

# Suffolk Business

THE MAGAZINE FOR THE ALUMNI & FRIENDS OF THE SAWYER BUSINESS SCHOOL  
WINTER 2010

SETTING  
UP  
COMMUNITY

## Roots



Suffolk's Center for Public Management  
Collaborates in Building a Better  
Public Service Sector

**Service Learning** | **Giving Back to the Community** | **Public Policy**

GLOBAL BUSINESS EDUCATION IN BOSTON | [www.suffolk.edu/business](http://www.suffolk.edu/business)

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Please send submissions, questions and comments to: [suffolkbusiness@suffolk.edu](mailto:suffolkbusiness@suffolk.edu). Visit us on the web at [www.suffolk.edu/business/alumni](http://www.suffolk.edu/business/alumni)

**FSC FPO**



## Doing Well by Doing Good

**IN THIS ISSUE OF SUFFOLK BUSINESS** we focus on the importance of community service. Giving back to the community is incredibly important in our professional or personal lives. Many of alumni of the Sawyer Business School are working in the nonprofit, government or healthcare industries and many of our students are considering nonprofit careers upon graduation.

Our cover story on page 19 features our Center for Public Management. Since its inception over thirty years ago, the Center for Public Management, led by Sandy Matava MPA '81, has grown to become a leader in community service through the many educational, research and evaluation programs it offers.

Our first feature article focuses on faculty and alumni who are "doing well by doing good" in the community. Whether it they are involved in political campaigns, non-profit organizations or the Suffolk Alumni Association, these alumni and faculty demonstrate the importance of community involvement.

Our second feature focuses on the research of Assistant Professor of Public Management, Brenda Bond. Brenda has been working with many police departments to research community satisfaction. She is also one of the co-authors of the broken window theory, which has recently received much national media attention.

Our third feature is a lively discussion with Professor of Management and Entrepreneurship, Colette Dumas around her research on service learning.

Finally, at the Sawyer Business School, our undergraduate students are actively involved in service-learning projects this last feature article describes the required MGT 200: Leadership and Social Responsibility course.

Best regards,

**William J. O'Neill, Jr., Dean**

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### Lifecycle Environmental Impact of 1 issue

**Wood Use** - 7 tons less

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# WINTER.2010

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**P. 18:** Center for Public Management's annual graduate ceremony for Massachusetts League of Community Human Service Providers.

**Right:** Omar Vikin, EMBA '08 reads from his book.

**Far Right:** (left to right) Lu Ann Reeb, EMBA '08, Omar Vikin and Dawn Brucale, EMBA '08.



## Book Bondings

Three Suffolk Executive MBA grads team up to publish a passion project

**THE EMAIL WAS TIME-STAMPED** 8pm, but Omar Vikin didn't read it until a few hours later, when he was already in bed. When he finally did get it, he sprang up, and immediately called his Executive MBA classmate Dawn Brucale and forwarded her the message. "Can you believe it? Can you believe it?"

The print-on-demand publisher LuLu that hosted Vikin's children's book, "You're Too Young... Maybe Next Year," had sold so many copies of the title that it was getting promoted to an Amazon listing. For Omar, it was akin to a call up to the major leagues. "I could see through the phone how excited he was," says Brucale. "He was being very quiet, trying not to disturb anyone, but you know he just wanted to jump and down and scream."

The book is a coming-of-age tale that began as a campfire story Omar would tell his son's Cub Scout troop. "I found myself having to explain to the boys that they couldn't do what the older boys were doing until next year," says Vikin, team leader, New Ventures Group, Sigma Aldrich. The book chronicles the life of a young Native American boy who "learns quickly that growing up takes patience," and uses those lessons to save his village.

When he started telling classmates Brucale and Lu Ann Reeb about the story, the process of turning the story into a book quickly evolved into a combined effort. "It really did turn into another group project for us," says Brucale. "It was a natural thing for us to say, 'Well of course we'll help you' and apply our own expertise."

Brucale owns the Indigo Group, a design firm that has produced children's books for the likes of Disney. Reeb brought her more than 20 years of media experience—including 10 years as president of the online marketing group Skyways Communications—to develop a plan to generate viral buzz for the book.

The collaborative bond the trio formed at Suffolk made the process a great deal easier. "The relationships that we develop through the program allowed us to be somewhat freer in making some decisions, because we know that we'll have great support," Brucale says. Vikin could have done the book much differently, he says, using an illustrator provided by his printer rather than the artist that Brucale hooked him up with. But working with unfamiliar people, Vikin figures no one would have been able to tell him when one of his ideas was off-the-mark. "But with Lu Ann and Dawn, we can talk to each other pretty frankly. And

**"It was just a few years ago that we didn't know each other existed."**

in a collaborative project, you have to have that trust." The bond has become a true friendship, says Brucale. "It was just a few years ago that we didn't know each other existed," she says. "And to be able to put your faith and the future of your dream and product in someone else's hands and know that they are going to be there

for you and support you is fabulous. And we do this unconditionally because we want to see Omar succeed."

Feedback from online comments and personal compliments so far has been great, says Vikin. And most importantly, his son is happy, too. "We were at the dinner table one night, and he said 'Dad, I'm really proud of you,'" Vikin recalls. "To have that moment with your boy—that was pretty cool."

With a young daughter at home as well, Vikin feels an obligation to tell her story too, and has begun reading drafts. There may even be a follow-up for the boy's story. "It may turn into a series," he says. Which would mean, of course, getting the old Executive MBA gang back together. "We would all just naturally fall back into place," says Brucale.

# A Big Sweet Tooth

Candy.com—The world's largest corner candy shop

**ON JULY 20, 2009**, cousins Greg Balestrieri, BSBA '09 and Joe Melville, BSBA '09 officially launched candy.com just one month after their \$3 million purchase of the candy.com web domain.

The new online site will be the go-to destination for everything candy - selling more than 6,000 different candy items from 500-plus manufacturers, offering product reviews, blogs, customer giveaways and a special section for children.

Balestrieri and Melville represent the third generation of the family-owned Melville Candy Company based in Weymouth, Massachusetts. "This is a new business with the same passion and some of the same family," Balestrieri said.

Candy.com was conceived two years ago when the cousins saw the growth of Melville Candy's online store grow by 371 percent. They knew then that it was time to take a greater stake in the nearly \$30 billion retail candy industry and purchase the domain name Candy.com.

The \$3 million purchase price of the prime online real estate was the second-highest domain sale of the year behind the \$5.1 million paid for toys dot com by Toys "R" Us Inc. Balestrieri says, "We're willing to make this large investment to reach the largest number of consumers and we're going to look back and say that \$3 million was a bargain for candy.com."

According to Melville, Candy.com gets more than 1,000 hits a day without any marketing or content on the site. The cousins, both graduates of Suffolk's undergraduate entrepreneurship program, estimate numbers will climb to 2,500 unique hits a day in the early months, and to over 10,000 within six months. "We're confident we've made a wise business investment with candy.com. We've also been fortunate to have been able to tap into Suffolk's "entrepreneurial talent" to give our business a strong start. Five of our first employees are Suffolk grads, said Balestrieri.



Photo by David Garcia

Candy.com's incredible variety of candy selections will come from all over the United States and the world. Candy products from smaller manufacturers, memorable retro-candy adults enjoyed in their childhood, gluten-free candy, kosher candy and even healthy candy will all be found at candy.com.

Candy.com offers fine quality at competitive prices for businesses, gift shops, event

planners and even brides and grooms, or new parents wanting to add a sweet touch to a special celebration. Candy gift selections like the popular Chocoholics Emergency Kit Candy Bouquet, a great treat for any occasion, will be available for quick delivery at an affordable price.

Unique gifts can also be searched and selected by occasion, favorite color, flavor, candy type and brand including: Hershey, M&M, Jelly Belly, Tootsie, Wonka, PEZ, Necco, Nestles, Jolly Rancher, Clark, Pop Rock, Lindt, Harry and David, Melville Candy and more.

According to CEO Greg Balestrieri. "We're going to revolutionize the candy industry by creating a fun and exciting candy community for children of all ages. The corner candy store is back!"

Candy.com is located in Weymouth, Massachusetts and ships anywhere in the U.S. via UPS. For more information go to [www.candy.com](http://www.candy.com).



## The Second Annual Knowledge Globalization Conference

Global Sustainability and Corporate Social Responsibility

**THE THEME OF** the Knowledge Globalization Institute's 2009 Knowledge Globalization Conference was global sustainability and corporate social responsibility. Highlighting the conference was keynote speaker Steve Bratt, CEO of the World Wide Web Foundation, who gave a talk titled "The Empowering Web." Featured guest speakers included Suffolk finance professor Shahriar Khaksari and economics professor Jonathan Haughton on crises and opportunities in the global economy as well as Richard W. Pearl, vice president of community affairs at State Street Corporation, on corporate social responsibility

The conference drew more than a hundred participants from many different countries and diverse disciplines, including academics, students, and business and nonprofit leaders.

The Knowledge Globalization Conference is about the sharing and transfer of knowledge globally to advance people economically and socially and to create a better world.

The Third Annual Knowledge Globalization Conference will be held in November 2010. For more information, visit the Knowledge Globalization Conference website at <http://www.kglobal.org>.

# Harnessing The Imagination

Annual New Product Innovation Competition: Turning ideas into reality

**IT SEEMS LIKE THE WORD INNOVATION** is everywhere these days: the auto industry needs to embrace innovation to become profitable again; we should all adopt green lifestyle innovations to help save the environment; innovative technology now enables medical procedures we never thought possible. And it seems that every G20 nation has “the most innovative people in the world.” So what does all of this talk about innovation really mean?

Well, it depends. If you ask Sushil Bhatia, executive-in-residence at the Business School, it means harnessing one’s imagination to create something uniquely functional. That was the big idea behind Bhatia’s New Product Innovation Competition and it’s been a huge success. One might even call it innovative.

Now in its fourth year, Bhatia’s competition is thriving and has become one of the most anticipated events at Suffolk. To accommodate growing interest the competition is now open to all undergraduates and graduate students and alumni of Suffolk. “This is very exciting to alumni,” says Bhatia, “it’s a chance to bring their ideas to execution and it’s great publicity for their company.”

For the inaugural competition in 2006 there were just five judges critiquing only 25 entries.

By 2008, there were 25 judges from around the world, evaluating over 240 entries. The remarkable growth—225% in four years—is testament to Bhatia’s success with recruiting alumni. Through sponsorships, mentoring, judging or as competitors, Bhatia has created various channels for alumni to get involved. And as the only competition around that focuses solely on product innovation, Bhatia recognizes that what it means for the school, and especially for the students, “continued participation after graduation is what has helped build awareness and popularity thus far, and is so vital for years to come,” he says.

**“I developed a network beyond the College that I would not have met.”**

For Richard Lena, BA ’91, entering the 2007 competition was a great way to reconnect with Suffolk. “I got the chance to develop a network with students and alumni beyond the College that I otherwise would never have met.” As an entrepreneur he valued the chance to tap into a deep knowledge base and to test his concept with people who know what it takes to develop a viable product. With his 2nd place finish came renewed confidence and valuable business connections that Lena needs to bring his K-8 literacy program – one with an innovative twist, of course - to fruition. His company, Brattle Publishing Group, is working closely with a major university, fine-tuning his program and looking forward to bringing it to the marketplace.

Lena plans to continue his involvement as a judge. “I really appreciate the opportunity to mix with a whole new generation of students and participants. Their thought process is so different than mine and, as an entrepreneur, it’s fascinating and so valuable to see them in action.”

**Right:** Competition judges and Corporate Sponsors: Dennis Walczewski, BS ’70 and John N. Driscoll, BS ’65, DCS ’93

**Far Right:** Katerina Papp, MBA ’96 and Dimitry Andreyev, competition judges





Bhatia hopes alumni involvement will serve as inspiration, too and points to David Harstein BSBA '85, MBA '86 and founder of Kabloom as an example. Two years after graduating from Suffolk, Hartstein opened the flower delivery company with a clever name. His innovative approach to special occasions—offering flowers via phone, Internet or brick-and-mortar retail throughout the metropolitan Boston area—became an overnight success. KaBloom now has over 40 retail locations nationwide. Hartstein is a Silver Sponsor of the competition.

“Hartstein’s idea was successful because it was both innovative and marketable. He recognized a consumer need and filled it,” comments James Hunt, MBA’06, a digital strategist and former Dell marketing executive who will judge the competition for the first time. “I wish I had had Hartstein’s idea,” he laments with a laugh. “But if you ask me, the real benefit of the Competition is that it displays so many of these great ideas. You get to see the true depth of ingenuity that Suffolk has to offer.”

Over the past four years, there have been numerous products with excellent potential. Last year’s winner, for example, developed the ‘Time to Toss’ label, which provides a color indicator on prescription bottles, alerting consumers that their medication has expired by turning red. Exposing these great ideas is precisely what Bhatia is hoping Suffolk’s students and alumni will be able to do with the competition. And Bhatia provides more than just exposure; in past years he’s connected participants with free outside consulting and helped others to secure financing. “As of yet, we’ve not taken any of the entries to market, but I know we will.”

To become a sponsor, mentor or judge or to submit your own entry visit: [www.suffolk.edu/newproduct](http://www.suffolk.edu/newproduct).

## JUST THE FACTS

There are 23,000 Sawyer Business School alumni worldwide. Connect to the Suffolk worldwide community at: [www.suffolk.edu/alumni](http://www.suffolk.edu/alumni)

### ENROLLMENT TRENDS FALL 2008

Undergraduate	2,219
Graduate	1,311

### UNDERGRADUATE MAJOR BREAKDOWN

Accounting	264
Entrepreneurship	149
Finance	245
Global Business	200
Information Systems	27
Management	377
Marketing	344
Public Administration	11

### PERCENTAGE OF INTERNATIONAL STUDENTS

Undergraduate	17%
Graduate	15%

### COUNTRIES SENDING HIGHEST AMOUNT OF STUDENTS

China	United Arab Emirates
India	Japan
Saudi Arabia	Venezuela
Taiwan	Vietnam

### HIGHEST OUT OF STATE STUDENTS

Connecticut	New Jersey
Maine	California
New Hampshire	Florida
New York	Illinois
Rhode Island	

### NEW FRESHMAN PROFILE 2008

Female	59%
Male	40%
International	8%

### RESIDENCE

% from Massachusetts	56%
% from out of state	34%

### FINANCIAL AID

% receiving financial aid	73.6%
total aid awarded	\$29,710,449
average package	\$25,679
% receiving financial aid	56.1%

Rich Gotham, president of the Boston  
Celtics, addresses students and alumni



## Celtic Pride

Business Students Put Theory into Practice with Suffolk-Boston Celtics Partnership

**FOR THE BUSINESS STUDENTS** enrolled in the new Sports Marketing and the Business of Sports courses, the initial task was to avoid distraction when they entered the TD Boston Garden

Distraction by the smoky black-and-white photos, culled from Boston Celtics history, that lined the hallway walls and filled the Red Auerbach Room, a small museum with a long boardroom table and ample collection of memorabilia. Distraction by the wooden parquet floor—a replica of the real thing at TD Garden—that led them into the reception area. Distraction, too, by the championship rings, especially by those colossal rings with the big Banner 17 inscription that commemorates the franchise's NBA-leading 17th title.

Assistant Professor of Marketing, Catherine McCabe brought her sports marketing students to the offices of the Celtics—the first of eight such visits, four per semester, last year—for the start of a yearlong look at the then-defending NBA champions.

Everyone, it seemed, sported a team ring, from co-owner Wyc Grousbeck, who rode up in the elevator with the class and sat in on their first session, to the featured speakers—people like Ted Dalton, the head of corporate partnerships and business development, and Michael Zarren, the assistant executive direc-

tor of basketball operations. These discussions spanned every aspect of the operation. The speakers good-naturedly allowed students to take pictures of their rings, and then the real purpose of this partnership between the Celtics and Suffolk commenced—a link that extends well beyond Suffolk's nightly T-shirt giveaway at Celtics games.

The nine-credit program, featuring such courses as Sports Marketing, The Business of Sports, and Building Stakeholder Relationships in Sports, opened last fall with a 45-student wait list. And there were 20 students on the wait list for this fall, as McCabe continues to take advantage of close access to a legendary franchise recently voted the year's most successful organization in professional sports by the *Sports Business Journal*. As McCabe expands the marketing department's sports curriculum—the goal is to establish a minor in sports marketing

by next year—students' eyes have been opened to an expanding field.

