the American dream alive.



After the student panel, Alex Bondi '18 had a chance to speak with Governor Bush. He recommends that everyone who can should attend lectures to hear from those with unique life experiences.

I highly recommend attending the Furphy Lecture to anyone who has the chance to go—it’s a rare opportunity to hear from someone that has life experience few others have.

About the Rev. Thomas J. Furphy Lecture Series

The Rev. Thomas J. Furphy Lecture Series was established in 1983, in honor of Fr. Thomas J. Furphy, OSFS, 1912 - 1982. A native of Philadelphia, Fr. Furphy began his 38-year career in education in 1939, when he joined the faculty of Northeast Catholic High School where he distinguished himself as a teacher of “National Problems.”



DSU's Sport Management Program Keeps Students Informed and Involved with Industry-Related Courses, Events, and Speakers

by Dr. Lauren Brown

With new courses and many professional development opportunities, it was a busy fall for the sport management program.

New Courses

We were pleased to introduce two new courses: Data-Driven Decision Making and Sport Sales. Both courses incorporate industry partners to help students develop skills in demand in the job market. The Data-Driven Decision Making course worked with DeSales intramurals to ensure the intramurals program met the needs of DeSales students. This project required students to identify an issue, determine what information was needed to address the issue, collect and analyze that information, and present their results to athletics.

The Sport Sales class worked with Erik Hansen, vice president of ticket sales for the Lehigh Valley Phantoms. Hansen focused on the concept of consultative sales. Throughout the semester, students applied what they learned by making sales calls on behalf of the Phantoms to individuals regarding their interest in a variety of ticket options.



Students in the DeSales Sport Sales class helped make sales calls on behalf of the Lehigh Valley Phantoms.

Industry-Related Events

Sport management students were involved in a number of industry-related events last fall. A handful of students took advantage of the Pan American Cups coming to Lancaster, Pa., to spend several days



Sport management students helped organize and run the inaugural Lehigh Valley Girls on the Run 5K at DeSales University.

working the event for USA Field Hockey. Throughout the semester, students were also active on Lehigh University's campus, where they worked gamedays for Lehigh football and for Bethlehem Steel F.C., a professional soccer team based in Bethlehem, Pa. Lehigh continues to be one of our key industry partners and they requested our students' assistance for the dual wrestling match between #1 Penn State and #5 Lehigh at the PPL Center, a top-5 battle that drew nearly 10,000 spectators to Allentown.

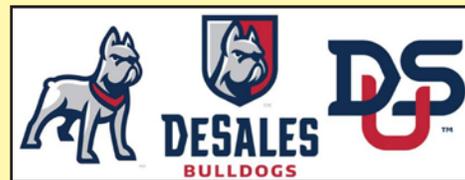
DeSales students also worked for DeSales athletics, the Lehigh Valley IronPigs, the Lehigh Valley Phantoms, and the Philadelphia Eagles during the course of the semester.

Professional Speakers

During the course of the fall semester, students in the sports management major enjoyed a number of opportunities to hear speakers on campus. Between the Introduction to Sport Management course and the Sport Management Society (SMS) Speaker Series, industry professionals on campus last semester included Chad Remaly '08, athletic director at Southern Lehigh High School; Rich Searls and Alexis Mudri '15 of Mountain Hawks Sports Properties; Travis

Spencer, director of business development, Lehigh Athletics; Craig Scott, regional vice president for sales, Riddell Sporting Goods; and Jeff Hurley '04, chief operating officer/general manager, Trenton Thunder. Justin Liciaga '19 and Kyle Hall '20 were particularly instrumental in ensuring the SMS Speaker Series was beneficial to our students.

Sport Management Society Happenings



SMS students organized a t-shirt fundraiser highlighting the new bulldog logo

Along with the Speaker Series, SMS has been very active organizing events this semester under the leadership of Carly Benjamin '19. The first initiative of the year was a t-shirt fundraiser highlighting the new DeSales Athletic Department logo. The monies raised from this help SMS achieve their programming plan.