McCabe, who joined the marketing department staff in 2001 with the hope of developing this curriculum, believes the timing is perfect—and the opportunity rare—to put an organization like the Celtics under the academic micro-

**“I would love to have a sports marketing major; particularly in Boston there would be a demand for it.”**

scope. If, as she tells her students, the majority of all corporate sponsorships in this country are sports-based, then it only makes sense that a sports marketing background will become a valuable asset in this changing economy.

McCabe would love the result to be a sports marketing major at Suffolk, although that mission has only begun.

“I would love to have a sports marketing major; particularly in Boston there would be a demand for it,” she says. “No other school in the area is doing this—a dedicated sports marketing curriculum.”





**Left to right:**  
Christine Adams, president, professional marketing club, Gotham, and Professor Catherine McCabe

“So in the long term I would love to see that happen,” says McCabe. “But for now what we’re doing is meeting student demand. It provides a benefit not just for the Celtics as a potential employer, but students are better prepared. Even if they don’t go into the sports industry, they understand the influence of sports on business.

“Even if someone ends up working at John Hancock, they’re going to be in a better position to say, ‘You know what? I know how this stuff works.’ It puts them in a competitive position for employment if they know how this stuff fits in business. The last numbers I checked, taking all sectors into consideration, sports was the number one revenue-generating industry in the United States. Think about it—media, the apparel and footwear business—it touches on so many different sectors. The sponsorship aspect, the legal

aspect, the agencies.”

The partnership was conceived by John A. Nucci, Suffolk’s vice president of external affairs, and William J. O’Neill Jr., dean of the Sawyer Business School. Nucci, a former Boston City Councilor, school committee member, and longtime Celtics season ticket holder, considered the link between Suffolk and the Celtics a natural for two downtown institutions that are essentially neighbors.

Nucci developed a deep appreciation for the way the Celtics conducted business. “There are two phases of Celtics tradition—the Red Auerbach era, where the team was run very informally, like family,” says Nucci. “And the current ownership group, which has instilled state-of-the-art business practices.

O’Neill has a much bigger picture in mind, though. With the Celtics as a business model, the dean hopes to include accounting, finance, and information technology majors—as well as marketing students—in the program’s emergence. Like McCabe, he hopes to create a new major but with an expanded scope—a degree in sports business.

“It’s heading that way, absolutely,” says O’Neill, the onetime head of marketing at Polaroid who has forged sponsorship links with everyone from NASCAR driver Janet Guthrie to The Jimmy Fund and professional bass

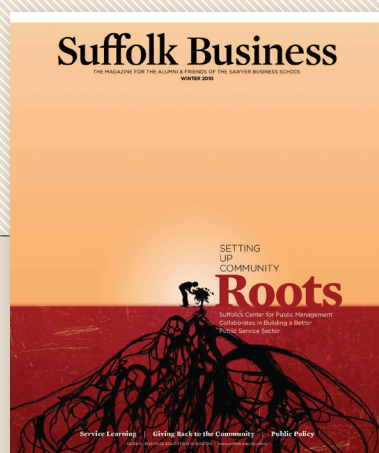
fishing organizations. “We want to expand this beyond marketing. I came to Suffolk in 2001 and so did McCabe, and we wanted to see how far we could push this.”

Little wonder that the C. Walsh Theater was filled on April 9 when Celtics president Rich Gotham gave a talk on the business of basketball. A business—as McCabe’s students have discovered—far more complex than selling tickets and recruiting sponsors.

“We’re a basketball team and an integrated marketing company,” said Gotham. “Sports provides a strong connection to consumers that would otherwise be hard to come by. And in Boston sports is such a big part of the culture. The business has become so sophisticated in the ways it reaches consumers.

“I definitely think that if you’re a Boston school with a sports marketing program that has that focus, you have a better chance to build ties with a team through internships,” he said. “You’re definitely giving students a leg up in that way. The sports marketing industry has clearly evolved, and the kids who get those entry-level jobs are the ones with experience in that field.”

For a student like Ashley Wong, a marketing major who originates from Colorado and hopes to land a job in sports marketing when she graduates from Suffolk the experience with the Boston Celtics was incredible. “To be able to visit the corporate offices and to hear and see how they apply the things we learned about in class was a tremendous benefit to my learning experience. My learning continues this semester in the Stakeholder Relations and Sports Marketing course where we are working on a consulting project for the Celtics.”



## Stay Connected to the Sawyer Business School Alumni Network

### Send Us Your:

News, Promotions, Marriages, Births and Announcements

**Send your news and updates to:** Eliza Parrish, Director of Alumni Relations, [eparrish@suffolk.edu](mailto:eparrish@suffolk.edu)



**From the left:** Senator Ben Downing; Richard H. Gregg, Operating Director, Healthcare Administration Programs; Jeff Seyler, CEO of The American Lung Association of New England; Scott Keays, Manager, Public Policy, The American Lung Association of New England; and Rep. Steve Canessa.

## An Idle Ride

Suffolk professor and alumni work together to create idle-free schools

**“IT SEEMED LIKE A NO-BRAINER”** in 2001 when Professor Richard Gregg noticed how much nasty exhaust was generated by idling engines of school buses and parents’ cars idling outside schools despite a five-minute limit under state law.

But a whole lot of stubborn defensiveness – and years of effort – stood between that realization and the recent passage of the first state law in New England to bar all idling engines outside schools.

Some people told Gregg point blank “we don’t share your interest in clean air,” but Gregg persisted in the quest and with the help his former student, Rep. Stephen R. Canessa, MBA ‘04 (D-New Bedford), and Sen. Benjamin Downing (D-Pittsfield), and the American Lung Association; the Legislature passed the bill unanimously.

“Rick is an example of how someone who is truly passionate about an issue can make a difference,” said Edward F. Miller, senior vice president of the American Lung Association of New England. The association awarded Gregg, Canessa and Downing its first annual Healthy Air Award.

It is now the law that drivers must turn off vehicles as soon as they park on school grounds. It promises to spare the lungs of more than 750,000 Massachusetts children who ride about 9,000 school buses and save 1.3 million gallons of gas consumed annually by idling vehicles in school areas.

The state Department of Environmental Protection is finalizing regulations to enact the law, but Gregg does not expect many violators to get \$100 tickets for the first offense and \$500 fines for subsequent infractions.

“We don’t think there will be a lot of citations written; this is really about raising awareness,” said Gregg, the operating director of Healthcare Programs and instructor of Healthcare Administration.

History backs up his prediction: The 1972 state law that barred vehicle idling over five minutes is virtually unknown. And it was not until 2007 that the bill was introduced on Beacon Hill even after a

**“We don’t think there will be a lot of citations written; this is really about raising awareness.”**

2005 carbon monoxide ingestion in Chelmsford sent eight teachers and students to the hospital due to idling vehicles outside the McCarthy Middle School.

But it was a worthwhile journey, according to Rep. Canessa, Gregg’s former leadership and decision-making student who heeded his counsel in 2004 in a successful bid against an incumbent.

“This is one important way we can improve our environment,” said Canessa, now in his third term after first winning at age 23. “Individually it may appear to be minimal but collectively it can be quite substantial.”

Passing the bill was a challenge, Canessa said, but he modeled Gregg’s determination.

For Gregg’s part he knows that following an idea hatched in the parking lot of an elementary school all the way to Beacon Hill can be inspiring to Suffolk students.

Gregg said, “Now the students can see: You don’t have to despair you can actually do something.”

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Share in Suffolk's strength by registering for your free account today via the Alumni Association website: [www.suffolk.edu/alumni](http://www.suffolk.edu/alumni)

# Off and Running

Internship Program Sets the Pace in Inaugural Year

**ONE YEAR AFTER LAUNCHING** the Office of Student Internship Programs at the Sawyer Business School, Director John McCoy, MPA/JD '98, has every reason to be proud: "It's been a phenomenal year," says McCoy. "Despite the tough economy, we've been able to place more than a hundred students in both paid and unpaid internships and have built valuable relationships that will open many more doors once the economy strengthens." These companies include Allen & Gerritsen, Pepsico, Dunkin' Brands, Brown Brothers Harriman, State Street Corporation, and Hill Holliday, and many other top firms who host students from a variety of backgrounds and majors from within the Business School. There will be no resting on his laurels, however, as McCoy is focused on capitalizing on this momentum, with the ultimate goal of creating internship opportunities for every junior or senior in the Business School.

## Responding to a Changing Playing Field

McCoy is passionate about the internship experience and the value that it provides for both students and host organizations, especially in this economic climate. "The playing field has changed for students," says McCoy. "Our graduates are competing for jobs against other graduates as well as professionals with years of experience who have been downsized. Having an internship is no longer an option—it's mandatory." This message resonates with Daniela Litvin, an accounting student interning at State Street Corporation in the Enterprise Risk Management division. "My internship helps close the gap between academics and real-world experience and makes me much more valuable to a future company," says Litvin. "I've gained skills and confidence as well as formed great professional relationships and a strong network." Underscoring the advantages an internship provides for both students and sponsors, Litvin has received stellar feedback from her supervisor and is expecting an offer for a full-time position at State Street in the fall.

## Alumni Partnerships Are Key

McCoy enthusiastically approves of Litvin's focus on building her network, crediting the Business School alumni network with much of his success. "I absolutely could not have done this

without alumni support," declares McCoy. "Ninety percent of our placement referrals came from alumni." Nick Chamallas, MBA'08 and market development manager for Pepsico, is one such alumnus. When Nick received a letter from Dean William J. O'Neill, Jr. asking alumni to consider sponsoring interns, the timing was perfect. Pepsico had been seeking a partner school in the Boston area, and McCoy sealed the deal in short order. "John made the process and the decision to work with Suffolk incredibly easy," says Chamallas. "He gave us outstanding candidates, provided us interview space, and showcased Suffolk in such an impressive way. This was a win-win for everyone: Pepsico is able to develop future talent who we hope will consider a career with us, and, with our intern making an immediate impact, we gain incredible value



today. Personally I've benefitted as well, as this entire process reflected so highly upon my alma mater and really showcased the talent at Suffolk. I am very proud to have made this connection between Suffolk and Pepsico."

John McCoy also mentions that Andrew Graff, MBA '93, CEO of Allen & Gerritsen, has been very helpful in placing Suffolk interns. Andrew spoke at Suffolk on internships in September. The event was sponsored by the Ad Club.

### From Boston to Buenos Aires

While McCoy focuses on undergraduate internships, the Global MBA and healthcare programs have had an exciting year as well, with students securing dozens of internships around the world. As Assistant Dean Lillian Hallberg, director of MBA programs, explains, "Our students are really consultants rather than traditional interns. Students are immersed for three months in the day-to-day business, but

**"We don't think there will be a lot of citations written; this is really about raising awareness."**

what really sets them apart is their completion of a project that has a significant impact upon the organization. We're the only school in the country doing this; it offers extraordinary opportunities for students and incredible value for host companies as well." Echoing

McCoy's praise of alumni support, Hallberg credits a huge Business School alumni network on LinkedIn, a professional networking site, with helping secure many of the internships around the world, including multinational corporations in Argentina, Australia, Greece, India, Spain, and Turkey as well as the Boston area. Closer to home, Director of Healthcare programs Rick Gregg has placed ten healthcare students in top Boston-area organizations, including Massachusetts General Hospital, Beth Israel Deaconess Medical Center, and Caritas Norwood Hospital. Alumni have been instrumental in Gregg's placements as well, sponsoring students in several locations and, as Gregg states, "seizing the opportunity to add value to their companies while also giving back to the healthcare program and the University."

### It's a Marathon, Not a Sprint

While very happy with the internship program's initial success, McCoy declares that, in terms of continued development, "It's a marathon, not a sprint" and remains focused on creating more and better alumni partnerships and opportunities for students and host companies. Students considering internships and their future careers will be glad to note that McCoy sees opportunities even in tough times; for those who take advantage of his opportunities, an internship might just make all the difference.

To learn more about providing an internship to undergraduate and graduate students of the Sawyer Business School, contact John McCoy at 617.851.7547 or jmccoy@suffolk.edu

## GLOBAL RANKINGS

Financial Times Ranks Executive MBA Program in Top 95 Worldwide

**THE SAWYER BUSINESS SCHOOL'S** Executive MBA program has been listed in the *Financial Times* 2009 EMBA rankings as one of the top 95 EMBA programs worldwide.

"Making the *Financial Times* list is a well-deserved recognition for the students, faculty, administrators, and alumni of the oldest Executive MBA program in New England," said Professor Michael Barretti, director of the Institute of Executive Education and academic director of the Executive MBA program. "Everybody has worked very hard to get the program to this level of distinction."

The *Financial Times*, an international business newspaper based in London, uses extensive alumni surveys in preparing its rankings. This year's list was based on interviews with the Class of 2006, evaluating how completion of the Executive MBA program impacted graduates' career progress, salary growth, and realization of personal and professional goals.

The rankings also reflect faculty scholarship, professional qualifications, and international experience; the EMBA curriculum; program management; and University oversight.

"That so many alumni responded so positively to the survey shows that they want to continue to be involved with Suffolk University as emerging business leaders," said Kristin Polito, Executive MBA program director. "The professional businessmen and women who choose this program – and they do not choose lightly – are prepared to lead despite any hurdles that may confront them. They come away with a strong sense of the many tools they can use to transform obstacles into opportunities."

"This is an academically rigorous program that demands a significant work-life balance for 21 months," said Barretti. "However, if you were to ask any of our alumni – which, by the way, includes me – I think they will tell you it was very much worth it."

### Suffolk Among Top U.S. Schools in Global Management

**SUFFOLK UNIVERSITY'S SAWYER BUSINESS SCHOOL** is one of 15 graduate schools of business named to The Princeton Review's "Student Opinion Honors for Business Schools" in the category "global management."

The designation appears in the April 2009 issue of *Entrepreneur* magazine, the nation's leading publication for and about entrepreneurs, which lists the top 15 schools in alphabetical order.

"I am very pleased that our global management programs have been highly praised by our MBA students," said William J. O'Neill, Jr., dean of the Sawyer Business School. "This honor addresses our commitment to prepare successful leaders in global business management. We are honored to have these accolades from our students. It affirms the importance we place on the study of global business."

In addition to a global focus in its graduate programs – including a specialized Global MBA degree and an MBA concentration – the Sawyer Business School offers an undergraduate major and minor in global business. Because experiential learning is vital to the study of global business, the Business School regularly hosts global business leaders who speak to students about pertinent issues. The Business School also offers a worldwide series of global travel seminars. Both the international and American-born faculty bring their global research and work experiences into the classroom, enriching the students' overall exposure to issues of global business.

**Right:** Piotr Bula,  
director, Cracow  
School of Business



## Business Exchange

Faculty exchange boosts partnership with Cracow business school

**THE THREE-YEAR-OLD** partnership with the Cracow University of Economics soared to new heights in October when a group of Polish business professors attended seminars and explored possibilities of adding joint faculty research to regular student and faculty exchanges.

A contingent of 10 faculty members visited the Suffolk campus for a whirlwind week of seminars on topics ranging from mutual funds to challenges of 21st century capitalism along with informal meetings, and culminating in a banquet at the Union Club. The visit comes after two years of exchanges of executive MBA students on the Boston and Cracow campuses and extensive contacts between the business school leaders.

"I feel this cooperation is going very well," said Piotr Bula, director of the Cracow School of Business, who led a delegation of professors in marketing, finance, strategy, management, and law.

Bula praised the relationship with Suffolk above all the others his school has with three countries in the European Union, as well as with the University of California at Los Angeles and Grand Valley State University in Minnesota.

"The cooperation with Suffolk University is much tighter than the others," said Bula. "The quality is the people; it is a good relationship."

The seed of the partnership with the Cracow school, a university of 20,000 students with 2,500 at the business graduate school, was sown when International Business Professor Richard Torrissi had a Fulbright Scholarship in Poland in the 1990s. It was developed over several visits and negotiations by Michael Barretti, director of Executive Education and Life-Long Learning.

"This is a real representative of our global mission and our relationships with schools throughout the world," said Barretti. "We've established a really good personal relationship; there's trust involved."

Barretti, who also teaches marketing, said it

is particularly imperative in international business relationships not to put the cart before the horse.

"You have to have the relationship in place before the business flows. "You cannot short cut that."

Several Suffolk professors are interested in doing joint research with their Cracow counterparts, Torrissi said, along with short term faculty teaching exchanges. In particular, the American professors want to learn how Poland transitioned from a communist economy so quickly and successfully and how it has become so good at exporting to Europe and the rest of the world. Its flat geography and central location — after centuries of serving up easy and swift victories to military adversaries — is proving to be an asset in business.

"Now they are the bridge — they can look to the east for customers and to the west for suppliers," said Torrissi.

While some might expect the Poles to be eager students of American capitalism at present it is Poland that is a beacon with an enviable track record of emerging from communism with a bustling market economy.

"Now you have the crisis, but Poland doesn't have the crisis," said Bula. "Maybe the U.S. can learn something from Poland."

Poland has bragging rights: In 2008 its economy was the fastest growing of 27 EU countries.

The Cracow professors feel comfortable sharing their knowledge with their Boston counterparts in part because the Hub looks similar to their ancient former capital chock full of architectural marvels.

"Here I feel almost like at home," said Kazimerz Lankosz, a law professor from Jagiellonian University. On a previous U.S. trip, he said he traveled by bus looking for the heart of America. "I didn't find it in Texas, in California or the Midwest, but it is in Boston and New England for me."

The discussions he has had at Suffolk on protection of property, protection of cultural heritage and the variations in laws among U.S. states have been revealing, he said, for business must operate within local legal contexts.

As for the partnership, said Lankosz, who stayed on an extra week to lecture, "I see it as a good beginning. Both sides have something to bring to the cooperation."

Piotr Markiewicz, a professor of strategic management, also saw the visit as key to the future and joint research.

"The possibility of exchanging professors and publishing research is very important," he said, but limited. "Not everyone can come, but when we publish the papers everyone can hear and read."

## Student Entrepreneur Meets President Obama

**SAWYER BUSINESS SCHOOL** student and entrepreneur Scott Paiva was thrilled to meet President Barack Obama at the White House after finishing among the top contenders in the National Youth Entrepreneurship Challenge.

“It was phenomenal, a once-in-a-lifetime experience,” said Paiva, 18, a freshman finance major. “Once I heard his voice, I knew this was all real.”

“We got to shake hands with the president and talk with him for a few minutes,” said Paiva. “He knew all of our names and the businesses that we developed. You could tell that he had read up on us.”

Obama took time to joke with his visitors. “He told me that he’s going to have me do his Cabinet’s taxes,” said Paiva.

Paiva’s meeting with the president came as a result of his third-place finish in the Challenge, sponsored by OppenheimerFunds and the nonprofit Network for Teaching Entrepreneurship.

Paiva’s winning entry was the development of “Express Tax Service,” a tax preparation service geared to young people. He received a prize of \$2,500 as the third-place winner in the final round of the national competition, held October 7 in New York City.

The contestants were judged on their business plans and presentations by a panel of well-known leaders in the business world.

Paiva, who is certified to prepare taxes, was a big hit when it really counted. His business plan consisted of an 8½-minute presentation that was, according to the judges, “more realistic and viable” compared to most of the other competitors. During the question and answer period, the judges complimented Paiva for his confidence, focus and professional style.

“The competition started out with 28,000 competitors nationwide, so I felt good making it as far as I did,” said Paiva, a finance major, whose sisters – Joyce (BSBA ’05) and Holly-Ann (BSBA ’07) are Suffolk grads. “It was a nerve-wracking experience from the beginning until the end, and I was shocked when they told me that I was one of the top winners.”



President Obama  
with Scott Paiva



## Professor Gail Sergenian Honored

Educational Institution Partner Award



**ASSOCIATE PROFESSOR** of Accounting Gail Sergenian received the Educational Institution Partner Award from the Boston Metropolitan Professional Chapter of the National Association of Black Accountants (NABA) in recognition of her work as faculty adviser for the Boston Metropolitan Student Chapter. Presenting the award is Francois J. Assad, NABA professional member and awards reception committee member. “I consider NABA to be the premier mentoring organization for people of color, from school throughout one’s career. It is open to all business majors, whatever one’s cultural background,” said Sergenian.

“Suffolk has had a huge presence in NABA for many years. We were the first University in the greater metropolitan Boston area to become an Educational Institution Partner by initiating a renewable NABA scholarship for an incoming student of color. In addition, we hosted the Annual Business Minority Conference and Case Competition for the last two years. Our students become very active members of the professional chapter upon graduation. Every year they have divided Case Competition teams by school, Suffolk student teams have come in first, this last year being no exception,” she added **SB**

# New Faculty Appointments



**KATE JIAYI LI**  
*ASSISTANT PROFESSOR*

Kate joins Suffolk as an assistant professor in the information systems and operations management department. She holds a PhD in Business Administration & Operations Research from Pennsylvania State University with research interests in supply chain management, pricing, technology innovation, and forecasting. Kate also holds an MS in Environmental Economics from Pennsylvania State University and a BS in Environmental Sciences & Economics from Peking University, China.

Previously she was an intern for Cisco Systems, Inc in California as well as an intern for the Economic Research Service of the United States Department of Agriculture in Washington, DC.



**TRACEY J. RILEY**  
*ASSISTANT PROFESSOR*

Tracey J. Riley joins Suffolk as assistant professor in the accounting department. She is a PhD candidate at the University of Massachusetts Amherst in Accounting and Behavioral Psychology; and earned a Certificate of Advanced Graduate Studies in Accounting from Bryant University; and an MBA and BA from Assumption College. Recently she was a visiting instructor of Accounting at Quinnipiac University. Previously she was a graduate research and teaching assistant at the University of Massachusetts Amherst where she was awarded the Isenberg School of Management Outstanding Teaching Assistant Award. In addition, Tracey has also been an adjunct faculty in Accounting at Worcester State College.

Earlier in her career she owned a personal tax return service, and served in management at a world-wide exhibit design and production company.



**MARTIN J. SCHEDLBAUER**  
*VISITING ASSISTANT PROFESSOR*

Martin J. Schedlbauer joins Suffolk as visiting assistant professor of information systems and operations management department. He holds a ScD, MSc and BS in Computer Science from the University of Massachusetts Lowell. Martin has been an adjunct professor at the University of Massachusetts Lowell, and Northeastern University as well as instructor and consultant for Boston University.

He is managing principal at Cathris Group where he provides business and systems analysis consulting to global financial, insurance, healthcare, and pharmaceutical organizations. Prior to founding Cathris, he was Chief Technology Officer at BEA Systems, Inc (now part of Oracle), which he joined after the acquisition of Technology Resource Group, Inc., a global consulting firm that Dr. Schedlbauer founded and where he served as CEO and CTO.





**ARIEL MARKELEVICH**  
ASSOCIATE PROFESSOR

Ariel Markelevich joins Suffolk as associate professor in the accounting department. He holds a PhD in Business Administration (Concentration in Accounting) from the Graduate Center – City University of New York – Baruch College. His MS in Management (Finance and Accounting) is from Tel-Aviv University, Israel; and his BA is in Social Sciences (Management and Economics) from the Open University, Tel-Aviv, Israel.

Prior to Suffolk, Ariel was assistant professor of accounting at Long Island University. Before that he was an instructor of Managerial Accounting and later became an adjunct assistant professor of Accounting at Baruch College, City University of New York. At the Open University in Tel-Aviv, Israel he was an instructor of Macroeconomics and then became an instructor of Financial Theory.



**DEBBIE ELIZABETH DE LANGE**  
ASSISTANT PROFESSOR

Dr. de Lange joined Suffolk in January 2009 as an assistant professor of strategy and international business. Her research has focused on strategy and organizations in international settings. Her dissertation was in the context of the United Nations and examined mechanisms of power and influence in international networks.

She published several peer reviewed conference papers that have been accepted by the Academic of Management, the Academy of International Business, EGOS, the ASAC, and in CMA Management. She is the sole author of papers under review with top journals and two academic books..

## PRESENTATIONS AT CONFERENCES

**Richard Beinecke**, Associate Professor of Public Management participated in the International Initiative for Mental Health Leadership Conference in Brisbane, Australia, where his report, “Leadership Training Programs and Competencies for Mental Health, Health, Public Administration, and Business in Seven Countries” was a major topic of discussion. The report is available at [www.iimhl.com](http://www.iimhl.com).

## PROMOTIONS

Congratulations to the following faculty who have been promoted to Associate Professor with tenure:

**Giana Eckhardt**, Marketing  
**Kuo -Ting (Ken) Hung**, Information Systems and Operations Management  
**Dan Ladik**, Marketing

Congratulations to the following Associate Professors who have been awarded tenure:

**Arnold Kamis**, Information Systems and Operations Management  
**Mark Lehrer**, Strategy and International Business  
**Sheila Webber**, Management and Entrepreneurship  
**Miriam Weismann**, Business Law and Ethics

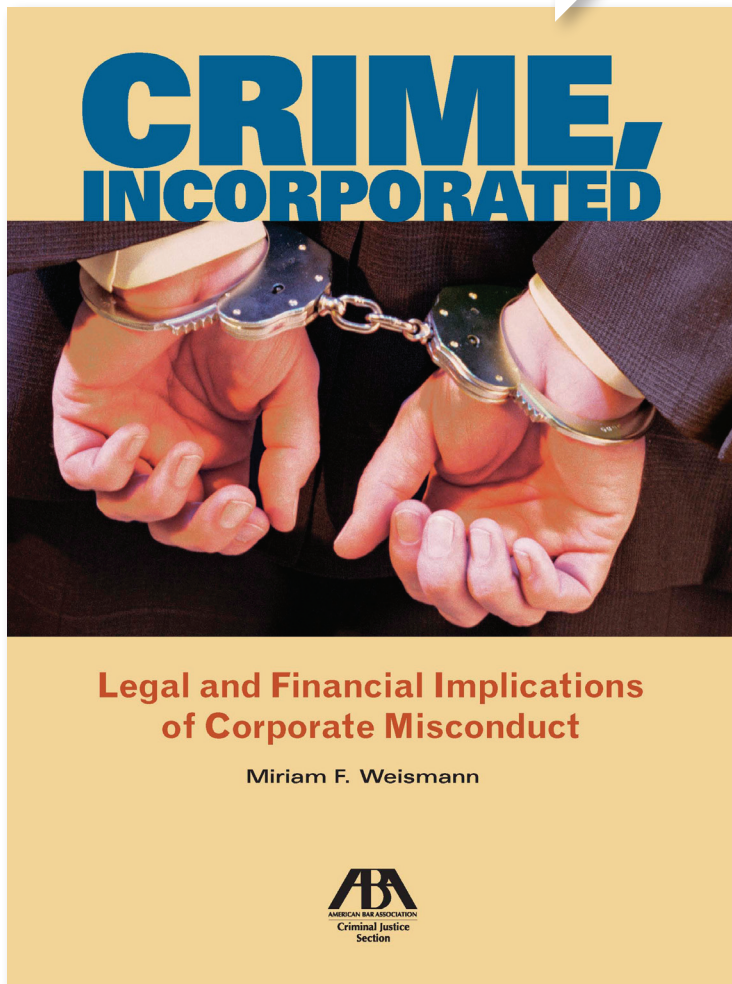
Congratulations to the newly appointed department chairs:

**Lewis Shaw**, Accounting  
**Kuo- Ting (Ken) Hung**, Information Systems  
**Douglas Snow**, Public Administration

We extend our thanks to: **Ross Feurman**, Accounting; **Beverly Kahn**, Information Systems and Operations Management and **Michael Lavin**, Public Administration for their service as department chair.

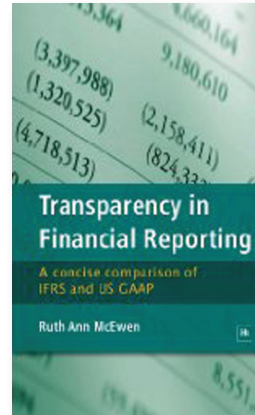
# Faculty Authors

*Crime, Incorporated: Legal and Financial Implications of Corporate Misconduct*, provides a complete re-examination of how traditional legal rules and their application given how corporate crime has changed in the last decade.



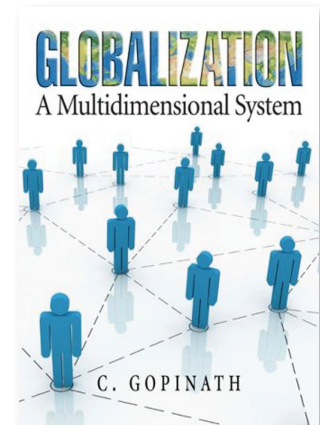
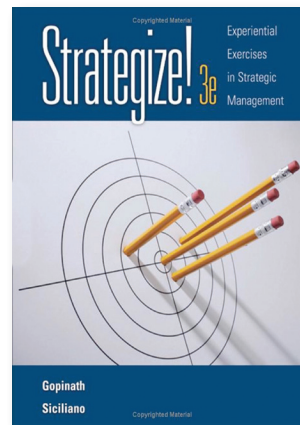
## Miriam Weissman

Associate professor of business and law, Miriam Weissman wrote, *Crime, Incorporated: Legal and Financial Implications of Corporate Misconduct*. The book provides a complete re-examination of how traditional legal rules and their application given how corporate crime has changed in the last decade.



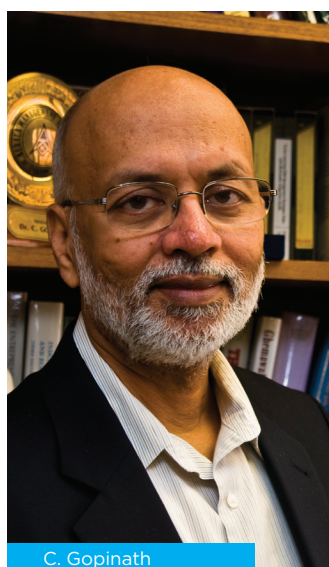
## Ruth Ann McEwen

In *Transparency in Financial Reporting*, Ruth Ann McEwen, associate dean of administration and accreditation and professor accounting presents an analysis of reporting issues affecting transparency under IFRS, compared with US GAAP, and suggests areas of concern for preparers and users of financial reports. Providing an invaluable guide for all accountancy professionals, the book also contains a technical analysis of major accounting issues raised by convergence, and indicates areas of interest during initial adoption of IFRS by US entities. This authoritative book provides all the essential information required for advanced practitioners and analysts at this critical juncture.



## C. Gopinath

C. Gopinath, Chair and associate professor of strategy and international business authored, *Globalization: A Multidimensional System*. This book introduces the multidimensional nature of globalization by examining the economic, political, social, business, and physical nature of the phenomenon and provides a framework based on the principles of systems theory for analysis for issues arising out of globalization. Gopinath is also the co-author of *Strategize! Experiential Exercises in Strategic Management*. This book provides exercises that help illustrate the application of strategic management theory. These exercises are designed on the principles of active-learning, promote critical thinking and decision making skills.



C. Gopinath



Michael Kraten



Jimmy Mistry



Georges Tsafack



Liz Wilson

## Publications

**Richard Beineicke**, Associate Professor of Public Management, wrote a chapter entitled, “Examination of Mental Health Leadership Competencies Across IIMHL Countries” that was published in the book, *Public Sector Leadership: International Challenges and Perspectives* (Edward Elgar Press). Beineicke also edited a Special Issue on Leadership in *The Innovation Journal: The Public Sector Innovation Journal*.

Assistant Professor of Public Management **Brenda Bond** wrote a chapter entitled, “Community Perceptions of Police Crime Prevention Efforts: Using Interviews in Small Areas to Evaluate Crime Reduction Strategies” in the upcoming book, *In Evaluating Crime Reduction Initiatives* Edited by Johannes Knutsson (National Police Academy, Norway) and Nick Tilley (UCL Jill Dando Institute of Crime Science) Crime Prevention Studies Vol. 24

Assistant Professor of Accounting **Jim Cataldo** and Professor of Accounting **Morris McInnes** wrote “The Accounting Identity and the Identity of Accountants”, which was given the Best Paper Award at the American Accounting Association’s 2009 Public Interest Section conference. The paper discusses the roots of current controversies over the conceptual framework of accounting, and how the debate affects our role as professionals.

Assistant Professor of Strategy and Entrepreneurship, **Michael Kraten** published “The Big Four Audit Report: Should The Public Perceive It As A Label Of Quality?” in *Accounting and the Public Interest*, an American Accounting Association section journal.

**Elizabeth Wilson**, Chair and Associate Professor of Marketing, co-authored “Anatomy of a Social Partnership: A Case Study of Stakeholder Collaboration,” for *Industrial Marketing Management*. She also co-authored, “The Impact of Providing Web-based PowerPoint Slides as Study Guides in Undergraduate Business Classes,” which appeared in *Journal of Educational Technology Systems*.

Assistant Professor of Accounting, **Jimmy Mistry’s** paper, “The Use of ERP-Based Exercises in Management Curricula,” was selected for the Outstanding Paper Award at the recent IADIS International Conference – Information Systems.