Continues on p. 5

DeSales MBA Students Reach New Heights with Planned Trip to Peru

by Vanessa Williams

For more than a dozen years, DeSales MBA students have had the opportunity to travel the globe as part of the EL-550 International Practicum course. International travel to “far off” places like Central and Eastern Europe and Peru provide unique business perspectives that just can’t be found in the United States.

This year, DeSales MBA is headed back to our most popular destination—Peru. Students will take a week-long trip to Lima and neighboring Cusco (in the Andes), where they will interact with faculty and students from Universidad Peruana de Ciencias Aplicadas (UPC).

“The Lima, Peru, class/trip offered at DeSales University was certainly an opportunity of a lifetime,” says recent participant Marcia Dierolf. “Throughout the class and trip, the professors were so much fun and very knowledgeable on the topics relevant to the course material.”

While in Peru, students meet with companies from a variety of industries and visit historical and archaeological sites, including the famed Machu Picchu. Topics covered in the course include international finance and accounting and international law, as well as international management and marketing basics, global competency, and global business ethics.

“A visit to the Central Reserve Bank of Peru educated me on how the Peruvian government was attempting to stimulate growth in their current economy,” said Dierolf. “A visit to a local private school, called Innova, allowed us to interact with young children and learn about

the education system available in Peru. Along with the educational benefit, the trip allowed me to see some of the most breathtaking views in the world. Machu Picchu and Cusco are truly amazing sites to see!”

Students also gain cultural knowledge and customs to apply to international business interactions. “My trip to Peru was an amazing experience,” said Raymon Williams. “Not only was I exposed to a new culture, but I learned how to conduct business with Peruvians and other South Americans.”

Kaitlin Sullivan agrees. “Studying abroad with the EL-550 class added another layer of knowledge to my MBA experience,” she says. “Studying in Peru for a week enabled me to apply and adjust what I learned throughout the MBA program to a new environment. It is more important than ever before to have a solid understanding of different cultures and to be more globally aware in business. That is exactly what EL-550 did for me.”

“Along with the educational benefit, the trip allowed me to see some of the most breathtaking views in the world. Machu Picchu and Cusco are truly amazing sites to see!”



MBA Speaker Discusses Managing Workforce Diversity

While discussing the challenges of managing workforce diversity, Genienne Navarro of Navarro Intercultural Associates, presented a workshop to Dr. Susan Givens-Skeaton's MG 510-Conflict Resolution MBA course. The topic of discussion was intercultural interactions and intercultural competence.



Genienne Navarro

Navarro is an intercultural trainer and consultant who works with individuals and organizations to enhance intercultural competence, cultural adjustment, repatriation, global team efficiency, intercultural management skills, and to maximize the positive impact of diversity and inclusion.

Accounting and Finance Club Learns About Obtaining CPA, Goes to Casino Night

On October 19, DeSales students interested in obtaining their CPA met with Ms. Gordon, a Becker representative. She gave general updates, registration, sample questions, simulations about the exam, distributed mock exam books, and answered questions.

The annual PICPA Casino Night was held on October 25 at the Philadelphia Marriott West in Conshohocken, Pa. Dr. Michael Gallagher, the faculty advisor for the Accounting and Finance Club, accompanied the students. The event was free and transportation was provided. The students dressed for success with resumes in hand. Casino Night is a great event for networking within our specific field. There was also the opportunity to win study material for the students' CPA exam.



Sports Management Program *continued*

The group also worked on rebranding the campus Midnight Madness event and thus launched the inaugural Bulldog Bonanza in October. The event highlighted DeSales' winter and spring sports and, as always, featured music, games, and prizes.

To end the semester, SMS members Chris DellaSala '19 and Sydney Amato '20 organized the group's annual facility tour. This year the group visited MetLife Stadium and met with personnel from the New York Jets, including Senior Vice President, Ticket and Premium Revenue, Strategy and Development Fred Mangione. Following the facility tour and Q&A with the executives, SMS took in the wild Jets v. Chiefs game. The group also appreciated the doughnuts on the bus courtesy of the Emmaus Bakery and the Erdossy family (Austin '20).

The Lehigh Valley Girls on the Run 5K

Finally, the sport management major was happy to contribute to a campus-wide event, the Lehigh Valley Girls on the Run 5K.

Girls on the Run is an international organization aimed at empowering young girls through running. DeSales hosted the local chapter's 5K in December, which featured 250 girls, their running partners, and

community runners. Sport management major Megan D'Adamo '18 was part of the leadership team, chairing the Fundraising and Runner Recruitment Committee. Several other students served as committee members, and more students volunteered on the day of the event by organizing a game for the pre- and post-race festivities with the help of Phil DiMartino '19 and Rachel Sheubrooks '21 and her family. "Pin the Medal on the Olympian" was fun for kids of all ages!



This semester provided opportunities for our students to have hands-on experiences that mirror what they'll do as professionals as well as the chance to connect with so many industry professionals. The leadership experience and chances to build their network will serve our students well.

As we move into the spring semester, we invite our alumni and friends of the program to keep in contact via our social media platforms: [facebook.com/DesalesSportManagement](https://www.facebook.com/DesalesSportManagement) and [@DesalesSportMgmt](https://www.instagram.com/DesalesSportMgmt).

DSU Sophomore Publishes Novel About World War II

by Lauren Trumbull '18,
Published with permission by The Minstrel

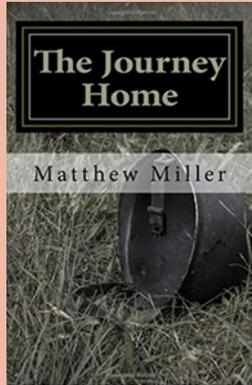
DeSales finance and accounting major Matthew Miller '20 published the second version of his first novel—*The Journey Home*—on May 15, 2017. The novel was initially a high school assignment that Miller then turned into a 224-page World War II novel.

With a complete novel in his hands, Miller decided to publish his work. Rather than sending his manuscript to different publishing companies and contacting literary agents, Miller took the self-publishing route.

“After doing some research on the best ways to self-publish, I came across a service called CreateSpace, which is owned by Amazon. With CreateSpace, I fill out all the different items to create a cover and a short description on the back, completely free.”

Miller worked with his 17-year-old sister, Catherine, to design the cover. Using her photography skills, Catherine captured her brother's vision. CreateSpace approved the title in October 2016, and the first edition was automatically listed on Amazon's and Barnes and Noble's websites. Miller has sold 10 physical copies and 50 Kindle copies, all through Amazon.

Miller's interest in the military stems from having a family of World War II veterans. He said that while writing, he was influenced by *Saving Private Ryan* and the HBO series *Band of Brothers*. He is currently working on another book, also set to take place during World War II, but he is still working on *The Journey Home*.



Alumnus and Vice President of the Corcoran Group Speaks to DSU Students

On November 17, 2017, Frank Percesepe '75, executive vice president of The Corcoran Group Real Estate, a full-service real estate firm in New York, the Hamptons, and Florida, spoke to DeSales business students about preparing to live in New York as a young adult, and he shared insights from his successful and varied career.



Frank Percesepe '75

Frank joined The Corcoran Group as an agent and transitioned to management in Corcoran's fledgling Brooklyn region in 2001. Under his leadership, Corcoran grew into the borough's powerhouse brokerage; it now sells more than \$2.5 billion in Brooklyn real estate annually. In 2003, Corcoran opened in the Hamptons, Shelter Island, and North Fork of Long Island, eventually becoming the leading firm in the region; Frank assumed leadership there in 2015.

Named Rookie of the Year his first year in the business, Frank since made his mark

as a frequent Broker of the Month, as recipient of the prestigious Corcoran Deal of the Year award in 1999, and as a consistent Top 10 Producer.

During his subsequent tenure as managing director of the firm's thriving Brooklyn Heights office, he effectively used the expert skills he'd developed over the years to both enhance operations and dramatically grow the business in terms of staff and sales volume.

As Brooklyn regional director and now executive vice president of the firm, Frank works closely with a talented team of more than 250 sales agents and staff members. He is also responsible for strategic positioning to help expand the company's presence throughout the Brooklyn region and bring both sales and service to an even higher level of excellence.

Frank began his professional career in theatre production after graduating from the DeSales theatre program in 1975. He transitioned to a career in retail with Macy's, working his way up to senior executive, then became president of a manufacturing company, and then, reluctantly, began a career in real estate at the urging of a friend.