Assistant Professor of Finance, **Karen Simonyan’s** paper, “The Medium of Exchange in Acquisitions: Does the Private Information of Both Acquirer and Target Matter?” has been accepted for publication in the *Journal of Corporate Finance*.

Assistant Professor of Finance **Georges Tsafack’s** paper, “Asymmetric Dependence Implications for Extreme Risk Management”, has been accepted for publication in the *Journal of Derivatives*.

Professor of Finance **Shahriar’s Khaksari’s** paper, “Determining CEO Compensation Structure” has been accepted for publication in the *International Journal of Finance*, a well-recognized journal in finance. **SB**

**“We believe that public service is its own entity, but public service agencies need to operate as responsibly, effectively, and efficiently as for-profit businesses do.”** -Sandy Matava, MPA '80, director, Center for Public Management



SETTING  
UP  
COMMUNITY

# Roots

## Suffolk's Center for Public Management Collaborates in Building a Better Public Service Sector

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**A**bout 50 older teenagers, in attire ranging from coats and ties to jeans and baseball caps, filed into the student lounge of Suffolk's Sawyer Building early on a rainy summer morning.

The youths had come from across the Boston area for an unusual summer jobs program that the Sawyer Business School's Center for Public Management runs for the state Department of Children and Families. All of the youngsters were from troubled families, and most had been victims of abuse or neglect. At Suffolk, the young men and women were about to get a crash course in the ways of the workplace.

They would be assigned jobs with local public service or nonprofit employers and then counseled throughout the summer by Suffolk job coaches, who are graduate students in public administration.

As they settled uneasily around tables, center director Sandy Matava, MPA '80, outlined the schedule: instruction in interviewing and resume writing followed by a job fair and, shortly thereafter, job assignments. She told participants they were already on the clock, earning \$10 per hour, and that if they left early they would not be paid for time absent.

Many of the young people had never been on a college campus before, and many had never held a job. As they sat in nervous silence, Matava decided to lighten the mood by introducing another workplace custom. Pointing to a table with coffee, juice, and bagels, she told the youngsters to help themselves.

“You know how it is,” she lectured in mock seriousness. “You come in to work. Then it’s coffee break time.”

At most US business schools, a group of at-risk teens learning the fundamentals of work would not be a common sight. But at Sawyer Business School, a summer jobs program for urban youth fits right in at the Center for Public Management.

Established 36 years ago to bring the efficiencies of business to public service, the Center for Public Management has become one of the region’s leading training and research institutions for nonprofit organizations and government agencies.

Whether it is training mid-career, mid-level managers at community health centers, conducting an efficiency study for a small-town government agency, or introducing teenagers to the world of work, the Center for Public Management strives to promote growth and opportunity where they are needed.

#### THE TIMELY RETURN OF A FAMILIAR IDEA

Public service has been a hot topic at business schools lately. Wall Street’s collapse and the excesses that preceded it have caused much soul-searching at business schools, which educated so many of the leaders whose pursuit of big profits and paydays helped lead the economy into ruin. Prompted also by President Obama’s call for all Americans to perform public service, many schools have launched programs in social responsibility and ethics. Placement offices at business schools now often steer graduates toward government and nonprofit organizations.

No such reorientation has been required at Sawyer Business School, where public service has been at the top of the agenda for decades.

“This has always been a high priority within the Business School,” says Associate Professor of Public Management Michael Lavin. “When people talk about ethics, it’s nothing new with us. Certainly the idea that nonprofits, government, and business work together has always been part of our theme.”

The Business School launched its public management program in 1973 when the New England Council, a regional business organization, awarded Suffolk University a grant to help governments become more efficient.

At first, the school used the money to provide technical help for local governments and to offer seminars for public officials. Several faculty authored a book, *Your Massachusetts Government*, which became a primer for local leaders. The school also established a public management department and began offering a master’s degree and an undergraduate major in public administration.

In 1992 Sandy Matava joined the Business School’s public management faculty with a lengthy resume from state government. She had started her career as a case worker at the Massachusetts Commission for the Blind where she worked for ten years. Governor Michael Dukakis in his



first administration recruited here to serve as commissioner for the state’s Commission for the Blind.

After Dukakis lost his reelection bid in 1978, Matava left government and earned a master’s in public administration at the Business School. When Dukakis regained the governorship in 1983, he appointed Matava director of the Department of Social Services, a job she held for ten years.

“Sandy Matava was one of the best Commissioners of Social Services the Commonwealth ever had. She won national awards for the work we did in foster care, and she is a superb public manager, said Dukakis.

One of the early projects Matava helped initiate at Suffolk was a study for the Boston Public Health Commission of people living with HIV in Massachusetts. Under Matava’s direction, researchers surveyed HIV-positive individuals to identify their needs and how best to deliver



services to them. The survey has been repeated annually for over a dozen years.

As the Public Management department added more programs in both research and training, Matava and Richard McDowell, then dean of the Business School, began to explore establishing an umbrella entity for the programs.

While reviewing the school's budget, they noticed a line item for a Center for Public Management and an allocation of \$400. The long-forgotten item, inserted some two decades earlier, was exactly what Matava and McDowell were looking for.

"We found our history," Matava says. "There we were, ahead \$400, but this was an entity that already existed. We said, 'Perfect, that's who we are.'"

With a name and a structure, the center began to expand, gaining research contracts with state and local gov-

ernments as well as with nonprofits. Since then, the center has extended its reach to Washington, DC, launching an internship program for Business School graduate students in offices of the Massachusetts congressional delegation. The program is named after the late US Representative J. Joseph Moakley, a Suffolk University alumnus and a member of the Board of Trustees.

The center also looked to nurture and expand connections between government and business. With the Greater Boston Chamber of Commerce, the center launched an annual one-day conference at which future business leaders, nominated by their employers, work with top government officials to tackle a challenging public policy question. In 2008 officials from MassDevelopment, the state's chief economic development agency, discussed at length with the up-and-coming business leaders different sce-

narios for redevelopment of the former Fort Devens military base west of Boston. The center also offers a legislative staff training seminar and will host the Fifth International Conference on E-Government in the fall.

**EDUCATION FOR THE WORKPLACE:  
THE CENTER'S ON-SITE CERTIFICATE PROGRAMS**

One evening this past July, a small crowd gathered in the stately Sargent Hall Function Room. Although caps and gowns were absent, the event had all the other trappings of a commencement.

Families sat together, one member typically clutching a bouquet and another a camera. The mood was celebratory, although sprinkled with moments of solemnity. As the ceremony got underway, the proceedings were punctuated by occasional baby cries and cell phone ringtones.

In the front row sat 22 women and men beaming with pride. These about-to-be graduates were employees at community health centers across Massachusetts. They had completed a 25-week academic program run by the Center for Public Management, and they were about to receive certificates for their accomplishments.

Chosen by his classmates to speak on behalf of the students, Luke Matthew Logan, an employee of Brockton Neighborhood Health Center, started by thanking the families, the agencies, and the teachers.

"The professors brought their areas of expertise and their life experiences to the classroom," he said. "This program has had a positive effect on my life and the lives of all of my classmates. This is a tool to better our futures and our community health centers, said Luke."

Like many nonprofits, community health centers are complex organizations with multimillion-dollar budgets and large staffs. These agencies need skilled managers, and it is in the interest of the centers that employees grow and advance in their jobs.

But pay tends to be low at nonprofits, and employees who want to go back to school typically cannot afford time off or hefty tuition bills. Those who do get advanced degrees often leave their agencies afterward for a better-paying job in business.

About ten years ago, Matava and Professor Clarence Cooper, a former Massachusetts undersecretary of health and human services, were discussing this problem and lamenting the fact that a mid-career return to school had become much harder and more expensive than when they had gone back to get their advanced degrees.

Cooper and Matava hatched a plan for a graduate-level program that would be tailored for nonprofit or small government agency employees: conducted on-site, affordable, and compatible with employees' existing work schedules. It would be substantive, but not exclusive.

Thus were born the Center for Public Management's certificate programs, which consisted of intensive academic sessions that would meet on Fridays at an organization's work site and be taught by business school faculty and adjunct professors. The coursework would be rigorous, and students who completed the program would receive a certificate—not only an important award in itself

**"The professors brought their areas of expertise and their life experiences to the classroom," he said. "This program has had a positive effect on my life and the lives of all of my classmates. This is a tool to better our futures and our community health centers."**

but also the equivalent of five graduate course credits, which can be used toward a master's in public administration.

"Initially, we thought we'd try it at one or two sites and see how it worked," Cooper recalls.

Among the first to sign up were the Massachusetts League of Community Health Centers and the Massachusetts Council of Human Service Providers. Both organizations embraced the program, and both continue to use it today.

Since then, the center has educated over 700 public service managers in Massachusetts and generates \$300,000 in revenue.

"It has become a wonderful pipeline into Suffolk and a wonderful career- and esteem-building exercise for the students," says James W. Hunt Jr., president of the league and a member of the Business School faculty.

The certificate program has grown steadily, branching out to a range of agencies. "In the last year or so, we've gone into the areas of public safety, municipal government, and communications and philanthropy," says Lavin, who teaches in the program.

Among the agencies that currently host the certificate program are the Metropolitan Law Enforcement Council, the Haitian Multi-Service Center, the Cape Cod Community Media Center, Metropolitan Area Planning Council, and the town of Barnstable.

In nine years, the program has produced over 700 graduates. Although the program was not planned as recruiting tool, certificate graduates now make up between 10 and 15 percent of Suffolk's public administration graduate students.

Two of the community health center employees who received their certificates in July are going into the master's program. Holly Cavender-Wood, a speech pathologist



**From the left:**  
Clarence Cooper,  
Matava, Nicole Rivers  
and Michael Lavin





James W. Hunt, Jr.

at the Martha Eliot Health Center at Children’s Hospital Boston, and Herliva Linares, an administrator in the dental program at Lynn Community Health Center, both received \$25,000 scholarships from Suffolk and the Eunice Kennedy Shriver Center in Waltham to continue their studies at Suffolk University.

After receiving her certificate at the July ceremony, Cavender-Wood reflected on what the program has meant to her “The passion, the vision, the mission of the community health centers—it all connects at Suffolk University,” she said. “This is a huge opportunity.”

**EXPERTISE FOR ENHANCED LEADERSHIP:**

**THE CENTER’S RESEARCH AND ADVISORY SERVICES**

Like profit-making businesses, nonprofits sometimes need outside help. But hiring a pricey consulting firm is impossible for most nonprofits and smaller government agencies, especially at a time when budgets are being squeezed by the economic downturn.

The Center for Public Management fills this gap by using faculty, staff, and graduate students to deliver affordable expert advice to nonprofit agencies. For Hostelling International, the center examined the merits of building a new youth hostel in Boston. The HIV survey for the Boston Public Health Commission has been a signature research project for the center for over a decade. Other organizations that have received technical help from the center are the Boston City Council, the Massachusetts Executive Office of Public Safety, the Massachusetts Department of Social Services, and UMass Medical School.

Local governments have increasingly looked to the center for technical help. Billerica, Georgetown, Nantucket, and Marshfield are among the towns that have sought advice from the center’s experts.

“Given the economic constraints, communities are looking for innovative ways to address inefficiencies and allocate resources,” says Nicole Rivers, the center’s assistant director. “Our role is to offer strategies. As a third party, we bring a different perspective.”

**“It has become a wonderful pipeline into Suffolk and a wonderful career- and esteem-building exercise for the students,” says James W. Hunt Jr., president of the league and a member of the Business School faculty.**

Marshfield Town Administrator Rocco Longo says that a recently concluded strategic planning project led by Rivers got Marshfield’s officials and department heads working together to establish priorities.

“In Marshfield, government is decentralized, so it is important to try to have the community doing things in synch,” Longo says. “Nicole is very energetic. She had everyone on the same page.”

For Sandy Matava, public service is not just a day job. She serves as a volunteer board member and adviser to a number of nonprofit organizations, and she notes that many other faculty and staff at the center do the same thing.

Matava sees the center’s varied and growing programs as bound together by a common theme. **SB**

The Center for Public Management offers training and certificate programs as well as research and consulting services. To learn more about the Center for Public Management, visit [www.suffolk.edu/cpm](http://www.suffolk.edu/cpm) or call 617.573.8222.

# GETTING ALOT OUT OF GIVING BACK

BY JUDY RAKOWSKY

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Professor C. Gopinath's international business students can learn about his nonprofit that helped an orphanage in India fund itself by running something like a miniature-Kinkos. Public Management Professor Richard Beinecke's students get the inside scoop from his campaign work for US congresswoman Niki Tsongas as well as Democratic presidential candidates Hillary Clinton and Barack Obama.

Suffolk has always been enriched by the experiences of faculty with achievements both inside and outside of academia and students who earn degrees while keeping full-time jobs. Less visible are the countless outside efforts by faculty, students and alumni who contribute time and energy to ventures that are improving lives and bringing change in Boston and around the world.

But the examples are inspiring. Esther Maycock-Thorne, EMBA '09, has tales to tell about preserving a program that offers affordable mortgages to low-income borrowers through volunteer work she juggled while in school and working full-time as a financial analyst for Massachusetts General Hospital. Students and alumni have a model in Bill Popeleski, MBA '87, who is a management consultant to Wall Street by day and around the edges serves as a major asset to Suffolk's alumni operations, having gone from leading the New York alumni chapter to chairing the entire University Alumni Council.

"Suffolk is a can-do real practitioner type of place," says Beinecke, associate professor of public management and health administration. And the work that Beinecke and others do for nonprofits enhances that atmosphere of involvement in the world.

"The school encourages a culture of involvement," says Beinecke, who has run many political campaigns out of his Concord home. "Students can see what I've done and

I hope it inspires some values, that getting involved in the public side is important."

Students have derived direct benefits from Beinecke's outside experiences. Some of his students have gotten internships and others were able to dial up congressional staffers as well as Tsongas herself for input into class papers.

He's found that the lessons of the campaigns are relevant to his teachings on leadership and on his work to improve global mental health. And as he tells students, "Volunteering is good stuff to do, not to mention having it on the resume."

Esther Maycock-Thorne was not thinking of her resume when she took a first-time homebuyers' class that helped her—a single mother making \$31,000 a year find her piece of the American dream in Brockton. The mortgage she got through the Massachusetts Housing Partnership persuaded Maycock-Thorne to contribute her skills as a financial analyst to the Massachusetts Affordable Housing Alliance. She rose to the position of treasurer at the alliance, whose board accommodated her schedule when she enrolled at in the Executive MBA program in 2008.

"I like giving back," says Maycock-Thorne, who immigrated in 1990 from Barbados with her daughters, now 17 and 25. "If I can pave the way for someone else I'm happy."

At Suffolk she learned how businesses work and the function of each position in a company. Her education fueled her confidence in the volunteer realm when she lobbied elected officials and negotiated with bankers to maintain the affordable mortgage program. The program, which has helped 1,700 lower-income families, offers a lower interest rate on the first mortgage and expiring interest payments after 10 years on a second mortgage.

With the Suffolk education, she went from a junior position overseeing a \$10 million budget to the capital



**From the top to bottom:**

Richard Beinecke, associate professor of public management

Esther Maycock-Thorne, EMBA '08

C. Gopinath, chair, and associate professor of strategy and international business

Bill Popeleski presents Phyllis Goodwin with Alumni Award in 2008



**Suffolk has always been enriched by the experiences of faculty with achievements both inside and outside of academia**



analyst’s job she has at Massachusetts General Hospital, managing a \$1.3 billion budget.

Professor Gopinath has brought a few students working or engaging in global travel seminars to Bangalore, India to see the work of his “hobby” the American Association for the Social Advancement of India. The nonprofit creates revenue streams –such as the copying business and a dairy-for entities that serve the poor as well as mentally ill and disabled people. Gopinath says he and the other five volunteer directors work nights and weekends and gather monthly to choose worthwhile agencies to support; the directors encourage these groups to operate efficiently as well as to share best practices with one another.

The organization, which he has been involved with for a decade, insists that no money go to administrative costs, and directors even pick up the cost of the newsletter that they send to donors. The needs in India are great, but as Gopinath says, “You have to start somewhere.”

“The bottom line is,” he says, “You don’t need to be Bill Gates or Warren Buffett to be philanthropic.

Bill Popeleski’s way of giving back has been to give to the institution that gave him so much. Seven years ago, he became co-chair of the New York alumni chapter and started ramping up its connection with the university. Fast forward to today and he has a scholarship in his name and has regular conversations with University President David J. Sargent.

“It’s like peeling an onion,” said Popeleski, who has progressively moved up from member to president of the Business School Alumni Board to his present post chairing the entire University Alumni Council. “You get more into it. You get to the real core and it’s very intense.”