Division of Business Faculty Professional Activities

Dr. Tahereh A. Hojjat received a one-year grant from LVAIC-Teagle Blended Learning Project with co-directors Dr. Alberto Lamadrid, professor of economics at Lehigh University, and Dr. John Cigliano, professor of biology and director of the environmental conservation program at Cedar Crest College. (See an article about her research through this grant on p. 8)

Dr. Hojjat presented her paper, “Economic Costs of Gender Inequality: A Case Study of Peru,” at The Institute for Business and Finance Research (IBFR) from January 3-5, 2018, in Kona, Hawaii.

She was a proposal reviewer for a proposed book publication entitled “Behavioral Economics and Game Theory Applied to Islamic Rule-Constrained Behavior,” Elsevier, Academic Press and North Holland.



Dr. Tahereh Hojjat

HOMECOMING Reunion Weekend

Memories

A CELEBRATION FOR ALL ALUMNI

On September 29-30, 2017, DeSales University celebrated Homecoming & Reunion weekend. This event is always a great time to catch up with old classmates, to meet new people, and to network while having fun. Captured below are Division of Business alumni enjoying some of the many Homecoming festivities.



mark your calendars for
HOMECOMING 2018
SEPTEMBER 28-29

Upcoming Division Events

Volunteer Income Tax Assistance

The VITA (Volunteer Income Tax Assistance) program, a free tax preparation assistance program from DeSales accounting students, will commence its 18th year this tax season. The program is sponsored by the IRS and supervised by Dr. Christopher R. Coccozza, division head. Coccozza has served as VITA coordinator at DeSales since the program was initiated in 2001.

The Fleming Ethics Bowl

The Fleming Ethics Bowl, chaired by Dr. Martin Brett, will be held on March 27, 2018.

A Trip to Tokyo and Hong Kong

Following May 2018 commencement, those taking EC 112 have the opportunity to travel to Tokyo and Hong Kong for a week.

A Trip to Peru

In the 2018 spring session, the MBA program will again offer EL-550 International Practicum-Peru, an elective course open to all MBA concentrations. The Peru trip will be May 4–12. For more information, see the article on p. 4, e-mail Mary Ann Falk at maryann.falk@desales.edu, or call 610.282.1100, ext. 1448.

Sustainability Education at DeSales

by Dr. Tahereh Alavi Hojjat

DeSales University students who enrolled in Macroeconomics Class-EC209-01 are learning to strive for developing a sustainable practice this semester. This assignment aligned with the grant that I received from LVAIC—part of Teagle Blended Learning Project. The co-directors of this proposal are Dr. Alberto Lamadrid (Lehigh University) and Dr. John Cigliano (Cedar Crest College).

To learn about sustainability development, students were asked to watch videos and read articles to create cases. After developing this foundation, their assignment was to look around campus and identify sustainable and non-sustainable objects or design features. They were then asked to investigate further for possible modifications or solutions.

One way to cultivate the sustainability mindset in our students is by encouraging sustainable lifestyles through education and practice. Living sustainably is about changing our attitudes in a way that helps transform our lives into something that does not impact heavily on our current routines while using the planet's resources in moderation.

To achieve our objectives, Drs. Lamadrid, Cigliano, and myself designed projects for our courses and evaluated the effectiveness of those projects in terms of their impacts on students' behaviors. The students tried to concentrate on products and activities that were beneficial to

our health, environment, and the economy. In addition to these projects, students participated in a lecture series in October (at DeSales University) and February (at Lehigh University), where we invited experts from the industry to give lectures related to sustainability.

Our first speaker was Robert Barkanic, a senior energy executive with more than 35 years of experience in nuclear energy, environmental policy and management, government relations, regulatory affairs, project management, and political action. His numerous accomplishments include being appointed executive director of Governor Tom Ridge's 21st Century Environment Commission. Ridge created the 21st Century Environment Commission to lay out the future of environmental policy in Pennsylvania. As an executive director and assistant director for the Commission, Barkanic facilitated the policy and position developments of the administration alongside business executives, environmental organizations, government officials, and the public. Students enjoyed the lecture and learned how they can adjust their behavior to create a more sustainable campus.

In addition, students designed a survey for a "bike sharing" program at DeSales. The data has been collected and will be used to investigate the feasibility of having this kind of program on campus. We are very excited about an initiative at DeSales that can make the world a better place to live.

Meet Patrick Boyle '21, an Accounting Major and Leadership Scholarship Winner

by Janelle Hill

As part of the scholarship process, students have to submit an essay. In his winning essay, Patrick wrote about Courage.

"My essay had a lot to do with my sister who has cerebral palsy—it was about her courage to get through everything in life. I look up to her to be just as courageous as she is."



“Winning the Leadership Scholarship gave me the sense that there was a purpose for everything I worked for in high school.”

Why DeSales?

“I like the whole atmosphere here; everyone knows each other. When I came here the first time, everyone was so welcoming. The campus is beautiful. My mom also went here.”

The Leadership Scholarship is a full-tuition scholarship offered to six students who have shown outstanding leadership in their high school careers and who plan to continue to develop those skills at DeSales. Learn more at desales.edu/lead.

Advice for applicants who are worried about the interview process?

“It was very relaxed. There was no pressure; everyone was welcoming.”

Why did I Choose DeSales?

Honor Thesis for Faith and Honors Society: Catholicism versus Capitalism



by Sean Palen '17

When I was in high school, I visited numerous colleges and universities when I was searching for the college I would attend, but when I came to DeSales, I immediately realized there was something special about the University. However, as an incoming freshman, I couldn't identify what made the place feel so unique.

Many features of the University attracted me—the serene and beautiful campus, the impressive Gambet Center trading room, the breathtaking, famous DeSales sunsets, the renowned academic programs, and the small class sizes.

However, I had visited other schools with small classes and excellent academic reputations. As a prospective college student those were the things I focused on, but as a graduating senior, I know that the tangible parts of most colleges are primarily the same. As an accounting and finance double major, I learned the same GAAP, SEC codes, and general business acumen at DeSales that I would have learned almost anywhere else.

After four years of being here, I now realize that what distinguishes DeSales from

“Being ethically and morally righteous is the best way to achieve success in business and in faith.”

Sean Palen '17 with his faculty advisor, Dr. Tahereh A. Hojjat. Palen hopes to use the lessons of both Catholicism and capitalism in his career.

other schools was the University's intangibles—the faculty and staff and the moral and ethical views they espoused is what set DeSales apart from other schools and from any other organization I have been a part of.

Before attending DeSales, I viewed Catholicism and capitalism as mutually exclusive belief systems that acted in direct contradiction to one another. However, I have learned as a business student at a Catholic university that these two systems can certainly work together and can achieve beneficiary results. I didn't learn this message in a textbook, instead, it was shown to me by the actions of the students and professors at DeSales University from my first day on campus to the last.

In my Honor's Thesis, with the help of my faculty advisor, Dr. Tahereh Hojjat, professor and Chair of Economics at DeSales, I attempted to share the lesson I learned at DeSales with others to prove that Catholicism and capitalism can in fact work together. An economic reform agenda, centered on justice with more attention to equity or income equality and promoting a true economic meritocracy, would simultaneously increase economic efficiency, fairness, and opportunity for all.

In my career I will do my best to use both systems, Catholicism and capitalism, to overcome the temptation of the unbridled pursuit of wealth and truly embody what I learned at DeSales: that being ethically and morally righteous is the best way to achieve success in business and in faith.

I presented my Honor Thesis at the Twelfth Annual Honors Colloquium in April 2017.

Business Alumna Publishes Book About Pope Francis

Deborah Castellano Lubov '12 has published her first book, *The Other Francis*. The book, which has been published in Italian (*L'Altro Francesco*) but which will soon be translated into English, offers the reader a portrait of the “Other Francis” through interviews with Cardinals, leaders of the church, and the Pope's relatives and friends. The book contains a preface by the Vatican Secretary of State, Cardinal Pietro Parolin.

Lubov is a journalist who transplanted to Rome, where she is the Vatican and Rome correspondent for ZENIT, an international, non-profit news agency staffed by a team of professionals and volunteers who are convinced that the extraordinary wisdom of the Pontiff and the Catholic Church can nourish hope and assist all of humanity to find truth, justice, and beauty.