Popeleski said it’s gratifying to connect with students and the university through alumni board work. “It’s been an amazing opportunity for me. It’s a two-way street. The more engaged you become the more interesting it is.” **SB**





## Law Enforcement's Secret Weapon:

# Brenda Bond

A COMMITMENT TO JUSTICE.  
A COMMITMENT TO SUFFOLK.

When Bond joined Suffolk in 2007 as an Assistant Professor of Public Management, her main goal was to bring practical experience to her students. “I know how public policy can be directly applied to the social problems that communities face every day,” she says.

Bond adds that her law enforcement background has taught her how to work with many different agencies within and outside of the law enforcement community. “No one public agency can do it alone. I know the challenges of multi-agency work and can share this experience with students,” she says.

After earning degrees in criminal justice and social psychology from the University of Massachusetts at Lowell, Bond became a grantwriter and community liaison at the Center for Family, Work and Community, an outreach arm of UMass Lowell with a mandate to address youth violence, drug abuse, and social problems.

While she was working at the center, Edward Davis, then chief of police in Lowell, asked Bond to write grants for programs in community policing. Bond and Davis both believed that fostering close ties and positive relationships between law enforcement and the community could prevent crime. “Getting the community involved as a partner helps demonstrate that the police serve a broad role in the quality of life in a community,” says Bond.

When Bond suggested that she would be more effective as a permanent member of the Lowell police than as an outside consultant, Davis immediately hired her as director of research and development. In her new posi-

tion, Bond drew upon current research on community satisfaction with the police and perceptions about neighborhood safety. Her job was to take that research and apply it practically to make law enforcement officers more efficient and effective.

“I wanted to discover how we could capitalize on our relationship with the academic community to develop strategies on how we could become a better department and to contribute to the research,” Bond says.

Bond also helped the Lowell police administer a \$1million grant from the U.S. Department of Justice to expand their programs in community policing. Lowell was one of only five cities nationally to receive the grant. She created a program to establish direct contact between the police and members of different ethnic communities. “Some people have had traumatic histories with law enforcement in their home countries,” she says. “We wanted to open up the dialogue so groups could learn about each other and come together on issues of public safety.”

After three years with the Lowell Police Department, Bond decided that she wanted to acquire the skills needed to conduct research on her own. She enrolled as a PhD student at the Heller School for Social Policy and Management at Brandeis University and completed her degree in social policy in 2006.

At Brandeis, Bond co-authored a groundbreaking study of Wilson and Kelling’s broken windows theory with Harvard professor Anthony Braga. The broken windows theory claims that punishing minor crimes—such as graffiti and loitering—can ultimately cut down

on the occurrence of more serious crimes. Bond and Braga found that in areas of Lowell that received special police services, such as surveillance and cleanup of empty lots, there was a 20 percent reduction in police calls. The study was among the first to provide hard data to support the broken windows theory.

Bond says that she enjoyed doing the study because she was able to help the community by putting research into practice. “I believe research should be applied. It is good to see results,” she says.

Bond has applied that results-oriented approach to her faculty research program at Suffolk. Currently she is the principal investigator for the Lowell Shannon Project, which is part of a statewide grant program for addressing youth violence. Bond’s particular interest is in how agencies can better cooperate for the purpose of dealing with issues of youth violence and other social problems. “The challenges of public safety really require the work of a diverse group of actors. I’m interested in how these various actors come together to identify and address crime problems,” she says.

The tie Bond and Davis formed back in Lowell is still very active today. Presently Bond is working closely with Davis—who is now commissioner of the Boston Police Department—and his staff to redesign the department’s Office of Research and Development (ORD). As part of the redesign, Bond is looking at ways to incorporate private sector research and development practices into the way the ORD and the police department operate. Also, Davis has been a guest speaker in Bond’s public management courses. **SB**



## Service-Learning Empowers Leadership

# Professor Dumas Discusses the Importance of Service-Learning

BY LANA B. CARON, MBA '03

Given current economic conditions, today's career outlook is probably not the ideal scenario that we all had in mind while at Suffolk. It is disappointing, to say the least, that our big plans of a dream job with a sweet paycheck and a sunny corner office with impressive views have had to be put on hold. Instead, graduates are being asked to meet increasingly higher expectations as they fight for relevance and develop their own niches in a sink-or-swim environment. And while the conditions of the game may have changed, the rules have not, a fact that continues to drive demand for great leaders in these tough times.

Amid this environment, many business schools, including the Sawyer Business School, are seeking to train the leaders of tomorrow in a transformational way by integrating service-learning into the curriculum. By exposing students to more than just classroom knowledge, this approach allows future leaders to learn by doing, sharpen problem-solving skills, and find solutions to real-life issues that affect our communities and society at large.

Service-learning can enhance students' skills in such areas as collaboration; teamwork; appreciation of diversity; tolerance of ambiguity, limits, and complexity; conflict and interdependency management; active listening; critical thinking; and, ultimately, leadership. It is leadership that makes a difference, helps transform for the better, and drives innovation and healthy change. As one top executive recently said, "We now need great leaders more than ever." Transformational leaders are in high demand when the economy is booming but even more so when times are tough.

Peter Drucker once said, "Leaders grow, they are not made." If leaders indeed grow, what facilitates such growth? Can service-learning be one of the agents of change?

Dr. Colette Dumas, professor of management and entrepreneurship and a director of the Center for Innovation and Change Leadership, has written a number of articles and done extensive research on the service-learning approach in management education. Her change leadership work with several well-known businesses has been profiled in *The Wall Street Journal*, among other periodicals. I asked Colette to share her insights on this topic:

## Q&A

**LC:** Dr. Dumas, how do you define service-learning?

**CD:** In service-learning, students perform meaningful service for their communities and society while engaging in reflection or study that is related to that service. Service-learning reflects the belief that education must be linked to social responsibility and that the most effective learning is active and connected to experience in some meaningful way. It integrates community service projects into the curriculum and aims to enrich the academic experience, teach civic responsibility, and meet real community needs.

**LC:** What skills does it target?

**CD:** Service-learning helps educate students to build tolerance for ambiguity and an understanding of limitations and complexity. As a result, students develop the ability to interact productively with people from diverse backgrounds, use collaborative problem-solving skills, identify a community beyond the self, and have a conception of the common good. Students ultimately develop a sense of personal efficacy and a commitment to the power of groups to affect decisions.

**LC:** Does this approach have any connection to cultivating leaders?

**CD:** Yes. Service-learning can foster such values as learning by doing, stakeholder agency, equitable power distribution, democratic dialogue, equality, and fairness. It is a means for management faculty to engage students in social change awareness activities as well as to prepare them for the key decision-making and leadership that managerial work entails. Service-learning helps students to be effective while learning what to be effective about.

**LC:** Is service-learning a new trend in management education?

**CD:** Relatively new. Service-learning, in the form we are discussing, has been in practice since the late 1980s and early 1990s. Organizations such as Campus Compact, a coalition of college and university presidents, and the Corporation for National Service, a federal government agency, have promoted and supported the growth of service-learning.

**LC:** Given this trend, what are some of the current developments at Suffolk?

**CD:** Suffolk University has the S.O.U.L.S. community service and service-learning center, with a competent and dedicated staff directed by Keila Garcia Surumay with Assistant Director Shirley Consuegra. At the Business School, our assistant dean, Dr. Laurie Levesque, is a strong advocate of service-learning. She has incorporated service-learning into our new undergraduate core requirement course, MGT 200: Leadership and Social Responsibility (see article on page 30 for more about this course).

**LC:** How does the service-learning approach compare to case-based and other experiential approaches typically used in business schools?

**CD:** Typical classroom experiences, even those that integrate a comprehensive case study into the curriculum, cannot always integrate social and technical lessons in a way that allows students to develop the higher-level cognitive skills they will need in practice. Additionally, participants often enter the classroom with wide-ranging levels of knowledge, making it difficult for the instructor to target the appropriate level of instruction with a lecture-style delivery format.

**LC:** Does it have anything in common with a co-op experience or internship?

**CD:** The focus of service-learning is not the same as that of a co-op or an internship in which the student seeks to gain work experience, network, make contacts, and add experience to his or her resume. While students may still gain these benefits, service-learning is first about meeting the community's needs, solving the community's problems, and addressing those needs by learning to apply theory in real life.

**LC:** What are some of the real-life issues students engaged in service-learning have helped address?

**CD:** Our students have focused on such issues as (1) how to convince Cambodian refugees to use a community health center so they could

get much-needed medical care, given that seeking Western medical care goes against their cultural norms; (2) aligning a nonprofit's organizational culture and philosophical approach with its fundraising priorities; and (3) helping a nonprofit identify the best potential corporate partners for fundraising purposes and involvement with the community.

**LC:** How would you describe the impact, based on the feedback from the participants?

**CD:** Overall, both students and community partners feel that it is worthwhile. Both have learned from the experience, opening their horizons and positioning them for greater success in the future. Here are a few comments from students and participants:

In their journals, students typically speak of an evolution in their perspectives from "expert MBA going in to solve the problem" through "novice out of his or her element, wondering what I'm doing here" to "working together to address real-life dilemmas."

An employee of one of the partnering organizations once told me, "I learned a great deal from working with the students. They offered perspectives on problems that are vastly different from my way of looking at things."

And this is just the beginning. "This program has so much potential because it offers immediate value to both parties," said Scott Stolze, executive director of Furnishing for Hope, a Boston-based nonprofit that assists natural disaster victims across the United States by providing free furniture and other household items.

Undeniably, service-learning delivers many benefits and appears to be one of those practical tools that will continue to gain momentum in developing great leaders of today and tomorrow. **SB**



LEARNING TO GIVE:

# MGT200

Teaches Students the Business of Making a Difference

BY DAN MORRELL

After several unproductive cold calls, Raphael Greenberg changed his pitch. He'd contact leaders of various local nonprofit organizations, explain that he was a Suffolk student working on a class project for his MGT 200: Leadership and Social Responsibility course, and—here was the important switch—ask for just a minute of their time. “Because when you call some of these busy people and say you need 30 minutes, they just say no,” says Greenberg.

The adjustment worked. He eventually secured 25 interviews with industry leaders who agreed to let Greenberg pick their brains about the effective management and operation of nonprofit groups. It was all part of the assignment Greenberg and his MGT 200 classmates were tasked with: seeking out ways to help a national nonprofit, Sports4Kids, step into the social media era and engage new donors. Sports4Kids implements organized recess-time exercises both to redress growing funding cuts in physical education and after-school programs and to teach young students conflict resolution techniques. Its Massachusetts office had been impressed by then-presidential candidate Barack Obama's use of YouTube videos as a marketing tool, and staffers told the MGT 200 students they were interested in employing that kind of video appeal on behalf of Sports4Kids.

His group crammed several proposals into its three-minute presentation—the addition of a blog to the Sports4Kids Web site, an annual dodgeball tournament—but

Greenberg had a favorite: local celebrities and athletes competing in a rock-paper-scissors tournament, a nod to one of the nonviolent conflict-resolution techniques Sports4Kids stresses. It could be a massive signature charity event—the kind that Greenberg found was favored in the Boston nonprofit community—and video of the competition could easily go viral on YouTube.

Greenberg's efforts are a prime example of what Business School faculty and administrators wanted to achieve with MGT 200, a one-credit business course that began in the fall of 2008 as a requirement for sophomores majoring in business. Part of the sophomore cohort, it was set to follow the MGT 101 freshman cohort, which examines the Duck Tour business model. “For the sophomores, we wanted students to work with a local nonprofit and have a team-based experience where they think about real management issues,” says Laurie Levesque, assistant dean, academic director of undergraduate business programs, and associate professor of management and entrepreneurship. Working with administrators in Suffolk's Organization for Uplifting Lives through Service (S.O.U.L.S.), Levesque identified willing partner groups that would be a good fit for the courses. The experience, she says, aims to expand students' career horizons to include considering leadership roles in the nonprofit community or simply seeing how they can give back to the community with their business skills and talents. “A lot of our students come from high schools with community service requirements,” says Levesque. “But we wanted





*“You can use that in a job interview. If someone ever asks if you have ever done strategic work for a company, you can say, ‘Well, yes I have,’ and describe a deliverable.” – THOMAS KENWORTHY*

them to go beyond soup kitchens and trash pickup and apply what they learn in class to a real-world experience.”

One of the first professors recruited to teach MGT 200 was Assistant Professor of Management and Entrepreneurship Thomas Kenworthy, who came to Suffolk in 2008. Kenworthy had mentioned to Levesque while interviewing for the faculty position that he was interested in starting a nonprofit. Though he was unable to do so in the US because of his Canadian citizenship, he eventually integrated a hypothetical version of his idea into his MGT 200 class. The name of his proposed organization is Bread and Milk, and it has a simple premise: When consumers go to a supermarket and buy a loaf of bread or a gallon of milk for themselves, the cashier would ask if they want to “double up,” or pay for another one of each item, which would then be donated to those in need. For the students, a class exercise meant calling up supermarkets and talking to managers. The phone calls alone were a great learning experience, says Kenworthy. “All of a sudden, you are an 18- or 19-year-old student and you have to act professionally.” At the end of the class, Kenworthy wants his students to think of their efforts as their first professional consulting experience. “You’ve done some work for a professional organization, and you can use that on your resume,” he says. “You can use that in a job interview. If someone ever asks if you have ever done strategic work for a company, you can say, ‘Well, yes I have,’ and describe a deliverable.”

For Colette Dumas, professor of management and en-

trepreneurship and a director of the Center for Innovation and Change Leadership, the experience has a great value beyond its professional benefits. “What students can take from service-learning experiences like MGT 200 is an understanding that you can get a great deal of satisfaction in giving your time to these organizations,” she says. Dumas, who has written extensively about service-learning, and was, along with Kenworthy, one of the course’s inaugural professors, says MGT 200 is a rich experience students can carry throughout their lives. “It’s about being part of your community—and strengthening it,” says Dumas. The only problem she had was getting students to critique each other. “Students didn’t want to say one was better than the other because they had such rewarding experiences. They didn’t know each other at the beginning of the course, but by the end, they had bonded and were very proud of what they had accomplished.”

For Raphael Greenberg, that mission has already been accomplished. Even with a family history filled with community service, including his father’s humanitarian aid work in India and his brother’s job running an orphanage in Russia, his work in MGT 200 provided new insights into the world of nonprofits. “For me, it was definitely helpful to recognize all the different ways you can help raise money and awareness for causes, and how you can use today’s tools to keep people involved,” he says. Plus, he adds, it always just feels nice to do something good for someone else. **SB**

## Greetings Fellow Alumni,

**THE THEME OF THIS ISSUE** of the Sawyer Business School magazine is service. We hear this theme often. Our politicians ask us to serve our country, our communities as us to serve our neighborhoods, our churches ask us to serve our faith.

Our educational institutions are no different. They, too, need your service.

As we write this letter, the freshmen class strolls the corridors of Suffolk with excitement and anticipation and with their usual pedagogical expertise, faculty provide them with the education and experience they need for the rigors of the professional world they will soon enter.

We believe the education received and the connections made while at Suffolk helped us all better manage the obstacles and challenges we confront in our professional lives. If, as an alumni population 63,000 strong, we worked as a community in service to each other and to our alma mater, imagine the impact.

Given the additional challenges we currently face in our lives, there is no better time to reconnect and engage with the Suffolk community than now. Networking and relationships have always been a critical element to professional success and to each of us achieving our goals. In our of 6 degrees of separation world, what is the likely hood that the person sitting beside you on the train, in a coffee shop, or down the hall, share the same alma mater? We are part of a powerful network of professionals who share a Suffolk education. The strength of that education, of that “brand” lies in the connectivity of its alumni to each other and the institution.

Therefore, this letter is a call to action. We want to rally the men and women who proudly place Suffolk University, and especially the Sawyer Business School on their resumes, to reach out and make the broader community a bigger part of their lives. There are many ways to rekindle connections: provide an internship, invite students to “shadow” you in your workplace, respond to the requests from deans and faculty, network with fellow Suffolk alumni. Whatever you do, stay connected and involved.

Over the years, many of you have been involved and your participation and generosity have made a difference that is greatly appreciated. We thank you and hope you will continue to support Suffolk in any way you can.

We have learned that a strong brand is “a promise” and differentiates the product from all the other products on the playing field. We need to continue to work on what differentiates Suffolk from all the other business schools out there, and your time, energy, and ideas will help us do that. Time is precious, so please participate any other way that you can. There is no doubt, when you need help the Suffolk community will be there for you – with all of our involvement, we’ll be all the stronger.

We look forward to welcoming all of you back.



**Aidan McAvinchey, EMBA'08**  
*President*  
*Sawyer Business School Alumni Board of Directors*



**Eliza Parrish**  
*Director of Alumni Relations*  
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# Leading the Business of Life Sciences

**THE INSTITUTE FOR EXECUTIVE EDUCATION** hosted a panel discussion on October 1 on Leading the Business of Life Sciences. Panelists included: Steven, Gilman, Senior Vice President and Chief Scientific Officer, Cubist Pharmaceuticals, Karen Spilka, Massachusetts State Senator and Chair of the Joint Committee on Economic Development and Emerging Technologies, Peter Wirth, Esq., Executive Vice President, Genzyme Corporation, Stefan Winkler, Life Sciences Industry Advisor, North America, British Consulate-General. The panel was moderated by Susan R. Windham-Bannister, President and CEO, Massachusetts Life Sciences Center.

Massachusetts' ability to maintain its leadership role in life sciences will depend largely on education and money going forward, said the panelists.

"The biotechnology industry is a huge consumer of capital. It takes billions of dollars to develop a drug. The critical dilemma now is how we are going to continue to pay for innovation," said Peter Wirth, panelist and executive vice president at Genzyme Corporation.

A report from the Milken Institute released in May ranked the Boston area as the nation's top cluster in the life sciences sector. But other regions are catching up.

Ensuring that academic institutions produce skilled workers will be critical to the region's leadership role in life sciences, panelists said. While area universities are world leaders in producing PhDs and scientists, the education system also needs to focus on readying junior-level life sciences workers, they said.

Finding sources of money to fund biotech and other life sciences research also will be essential to the state's success. Funding that once flowed into young life sciences companies from the public markets has largely dried up in recent years. Panelists said they've seen a similar reduction of funding of biotechnology companies by large pharmaceutical companies, raising questions about where critical investments will come from in the future.

Panelists also pointed out the importance of providing a business climate that will attract companies. Reducing the cost of living and continuing to improve the state's permitting process will help, they said.

## Windham-Bannister outlined the Massachusetts Life Sciences Center's priorities, including:

- Training and retaining a top-notch work force
- Making sure the region's academic institutions remain competitive and able to compete for federal dollars
- Investing in young scientists and companies across the commonwealth-These fresh faces in the life sciences field "could become the Genzymes, Cubists, or Vertex Pharmaceuticals of the world," she said.

**Harry Markopolos**, chartered financial analyst & certified fraud examiner to discuss this issues with us.

**Sponsored by:**  
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## Rebuilding Financial Integrity: The Emergence of Business Ethics in Institutional Reform

**Thursday, April 1, 2010, 1:30pm to 6:30pm Sargent Hall Function Room, Boston**

October 2009 marked the 1st anniversary of "most devastating month in modern financial history." In the panic that followed, our financial system nearly ground to a halt. It did not take long for the financial contagion to infect the rest of the economy.

While the progress of economic recovery is in the forefront of the public eye, recovery should not distract us from the importance of needed institutional reform.

Large, highly leveraged, and substantially interconnected financial firms have come to occupy a much larger portion of the global financial landscape over the past few decades. To understand the challenge to reform presented by this new infrastructure, we have asked experts from the Department of the Treasury, Federal Reserve Bank, the Securities and Exchange Commission, TIAA-CREF, and "Madoff whistleblower," Harry Markopolos,

**Contact: Eliza Parrish, eparrish@suffolk.edu or 617.994.4231 for more information.**

# MBA Consultants for Hire

Center for Innovation and Change Leadership Develops Consulting Team

**SUFFOLK'S CENTER** for Innovation and Change Leadership recently launched a consulting team of MBA students. "MBA Solutions" was created as a new initiative of The Center for Innovation and Change Leadership and is "staffed" with solution oriented teams of MBA candidates under the expert guidance of the Business School faculty. The Center for Innovation and Change Leadership helps people and organizations embrace change through collaboration and is led by co-directors Robert DeFillippi, Professor of Management and Colette Dumas, Professor of Management.

Jodi Ecker Detjen, Center for Innovation and Change leadership faculty fellow created this consulting service now known as "MBA Solutions"™. In the fall of 2008, she organized and conducted a prototype consulting assignment and led a team of two graduating seniors to solve business problems for Handycane, a small company owned by a Suffolk alumni seeking expert guidance. Positive results were achieved in dealing with product packaging, distribution channels, market potential and pricing. This positive experience gave basis to further development of the consulting service now known as "MBA Solutions"™.

Jodi Ecker Detjen is an expert change management facilitator with extensive consulting experience in a wide array of industries. Her consulting practice interests include change management, integrating technology and business and group development. Her primary goal is to develop a consulting program in which Suffolk's MBA students, guided by thoughtful, experienced faculty will help organizations resolve their innovation and change dilemmas.

Ideally, clients would be seeking management consulting expertise for planning

and implementing change projects, including workflow, technology and structure, project management, assessing, integrating and delivering staff development, facilitating and fostering superior management approaches; fostering and developing effective teamwork, as well as integrating strategy with workflow and structure.

The market for this consulting practice is global, however, the initial focus is New England, particularly the immediate Boston, Massachusetts metropolitan region.

Two other key individuals helping develop "MBA Solutions"™ are John McCoy, director of internship programs for the Business School who has been instrumental in securing an early phase client and Richard E. Lockhart, MBA '73, Board of Directors, Business School Alumni and Board of Advisors to the Center for Innovation and Change Leadership, and CEO of Lockhart Communications who has been instrumental in initial communication efforts to alumni and acting as the liaison between the alumni office and The Center for Innovation and Change Leadership.

Some of the goals and objectives of "MBA Solutions"™ are to create ongoing internship opportunities for the Business School that require the skill sets possessed by MBA candidates and that will lead to lucrative and fulfilling career opportunities, while connecting Suffolk MBA students and consulting faculty with alumni and the business community to help them resolve their innovation and change issues. In addition, a goal of the program is to leverage Suffolk's alumni base to generate consulting assignments and recruit business organizations outside the alumni network to do the same.

"MBA Solutions"™ differentiates itself from other student consulting initiatives at other universities in two ways. First, through Suffolk's superior prepared stu-



dent body. A student body that is well prepared for the 21st century business world having been immersed in the teaching philosophy and values encompassed in career-LINKS that LINKS students to career success through leadership, innovation, networking, knowledge and service. In addition, "MBA Solutions"™ differentiates itself with the Business Schools' world class faculty, that come from all corners of the world, strengthening the global reach of education at The Business School.

Planning is now taking place to bring "MBA Solutions"™ to the next level with collateral development and outreach initiatives to secure consulting assignments.

For more information or to hire an MBA consulting team for your organization, contact: Jodi Ecker Detjen at mba-solutions. **SB**



From the left to right, above: Trish Gannon, MPA '97, Mark Kripp, MPA '06 and Anne Cerami, EMBA '03



## Life-long Learning Series Offers Alumni Competitive Advantage

**IN TODAY'S BUSINESS** environment, it sometimes seems that once you master a new skill—whether it is in technology, leadership, or business trends—six more are required to stay informed. How can Business School alumni continue to excel after earning a diploma? The task may begin with attending one of the many events that focus on leadership and business offered through the Institute for Executive Education's Life-long Learning Series.

The Institute for Executive Education was founded in 2004 to encourage and inspire Business School alumni and others to engage in the learning process throughout their lives. The Life-long Learning Series provides opportunities for alumni to explore both existing and evolving characteristics of business and leadership today. "The institute is in the business of educating leaders," says Michael Barretti, the institute's director. "This means that as business trends and issues emerge, we can convene top leaders in the business and academic communities and present our alumni with cutting-edge knowledge and strategies that they can apply in their own work environments."

Over the past year, the institute has delivered on this promise by offering a Life-long Learning Series composed of three tracks: Leading the Business, Women Making a Difference, and Contemporary Conversations. At each event, leaders—often Suffolk alumni—from diverse companies within an industry candidly discuss their careers as well as current business challenges. All

events include time for networking.

The 2009 Leading the Business track offered panels on law, nonprofits, and the life sciences. Leading the Business of Law panelists were Steven Wright, executive partner at Holland & Knight LLP; Kenneth J. Vacovec, JD '75, managing partner at Vacovec, Mayotte & Singer LLP; Gerald P. Hendrick, JD '74, partner-in-charge at Edwards Angell Palmer & Dodge LLP; and Miriam Weismann, associate professor of business and law.

Moderated by Professor David Silverstein, this event explored how lawyers acquire business acumen and the relationship between business law and ethics. While not always in agreement with each other, the panelists and audience participated in a lively two-hour discussion of current leadership models, compensation and succession issues, and the types of educational preparation and experience that help an attorney or a non-lawyer executive succeed as a business leader in a law firm.

The 2009 Women Making a Difference track featured panels of outstanding leaders from finance, retail, and healthcare. The Women Making a Difference in Healthcare panel discussed the public policy debate regarding healthcare reform as well as the steps each leader's institution has taken to ensure patient quality and safety in the midst of a prolonged economic recession. The panelists were Jeanette Clough, MHA '96, president and CEO of Mount Auburn Hospital; Sandra Fenwick, president and COO of Children's Hospital Boston; Paula Johnson, executive director of Con-

nors Center for Women's Health and Gender Biology and chief of the Division of Women's Health at Brigham and Women's Hospital; and Ellen Zane, president and CEO at Tufts–New England Medical Center.

Moderated by Karen Nelson, MPA/Health '87 and senior vice president of clinical affairs at the Massachusetts Hospital Association, the panel also examined the training and education required by women clinicians planning to become institutional leaders.

The Contemporary Conversations track of the Life-long Learning Series presents authors and instructors discussing recent books about contemporary issues.

"Our mission," says Julie Schniewind, director of corporate learning initiatives and chief strategist for the Life-long Learning Series, "is to provide practical, useful, customized education and to facilitate the exchange of knowledge and ideas with our alumni and other constituent communities. Throughout the year, I meet with alumni as well as academic and business leaders to listen for current themes and subject matter that the Life-long Learning Series can present to further assist and stimulate intellectual growth and networking opportunities for all who attend these events." **SB**

For an events schedule and more information on the Institute for Executive Education's Life-long Learning Series, please visit the institute's Web page at <http://www.suffolk.edu/execevents> or contact Julie Schniewind at 617.305.1902.

# Finance Alumni Networking Events

The MSF program held its annual fall networking event on Friday, October 30 at the Suffolk Alumni Club in downtown Boston. Massachusetts State Treasurer, Timothy Cahill was the keynote speaker.

**1. Left to right:**  
David Smith, MSF '99,  
Tricia Smith, Jeffrey  
Oliveira, MSF '98, and  
Kashif Ahmed, MSF '98



**2. left to right:**  
Jeff Carter, MSF '09 and  
Margaret Hawes



**3. left to right**  
Dean O'Neill, Massachu-  
setts State Treasurer  
Timothy Cahill, and Ki C.  
Han, chair and professor  
of finance



**4. left to right**  
Valerie Fennell, MSF '08,  
Kate Corkery, current MSF  
student, Angela Tallo,  
MSF '08, and Sara Walsh,  
MSF '10





Dean O'Neill, Dr. Carlson, Colette Dumas, and Robert DeFillippi



Panelists: Sean Belka, William Forbes and Lu Ann Reeb

# The Information Age is Over. The Innovation Age is Here.

Center for Innovation and Change Leadership Awards First Global Leadership in Innovation and Collaboration Award

**DR. CURTIS R. CARLSON**, president and chief executive office of SRI International, made the announcement that “the information age is over and the innovation age is here during his presentation as the recipient of the first annual Global Leadership in Innovation and Collaboration Award, at a panel discussion and award ceremony held Nov. 2 as part of the Center for Innovation and Change Leadership programs.

The shift from information to innovation requires companies to reassert their emphasis on the customer and encourage employees to be open to collaboration and understand the processes that can allow change to happen. Carlson’s book, “Innovation: The Five Disciplines for Creating What Customers Want,” which he co-wrote with William Wilmot, (Crown Publishing, 2006), outlines the most successful strategies for keeping a company on track for innovation. Carlson’s practical approach includes finding an important, not just interesting, customer and market need; creating value; having an innovation champion; developing an innovation team across different disciplines; and finding organizational alignment. Each of these elements work together. When one is missing, the potential for failure increases exponentially.

More than 100 people, including venture capitalists, academics, and business leaders gathered at the Sawyer Business School to hear a panel of distinguished guests, including Lu

Ann Reeb, former broadcast journalist and co-founder and president of Skyways Communications and Legal Talk Network; William Forbes, director of Supply Chain Technology at Raytheon; and Sean Belka, senior vice president, director of Fidelity Center for Applied Technology. Led by moderator Leonard Polizoto, principal director, Marketing and Strategic Business Development Labs at Draper Labs, each of the panelists offered their unique perspectives on putting Carlson’s five disciplines to work in practical situations.

“Innovation is survival,” said Reeb, who transformed her 20 years of broadcast journalism experience into customized corporate marketing strategies for targeted audiences. “The internet has transformed how people get information,” she said, “but since the media is still in transition, what works for one group may not work for another. Understanding the strengths of various options makes a difference in getting a company’s message across and helping them be successful.”

Belka talked about creating value by capturing ideas from customers. “Fidelity Labs offers us the opportunity to create a prototype, put it on the website and then get feedback from thousands of customers,” he said. “By using an idea ecosystem, we identify needs and then figure out how to make things happen.”

Sometimes, innovation does not require starting from scratch. It’s more about “organizational alignment,” as Forbes explained. “After last September’s economic meltdown, we

needed to know if our suppliers would be able to get the credit they needed, and how we could adapt to be sure we could meet our customers’ needs,” he said. “Because team building is so important to us, we brought people together from different areas and figured out a way to pull out information that already existed in our system and use it in a new way.”

Carlson was encouraged by the creativity shown by the panelists and said it proves that each area of business is wide open to innovation. “This is the best time ever for ideas and creativity,” he said, “but businesses have to have an innovation system in place because successful innovation involves discipline and dedication.” Good ideas, he said, are not enough. Companies need to be willing to follow through and pay attention to each of the five disciplines in order to succeed.

“Collaboration means a team won’t have the best idea or approach at first,” Carlson said. “The team needs to draw on different strengths across different areas both inside and outside one company.”

His biggest concern is the education of young people and the need for project-based curriculum. “There is an all-girls middle school in Silicon Valley that has an entrepreneurial program,” he said. “Watching them collaborate on a project, respecting the individual strengths each of them bring, exchanging ideas and strategies that lead to a successful outcome, is a microcosm of where we need to go with our educational system,” Carlson said. **SB**



## Susan and William Bell

### MPA '86

**WILLIAM AND SUSAN BELL** both knew at an early age that they wanted to devote their lives to public service. William Bell's father, a long serving member of the Dedham Public School System, inspired Bell to focus his career on making government work better. "I watched my dad get up every day to serve. I wanted to make things easier," Bell said. Susan Bell's career began over 22 years ago while she was working as a Research Assistant for her mentor, Dr. Robert C. Wood. Wood, former Housing and Urban Development Secretary, UMASS President, and distinguished professor, inspired Bell to devote her energy to service. "Bob was a person who was dedicated to social science and improving the lives of the others. I wanted to stay focused on that goal," Bell said.

After graduating from Bates College in 1984, William began his career as a legislative aid in the Massachusetts General Court Joint Committee on Public Safety, and later moved to the Massachusetts Executive Office of Health and Human Services, where he worked as a budget analyst and, later, a

budget director. He then transferred to the Department of Transitional Assistance, working his way up to Assistant Commissioner of Administration and Finance.