In addition to her work with ZENIT, Lubov is a contributor to *National Catholic Register*, *UK Catholic Herald*, *Our Sunday Visitor*, *Inside the Vatican*, and other Catholic news outlets.



STUDENT TRAVELS EUROPE WHILE STUDYING ABROAD IN GREECE

by Taylor Bryan '18

As a child, I always imagined traveling through Europe on my own. I visited family in Spain every five years or so, but that had never been enough. So as I entered college, I was determined to find a way to achieve that goal while completing college classes at the same time. I was grateful that DeSales had a great study abroad program with several different schools and countries to choose from. I was fortunate enough to be accepted to a number of schools but ended up choosing to study in Greece. Once all the paperwork was completed, it was time to start packing.

My mother thought I was crazy because I managed to fit three quarters of my closet in a 50 pound bag and a carry on. I had no idea what to expect, so I figured I might as well bring everything. I left early one morning in spring 2017 and began my 15 hour trip, arriving in Greece around 2:00 p.m.

As soon as I got to Greece, I decided to nap, which was a terrible decision because it messed up my sleeping schedule for the next two weeks. The apartment I was assigned was a beautiful flat located two metro stops from downtown Athens, and I shared it with 12 girls. That was life-changing in and of itself! The most girls I had ever lived with were two and they were my cousins, so you can imagine the fun and difficulties my flat mates and I went through in a matter of five months.

I managed to make some amazing friends while I was abroad, and I traveled to more than 10 countries and 25 cities with those

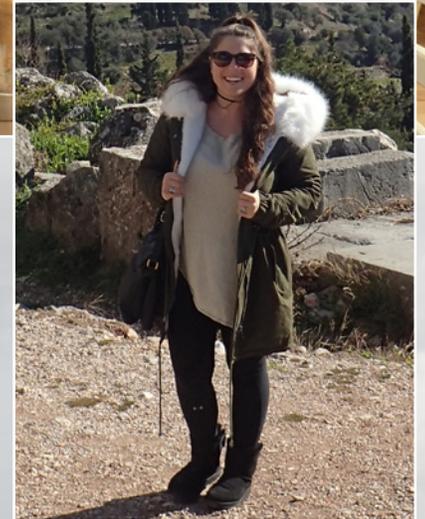


Taylor Bryan, pictured above with friends, traveled to more than 10 countries and 25 cities during her time studying abroad at The American College of Greece.

girls. Together, we visited places such as Auschwitz, Pompeii, Dracula's castle in Bucharest, Salvador Dali's art museum in Spain, and Delphi in Greece. I even managed to see some family members on the Isle of Man, a small island between Ireland and England.

In between all this travel, I attended class at The American College of Greece. The college offered a variety of elective and even major-based classes. College in Greece is a lot different than in the United States. In Greece, I had a midterm and a final and those two exams were my grade for the class.

One of the funniest things I learned was when my teacher said to me, "In Greece, your first priority is to go out and interact with the culture and people, second is your studies,



and third is to try and find time to sleep." So I took those instructions to heart and immersed myself in the Greek culture.

I couldn't be more thankful for the life-changing adventures I went on with some of the best friends I have ever met. I am thankful to DeSales for giving me the opportunity to live in another country for five months while working toward my degree in healthcare administration.



Business Students Participate in Girls on the Run Event at DeSales

by Adam Donovan '18 and Dr. Sue McGorry

In December, DeSales hosted its inaugural Girls on the Run (GOTR) Lehigh Valley 5K event on campus. Seeing the impact this event had on each and every one of the young girls was inspiring.

GOTR is a nonprofit organization dedicated to creating a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams. The organization uses a fun, experience-based curriculum that creatively integrates running.

DeSales University Division of Business students have participated in service learning projects with GOTR for more than six years. Students have biannually assessed program outcomes, developed promotional programming, and planned and facilitated events such as this 5K. These experiences provide students with an opportunity to apply theory to real world events. It also enables DeSales to

develop long-term community partnerships that benefit both DeSales and the external organizations.