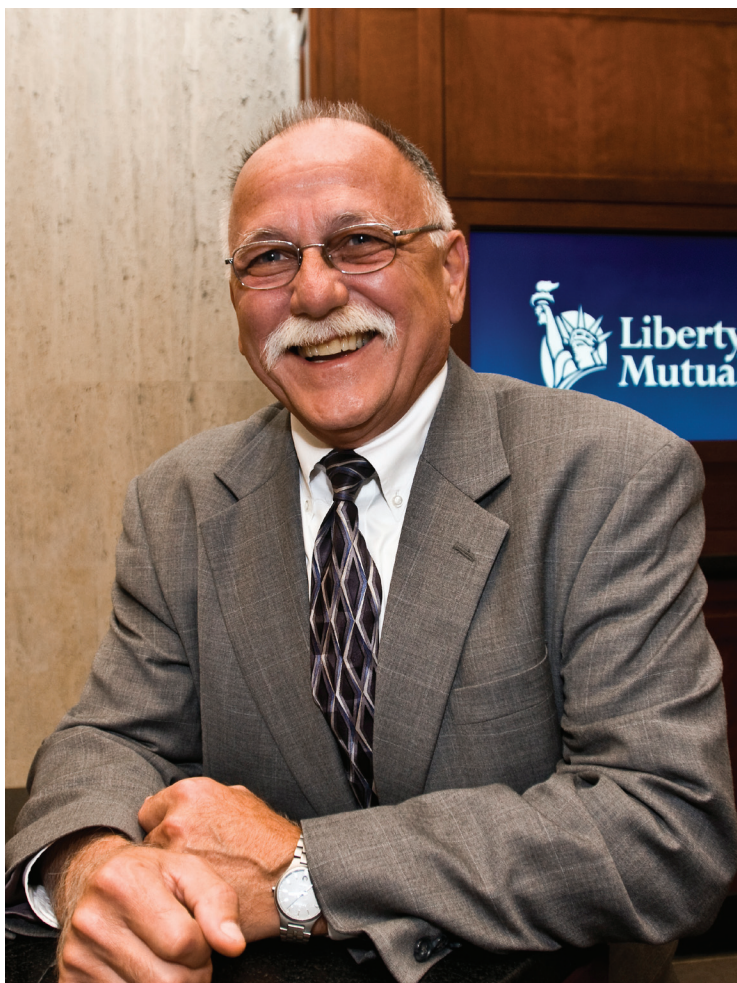
William, who completed his MPA in 1986, credits Suffolk with helping him prepare for a career in government. But Suffolk also provided him with an even more important opportunity, "I met my wife Susan at 8 Ashburton Place in a public management course," Bell said. The Bells, who both graduated in 1986 and who recently celebrated their wedding, inspired each to a life of service.

After graduating from UMASS in 1982 with a degree in political science and urban studies, Susan Bell quickly established herself as an expert in program management and healthcare reform. She began on Capitol Hill as a legislative aid in Sen. Edward Kennedy's office, and went on to hold various management positions in Massachusetts state agencies including the Department of Revenue, Health and Human Services, the Department of Mental Retardation, and the Office of Transportation and Construction.

In 2008, Bell started her own company, Bell Advantage Consulting. The company's mission is to help government agencies effectively implement and measure their programs. Bell has a particular interest in helping agencies understand and implement new health care policy, "I want to use my public policy and healthcare reform background to help other states manage the healthcare reform act that I hope President Obama will get through Congress," Bell said. Bell's company also focuses on policy related to government preparedness, technology, green energy, education, literacy and public service.

In 2009, William Bell decided to join his wife's company. The decision made sense to both of them. "It was our interest in public service that brought us together in the first place," Susan said. The two then went on to start a non-profit organization called Servium, a clearing house for people who want to volunteer their time to meeting "specific national challenges," including education, healthcare and the environment. The Latin translation of Servium is "I will serve."





## Lenny Langthorne

BSBA '80, MSF '94

**LENNY LANGTHORNE** has worked for the same parent company – Liberty Mutual – for 30 years but the changing economic landscape and his travel schedule keep him constantly on the move. His fall itinerary of San Francisco, Philadelphia, Atlanta, and Dallas is just one measure of a dynamic work life.

Langthorne, an East Boston native, landed at Liberty Mutual right out of Suffolk undergrad in 1980, connecting with the company through the career placement center. And he credits his rise in the company in part to getting the specific graduate education he needed while working full time.

Langthorne was one of the first to enroll in the Master's in Finance program and graduated in 1994.

"I knew what I wanted and Suffolk finally offered it," says Langthorne, who wanted the laser focus on finance without the organizational behavior and marketing courses of an MBA.

"I was glad to find it at Suffolk where I knew the quality of the education and I knew the faculty was very dedicated and motivated to help."

It wasn't the easiest time of his life – his son was a teenager and besides commuting from the South Shore to work and school there was group work with classmates – a scheduling challenge. He recalls telling his wife, "For the next two years our social life is probably over."

The finance program was helpful as he has transitioned to corporate work – he is now assistant treasurer for Helmsman Management Services, a Liberty subsidiary.

"I use a lot of what I learned there. It was worth it."

The Business School's commitment to keeping courses relevant and current remains attractive to him as an alumnus, which makes him feel valued as a member of the finance advisory board.

"It's pretty common elsewhere to find an attitude of faculty knows best rather than what's the real world looking for."

## Melissa Cacace, MHA '05

**MELISSA CACACE** has over 13 years of healthcare administration experience in clinical research and capacity management. As the Senior Project Specialist for Patient Care Services at Massachusetts General Hospital, Cacace analyzes the room placement, discharge, and transfer of patients to and from the hospital.

Cacace left the healthcare field in 1999 to work for Concerto Software (formerly Davox), in Westford, MA. After working as a User Support Specialist for only a year, Cacace left the company because she realized how much she valued being part of the healthcare profession. "It is meaningful for me to know that I have helped someone even in some small way," she said. "I didn't like only focusing on the bottom line."

Cacace enrolled in Suffolk's Masters of Healthcare Administration Program because she wanted to learn more about the business side of her field. After taking only a few courses, Cacace said that the things she learned were immediately applicable to her work. "The finance courses I took with Professor Doug Snow were very practical. He really taught me how to manage a budget," she said.

In her spare time, Cacace works as a volunteer reading tutor in an adult literacy program. She also enjoys the physical challenge of "adventure travel," organized trips that give travelers the opportunity to test their strength and endurance. On a recent trip, she hiked to Machu Piccu, the ancient Incan city in Peru that sits almost 8,000 feet above sea level.





## Asmaa Quorrich, MBA '03

**AS A CHILD GROWING UP** in Rabat, Morocco, Asmaa Quorrich loved to entertain her family at the dinner table, “I used to make up stories to see how long I could keep everyone interested.” “I had quite an imagination,” she said.

Quorrich now uses her creative talent to develop marketing campaigns for such global giants Pepsico, Proctor and Gamble, and Toyota. After completing an MBA in Marketing at Suffolk in 2003, Quorrich became a Senior Brand Manager for Proctor and Gamble and was later hired by PepsiCo International in 2006 to be their Marketing Manager. In just under two years, she was promoted to Regional Marketing Manager, and relocated to Dubai.

After completing her undergraduate degree in finance at Al-Akawayn University in Morocco, Quorrich earned a Fulbright Scholarship to attend graduate school in the United States.

She chose Suffolk because of its location and reputation, but found that working one-on-one with professors was the most valuable part of her experience. “My professors pushed me to be my best and helped me to develop the confidence I needed to compete in a global marketplace,” she said.

Quorrich recalled a time in her life when having self-confidence was not necessarily a good thing, “Growing up, it was not easy to have a strong personality in a male-driven culture.” “It was not proper for females,” She recalled. Quorrich praised her parents for encouraging her to speak her mind and for reminding her to stay focused on her career goals.

Quorrich finds time to stay involved in her community. She is a member of her local rotary club and is active in the Moroccan American Circle, an organization that creates social, business and cultural connections between Morocco and the United States.

## Adam Thorell, MBA/MSA '08

**IT'S NOT THE WAY** everybody does it. But Adam Thorell earned two master's degrees while working full time and having two young children. Oh and by the way, he graduated with a 3.91 GPA.

“I'd recommend doing it before you have kids,” said Thorell. “But it's important for anyone considering it that it definitely made a difference in my life and worth all the effort I put into it.”

That said, it was a busy four years, with days that started at 5:45 a.m. and ended after 9 p.m. He dashed to night classes from his job at State Street Bank, and made it back home to Bellingham too late to find a child still awake.

“The important part is just to put your head down and try to get through as quickly as you can as early in life as you can,” said Thorell, who started graduate school at age 30, right after his daughter Meghan was born. Two years later his son Evan was born.

“All the thanks go to my wife, Jennifer. She's the reason it happened. She had to pick up a lot of extra stuff for me to be able to do it.”

The other saving grace was that he was a four-day work week at State Street, which allowed him to devote Friday to studying. Weekends were reserved for family time.

As challenging as it was, Thorell said that he couldn't be happier. After nine years at State Street, where he was Assistant Vice President and Fund Manager in Fund Accounting, he landed a job he loves at Wellington Management.

“I couldn't begin to tell you how much more I like the position I'm in now. It's a lot more challenging and I wouldn't have been able to make this move without the degrees,” he said.





## Felicia Riffelmacher

### Executive MBA '08

**FELICIA RIFFELMACHER** found out early how tough it is to run a business. Back in the 1960's when her mother owned a restaurant and jazz club, there were few resources for women entrepreneurs. "She ran her business out of her wallet. If she had access to better information, things would have been much easier for her," Riffelmacher said.

The St. Louis native, mother and community leader has now made a career of giving business owners what her mother didn't have. Riffelmacher is the Vice President of Business Development for the Martin Luther King Jr. Business Empowerment Center in Worcester, a non-profit business incubator that provides workshops and consultation services to start-up companies. The center also provides job training for the unemployed.

Riffelmacher wears many hats at the center. She is responsible for setting the strategic direction for the organization, as well as for developing programs, maintaining the budget, securing grants, and managing the administrative and volunteer staff.

Riffelmacher believes passionately that small businesses are the key to maintaining the social and economic viability of a city. She hopes that Worcester's small businesses can bring the city the notoriety she says it deserves. "When you mention Worcester, people snicker. But we have some phenomenal small businesses here. This is the necessary ingredient to bring the city back to the place of prominence it deserves," she said.

Before joining the Martin Luther King Center, Riffelmacher was a Commercial Sales and Service Representative at Verizon Inc. She also worked as a Certified Occupational Therapy Assistant at Fairlawn hospital in Worcester.

When Riffelmacher decided to get her Executive MBA, she chose Suffolk, believing the flexible schedule would help her juggle the demands of work and family. She remembers that things worked out a lot better than she had hoped. "I ended up spending a lot of quality time with my son while I was in school. He was really interested in the textbooks I was reading, and he would even get his books and study with me," she said. Riffelmacher finished her degree in 2008 with a 4.0 grade point average. **SB**

#### 1950

##### Francis Ormond, BSBA '50

My life is full as we continue to travel. At this point we have cruised most of the world and have enjoyed it all especially St Petersburg, Russia which included Scandinavia and part of Northern Europe returning to NY via the British Isles, Iceland, Greenland, Newfoundland. Our summers out of Florida are spent at our home in Ocean City, NJ. It is unbelievable that I graduated 59 years ago except when I look in the mirror.

#### 1971

##### Charles A. Reingold, MBA '71

Materials Control Manager for National Coating Corp in Rockland, MA. since January 2008. Previously Materials Control Manager for Chapman Mfg. Co. in Avon for 30 years. Is married to wife Roberta. 2 sons and 3 grandchildren. Resides in Sharon, MA. since 1976.

[creingold@earthlink.net](mailto:creingold@earthlink.net)

#### 1973

##### Frank Farina, Esq., CPA, BSBA '73

Has recently been appointed Assistant Professor of Accounting at Saint Michael's College in Colchester, Vermont.

[Tubalaw@aol.com](mailto:Tubalaw@aol.com); [ffarina@smcvt.edu](mailto:ffarina@smcvt.edu)

##### Gary Karelis, MBA '73

Owns a real estate investment and property management company in Newburyport and has been in this business since 1974.

[gkarelis@karelisrealty.com](mailto:gkarelis@karelisrealty.com),  
978 465-9371

#### 1975

##### John P. Lally, MBA '75

Has been appointed to the adjunct Finance and Accounting faculty at Northeastern University's College of Professional Studies.

#### 1976

##### David W. Fagerstrom, MBA, '76

Laid off at Kronos Incorporated in January after nine successful years, Dave is seeking to develop, mentor and lead the next generation of customer champions and business intelligence analysts for a business-to-business technology company. An expert at transforming internal data and external benchmarks into actionable intelligence that drives continuous improvement, enhanced profits and a positive ROI, Dave will be a substantial asset in his next employer's drive to survive today's economy and

position itself for future growth. To fill the empty hours, Dave is Adjunct Professor of Economics for Southern New Hampshire University (Salem Center) and - from his home in New Hampshire - Program Manages a virtual team of market intelligence researchers and editors for Fortune 500 clients of Cipher Systems LLC of Annapolis, MD.

[www.linkedin.com/in/dfagerstrom](http://www.linkedin.com/in/dfagerstrom)

##### Henry Delicata, MPA '76

After 20 years at Vanderbilt University in Nashville Tennessee as Assistant Vice Chancellor and Assistant Treasurer and I am now Managing Partner with Verdis Investment Management responsible for its Real Assets fund, investing in Real Estate, Timber, Oil and Gas, Power Generation and Storage.

[hdelicata@verdisinvestment.com](mailto:hdelicata@verdisinvestment.com)

#### 1977

##### Maureen O'Halloran, R.S.C.J., MPA '77

I recently returned to the Boston area and am enjoying a sabbatical after having spent the past seven years serving as Treasurer and In House Counsel of my religious congregation, the Society of the Sacred Heart, at its U.S. headquarters in St. Louis, Missouri. In 1990, I received a law degree from Boston College Law School.

[mohalloran@rscj.org](mailto:mohalloran@rscj.org)

#### 1978

##### Timothy (Tim) P. O'Leary, BSBA '78

In July, repatriating back to State Street's Boston office after three years as Chief Operating Officer for State Street Bank Luxembourg. Great ex-pat work and life experience for me, my wife and my two teen-age children.

[toleary@statestreet.com](mailto:toleary@statestreet.com).

#### 1979

##### Rich Archibald, BSBA '79

After 28 years with the Bank of America family of institutions (BayBanks, Multibank, BankBoston, Fleet, and Bank of America), I moved to a locally based community bank, Rockland Trust, in April. I am now serving as the Director of the Customer Information Center in America's hometown, Plymouth MA.

[richardfarchibald@gmail.com](mailto:richardfarchibald@gmail.com),  
781.294.0999

**1981**

**Patrick J. McManus, MBA '81**

Patrick K. McManus, MBA died on Friday, July 10 of a heart attack, at 54. McManus was the former mayor of Lynn and was active in the Suffolk Alumni Community. In a city that has long wrestled with crime and poverty, Patrick J. McManus was a take-charge mayor whose colleagues called him "Clintonesque," saying he "would fit in with every type of crowd - he could be at a black tie affair in the evening and the next morning in jeans with a bunch of his union friends putting up signs," said Timothy Phelan, president of the Lynn City Council. He first sailed to victory in 1985, when he landed a spot on the Lynn City Council, holding onto his seat through another two election cycles before taking on three-term incumbent Mayor Albert V. DiVirgilio, who had made a name as a municipal leader. McManus, then 37, received 13,601 votes, to DiVirgilio's "He was a campaigning on public safety - the schools, and keeping everybody working," longtime friend and former president of the firefighter's union Buzzy Barton said. He knew the city well, having grown up there and graduated in 1972 from Lynn English High School, where he was captain of the football team and referred to as "Mr. LEHS." He went on to earn a bachelor's degree from Bowdoin College. He earned a master's degree in business administration from Suffolk University, and a law degree from Boston College. He taught at Breed Junior High School and Lynn Vocational Technical High School for a time, and worked at General Electric. In the early days as mayor, he said he would be up by 6:30, grab a cup of coffee before checking into City Hall, where he would read the morning news. He drove around in a city-owned Ford Crown Victoria. His signature phrase: "Ye of little faith." As mayor, he oversaw the building of a high school, the renovation and expansion of two others, and launched the construction of a much-anticipated police station. Crime dropped, and employment went up. He fought against elimination of all-day kindergarten, and took credit for implementing long-term planning. "He was the man behind community policing," Barton said, later adding, "He knew he could bring money into the city." He also crisscrossed the country with the US Conference of Mayors, seeking federal funds for city projects. Even those he ran against spoke highly of his ability to communicate the city's needs. "He was able to connect, and he was able to get his point across and win people over," said Mayor Edward "Chip" Clancy. "I would think that he would enjoy that that's being recognized." "Even if you were on the opposite side of an issue, you still walked away liking him," Phelan said.

**1983**

**Henry Surya, MBA '83**

Henry is founder and CEO of P3C.US. P3C.US is a private practice provider community established to combine the collective resources of private practices around the nation to access and promote services on the Internet, to provide access to patients and prospective patients, to promote communications with patients, to promote health care services and to create a resource center for patients and for health care providers."