The event was held on December 2, but the planning process began last spring. Students were appointed to lead a number of teams to prepare for the big day. Lisa Fiore, director of programming for GOTR, worked tirelessly with the students throughout the semester.

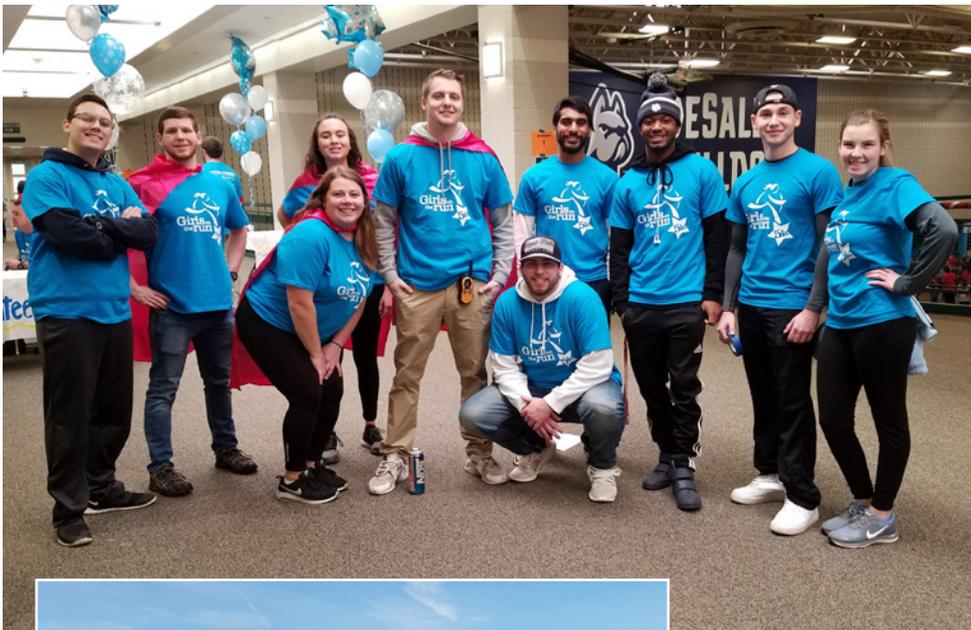
Student team leaders included Adam Donovan, Jen Blandino, Michelle Nick Law, Megan D'Adamo, and Morgan D'Antonio. Jaime Gerhart, the director of service learning, as well as Dr. Lauren Brown and Dr. Sue McGorry, provided support and guidance to the students throughout the semester.

GOTR International was established in 1996 in Charlotte, N.C., by Molly Barker. What started with 13 girls, grades 3-8, in one school has grown to more than 200 councils in all 50 states and the District of Columbia. With

the help of almost 100,000 volunteers, GOTR served nearly 180,000 girls in 2015. GOTR continues to grow and currently hosts more than 350 end-of-season 5K events across the United States, making this event the largest in the country.

This year they celebrated their 10-year anniversary. GOTR Lehigh Valley partnered with St. Luke's University Health Network and DeSales University for the 5K event. This event provides girls with the opportunity to participate in an after-school, running-based curriculum. It also focuses on the participant's self-esteem, anti-bullying initiatives, and embracing talents and abilities.

For more information on becoming a community partner with the DeSales University Business Division, please contact Dr. McGorry at sue.mcgorry@desales.edu.



The inaugural Girls on the Run Lehigh Valley 5K at DeSales was a great success, thanks to the many student volunteers—including students from the Division of Business—who helped to organize the event.

BUSINESS MATTERS

Editor

Valerie Wolfenden

Design

Laura Zielinski
Laura Zielinski Designs

Contributing Writers

Alex Bondi '18
Dr. Lauren Brown
Taylor Bryan '18
Adam Donovan '18
Janelle Hill
Dr. Tahereh Alavi Hojjat
Dr. Sue McGorry
Sean Palen '17
Lauren Trumbull '18
Vanessa Williams

Division Head

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



DESALÉS 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.



Division of Business
2755 Station Avenue
Center Valley, PA 18034-9568

Address Service Requested



MBA graduates at the 2018 January commencement exercises at DeSales University.