**1984**

**Michael F. Collins MBA '84**

A 25-year veteran of the health care industry, has been named chief executive officer at Merrimack Valley Hospital. "We are very pleased to welcome Michael to our corporate family," said W. Hudson Connery, President and CEO of Essent Healthcare, Inc., the parent company of Merrimack Valley Hospital. "Michael brings many years of hospital finance and operations management experience to his new position. We are very fortunate to bring on board his unique understanding of health care in New England and of the trends particular to this part of the country." Collins has spent his entire hospital career in Massachusetts. Most recently, he was senior director of financial operations at Emerson Hospital in Concord. Previously, he was director of financial operations at both Mount Auburn Hospital in Cambridge and Choate Symmes Hospital in Arlington. He also has served in senior leadership roles at Cambridge Hospital in Cambridge and St. Elizabeth's Hospital in Brighton. "Merrimack Valley Hospital has positioned itself for phenomenal growth and success," said Collins. "I'm thrilled to have the opportunity to lead the hospital as it continues to move forward. My emphasis will be on expanding clinical and specialty services, increasing the medical staff and focusing on the needs of the communities we serve."

[www.merrimackvalleyhospital.com](http://www.merrimackvalleyhospital.com)

**1985**

**Richard T. Johnson, MBA '85**

Richard has recently been appointed Director, Immigration and Enforcement Programs, Department of Homeland Security, Office of Inspector General, Washington, DC.

[202.254.5417](tel:202.254.5417), [Richard.Johnson2@dhs.gov](mailto:Richard.Johnson2@dhs.gov)

**Christine Troski, BSBA '85**

Christine Troski, graduated from Suffolk University with a BSBA in Finance in 1985 at the tender age of 35. In 2006 I went back to work on a Masters Degree in Interior Design and am now enrolled at The NE School of Art & Design at Suffolk University.

**Don Bulens, MBA'85**

Joins Unidesk as CEO Unidesk, the leading innovator of virtual desktop management software, announced that Don Bulens has joined Unidesk as President and CEO. Bulens is a highly regarded executive known for building and scaling IT infrastructure companies, as demonstrated most recently at EqualLogic, where he led the company to success in the networked data storage market and its \$1.4 billion acquisition by Dell, and, earlier, at Lotus, where his channel development leadership was instrumental in the success of Lotus Notes. Bulens expertise in guiding companies and bringing transformational products to the global market is ideally suited for Unidesk as it begins to build its leadership position in the desktop virtualization and PC life cycle management software categories.

**1986**

**Richard Agbortoko BSBA '86**

Richard recently picked up a consulting/lecturing job with the Pan African Institute for Development West Africa (PAID-WA). I also teach part-time at the University of Buea, Cameroon. I want to extend my gratitude to Suffolk and Cambridge College for my bachelors and masters degrees respectively. I believe you guys are doing well at Suffolk. I have been trying to send students to Suffolk and wish to state here that I enjoy my ambassador relationship. Please keep me informed of the developments at Suffolk as you have always done.

**1987**

**Karen Shine Nelson, MPA/H '87**

Karen is Sr. Vice President, Clinical Affairs, Massachusetts Hospital Association. In March 2009 in Phoenix, AZ, provided the keynote presentation to the Health Insurance Forum on the topic of non-payment trends for "never events" or serious reportable events in healthcare. On April 14, 2009, at Suffolk University, moderated a panel of hospital leaders with Jeanette Clough, CEO of Mount Auburn Hospital, also a Suffolk alumnus.

[knelson@mahlinc.org](mailto:knelson@mahlinc.org); [781.262.6006](tel:781.262.6006)

**1989**

**Beverly D. Flaxington, BSBA '82**

Beverly has published her second book: "Understanding Other People: The Five Secrets to Human Behavior" Subtitled "How to stop being frustrated by the actions of others and start taking charge

of your own life — and reactions.” Available on Amazon or by visiting [www.understandingother-people.com](http://www.understandingother-people.com). Also, I will be the keynote speaker at the Professional Association of Investment Communications Resources (PAICR) in New York City in September, and will be again an adjunct professor at Suffolk University in the fall teaching Small Business Management.

[508.359.8216](tel:508.359.8216), [www.the-collaborative.com](http://www.the-collaborative.com)  
[www.advisorstrustedadvisor.com](http://www.advisorstrustedadvisor.com)

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### 1990

#### Carol Amoroso Stocks, MBA '90

Carol currently a Private Quarters-Sales Consultant selling luxurious bedding, linens, accessories and Etcetera Clothing-Sales Consultant

[949.487.7333](tel:949.487.7333), [c.s.stocks@prodigy.net](mailto:c.s.stocks@prodigy.net)  
[www.carolstocks.privatequarters.net](http://www.carolstocks.privatequarters.net)

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### 1992

#### George Brian Houle, EMBA '92

I have been involved with the Census as Recruiting Manager for the Early Local Census Office located in Worcester. Previously owned and operated recruiting business Key Positions for nine years.

[gbhoule@hotmail.com](mailto:gbhoule@hotmail.com)

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### Dan Picard, BSBA '92

Dan is employed as the Collection Manager for the City of Boston Credit Union. Also, Coordinator of Women's Basketball Officials for the ECAC. Responsibilities include NCAA Conferences such as the CCC, NAC and the GNAC of which Suffolk is a member. Dan is an active high school basketball official and has had the pleasure of working 3 state finals in Massachusetts. Married and resides in Dracut, Mass. with his wife Kerri and 2 children.

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### 1994

#### Jennifer Tonneson, MSF '94

I am now the Chief Financial Officer at Quincy College in Quincy MA. I am currently working (slowly!) on my PhD in Organizations and Management with a concentration in Leadership. I'm hoping to start the dissertation process in about a year, looking at leadership within higher education. Happily unmarried but in a committed relationship with a wonderful man, I'd like to shout out to all my classmates from the MSF program and hope everyone is doing well!

[J\\_Tonneson@msn.com](mailto:J_Tonneson@msn.com)

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### 1995

#### Kristin Hoefling, MPA/H '95

Kristin is currently the Manager of HR/Workforce Planning for Scripps Memorial Hospital La Jolla. La Jolla, California. The Scripps Healthcare system consists of 5 acute care hospitals, 19 clinics, home health and a chemical dependence program along with a large research program. The system employees over 13,000 people. Life is great in San Diego my heart is still in Boston!

[hoefling.kristin@scrippshealth.org](mailto:hoefling.kristin@scrippshealth.org)  
[858-337-5083](tel:858-337-5083)

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### 1997

#### Lawrence Carchedi, MBA '97

I am a member of Beta Gamma Sigma International Honor Society. I recently left a position in the High Tech Industry after 15 years as an Embedded Computing Field Application Engineer. Currently I am doing consulting work for a Research Analyst firm (focusing on the high tech market) and developing a marketing plan for a startup company.

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### John T. Valente MBA '97

John recently trained for and completed the 2009 Boston Marathon. Next year I hope to repeat the journey for a charity.

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### 1996

#### Susan Scott, EMBA '96

Susan went on to DBA program at Nova Southeastern University. Starting Aug 2009, new job as Asst Prof of International Business at St George's University in Grenada.

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### 1998

#### Anis Majumder, MBA '98

I obtained my CPA qualification in 2007 and currently working as a Risk Manager in Australian Taxation Office, Sydney, Australia.

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### 1999

#### Yuliya Akselrod, BSBA '99

Yuliya works for Holcim US and where I was recently promoted to Manager of Commercial Services Reporting and Analysis.

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### Nishant Upadhyay MBA '99

Wendy and Nishant are pleased welcome the new addition to their family another boy, Milan who was born on May 1st, 2009

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### 2000

#### Tracy Vachon, EMBA '00

Tracy was awarded Administrator of the Year at BAE Systems Advanced Information Technologies for 2008, based on a very favorable outcome on a complex proposal negotiation. In February, she adopted twins, Rylee Marie and Chase James.

[tlvachon@verizon.net](mailto:tlvachon@verizon.net), [781.262.4439](tel:781.262.4439)

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### 2001

#### John McAuley, MBA '01

I just recently finished Law School - class of 2009. I passed the February 2009 MA Bar exam. I have opened my own firm McAuley Law Office, PC located on 45 Osgood Street, Methuen, MA 01844

[jemjrs@gmail.com](mailto:jemjrs@gmail.com)

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### 2002

#### Paul O'Brien

Returned to Suffolk University after a ten-year absence and completed the flagship Entrepreneurial Studies program in 2002. Paul and his wife Tami started Encompass Premiums and Apparel, a promotional product and logoed apparel company in 2008 and continue to grow and expand the business. Encompass is now participating with a class of Suffolk University students in the Entrepreneurship management programs with Professor George Moker. Paul and Tami both work and reside in the city of Newburyport, MA.

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### E. Joseph O'Keefe, S.J., EMBA '02

Joe has just completed his first year as an instructor of Government & Politics at Loyola High School of Los Angeles. Joe is now a professed member of the "Society of Jesus" or "The Jesuits" as they are more commonly known. Loyola is the oldest continuously operating high school in Southern California and enrolls more than 1,000 students from throughout greater Los Angeles.

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### 2003

#### Dana L. Christenen, EMBA/2003

On April 25, 2009 Dana Christensen married Frank J. Huemmer in Boston, MA.

[Dana\\_Christensen@msn.com](mailto:Dana_Christensen@msn.com)

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### 2004

#### Heather (Torla) Notaro, MPA '04

Heather tells us "I have worked at Merrimack College since 2004 and was recently promoted to public relations manager and web editor for the College."

**George Kokoros, EMBA '04**

I'm happy to report that I return to Suffolk in the fall as an adjunct professor in the Government Department. I am teaching a course on Town Government and hope to expand to teaching more courses in both the CAS and Sawyer Business School. My Suffolk education has helped me find great success in my career and now also gives me a chance to start a new direction in my life. I'm very excited to be involved with both alumni events (Visiting Executive Program) and other opportunities to reconnect at Suffolk.

508 229 8500 x201

[george.kokoros@acco.com](mailto:george.kokoros@acco.com)

**Karmle L Conrad, MHA '04**

Karmle joined Harvard Vanguard Medical Associates, Kenmore Sq, as the Laboratory Clinical Support Supervisor this Spring. I use many of the ideas and formats learned during my time in the graduate program at Suffolk.

**Dennis O'Connor, MBA '04**

I got married last June 14th, 2008 to Karen Flynn and I started working for her family business, Anna's Fried Dough in April 2008. Her mother (my now mother-in-law) is the real Anna. They've been in business since 1969, but recently started selling frozen, pre-cooked Fried Dough to Gillette Stadium and BJ's Wholesale Clubs. They needed someone with a business background to help with this new business venture and I resigned from my job as an Ops. Mgr. for a buy side money manager (Cadence Capital Management) to help full time. I'm really putting my MBA education to work!

617.851.9541

[doconnor@annasfrieddough.com](mailto:doconnor@annasfrieddough.com)

**2005**

**Kaan Erdogan, BSBA '05**

I completed a MBA degree in Italy. Now I am working in our family firm. I started doing organic farming in Turkey. I am selling my products to the largest grocery stores in Turkey.

**2006**

**Frank G. Achille, BSBA '06**

Frank has retired! He lives in New Jersey and enjoys the company of his 5 children.

[fgachille@aol.com](mailto:fgachille@aol.com)

**Maria Ortiz Perez, MPA '06**

Maria recently started working with the Pioneer Institute, a local Public Policy research think tank, as the Project Manager for the Middle Cities and Transparency Initiatives. She works with both Mayors and citizens of 14 cities across the Commonwealth in defining performance metrics in the areas of education, public safety, economic development and fiscal management.

**Jonathan Glazier, JD/MBA '06**

Jonathan was recently promoted to the role of Senior Director of Corporate Compliance and Privacy Officer for Fresenius Medical Care North America. With its North American operations headquartered in Waltham, MA, FMCNA is the leading provider of dialysis services and products in the world. Jonathan lives in Charlestown with his wife, Alysha (JD '05).

**2007**

**Kathleen M. Beriau, MHA '07**

I've changed careers! Now I get to work where I play. Transitioned from: VP of Finance at Rehabilitation Hospital of the Cape & Islands to Controller of Loon Mountain Resort - Boyne, NH.

603.745.6281

**Michael Collins MSF '07**

In January 2007 I started teaching full time at Heald College in San Francisco CA, I teach their business courses.

**Wayne Bishop EMBA '07**

I just started a new job last week. I'm now working forOMICRON electronics. My new position is Business Development Manager, reporting to the President of the company in Houston. I will be opening up a new regional office in the greater Boston area. Serving the electric utility industry, OMICRON electronics is a world leader in innovative power system testing solutions. They have offices worldwide with their headquarters in Austria.

**2008**

**Samuel Chamberlain, MSF '08**

I graduated with the class of 2008 with a degree in finance. I'm now a financial planner with Ameriprise Financial Services in the Boston area. Upon graduation I went through a rigorous training and licensing process in which I received Registered representative (series 7), Investment Advisor (series 66), and my life and health insurance licenses. Upon completion, I began building my practice in September. I feel very fortunate to have a career in what I went to college for in such challenging job market along with growing my practice in an industry that is facing much change. As a financial planner I provide my clients with personal financial planning for retirement, college planning, investments and tax management strategies. My mission is to help my clients reach their financial goals through a personal relationship based on personalized, knowledgeable advice.

617.833.8619

[samuel.r.chamberlain@ampf.com](mailto:samuel.r.chamberlain@ampf.com) [ameriprise.com](http://ameriprise.com)

**Andrew Cohn, BSBA '08**

Since graduation I have served as the Practice Manager for the family business, which is the North Laurel Animal Hospital in Laurel, MD. I also continue to pursue my power-lifting career placing 3rd in the 198-pound class at the National Championships last year and I currently hold 8 Maryland State Records.

[Andrew.Cohn@nlah.com](mailto:Andrew.Cohn@nlah.com), 240.460.7201

**Christian Symonds, MST '08**

Cristian was recently promoted to Lead Tax Accountant in the Corporate Taxation Department at Liberty Mutual Group.

**Victor Carlevalle EMBA '08**

Victor continues to diversify his business offerings by opening Victor Carlevalle Realty owner/broker real estate sales and property management company in Whitman, Mass. Also announces the engagement of their daughter Nadia. Ceremony will take place in Italy on June 26, 2010.

**2009**

**Terri Ladd, BSBA '09**

Terri is actively seeking a position in Marketing, Merchandising or Brand Management. 12 years experience in luxury buying and management.

[icntdv55@aol.com](mailto:icntdv55@aol.com)

**Rafael Kiyohara, BSBA '09**

I moved back to Sao Paulo, Brazil after graduating this past May. I am currently applying for trainee programs here. I am a management and marketing bachelor.

**Giuseppe Fornaro, MBA '09**

I plan to remain in my current position as a Marketing Specialist at the Massachusetts Society of CPAs, Inc. and I moved to my new home in Braintree, MA in July.

[gfornero@comcast.net](mailto:gfornero@comcast.net), 857.233.4779

# Leonard J. Samia

## BSBA '69

Born in the city of Lawrence, Massachusetts, Leonard Samia watched his grandparents toil daily in the textile mills. His hard-working parents, also of meager means, wanted their three sons to have the college education that they themselves were not fortunate enough to have.

His parents espoused strong family and spiritual values. They preached integrity, community, charity, and compassion. They also instilled in him the virtues of tenacity and the will to succeed against incredible odds.

After graduating from Suffolk Business School in 1969, he began teaching seventh-grade mathematics in Hanover, Massachusetts, while working as an apartment rental agent on weekends and during the summer months. It did not take him long to conclude that the big-

gest financial rewards went hand-in-hand with property ownership.

During the winter of 1969, he purchased his first property—a two-family dwelling in Brighton, Massachusetts—with a down payment of \$250 in cash and a \$250 loan against his credit card. The rest is history. Forty years later, his Samia Companies LLC now owns and manages 132 properties in four states, consisting of 254 buildings servicing more than 3,800 tenants. His Samia Construction Company LLC employs over 150 part-time and full-time workers. In June of 1996, the *Boston Business Journal* proclaimed him “Boston’s largest residential landlord” and dubbed him “the undisputed rental king of Boston.” His belief in community and compassion is underscored by his altruism for the elderly.

Beginning in 1996, after the termination of rent control in Massachusetts, he began subsidizing the rents for all his elderly tenants. The total aggregate savings to date for his senior tenants far exceeds two million dollars.

Samia is a member of Summa, which recognizes leadership donors to Suffolk University, for his continuing support of the Sawyer Business School annual fund. In 2007 he established the Bert J. Samia Memorial Centennial Scholarship to honor his father. Previously he also supported the Pvt. Sheldon R. Cohn Scholarship Fund, which honors a childhood friend who also attended Suffolk but dropped out to join the military and was killed in Vietnam. Samia’s philanthropic support goes beyond Suffolk and includes numerous other local charities and institutions. **SB**

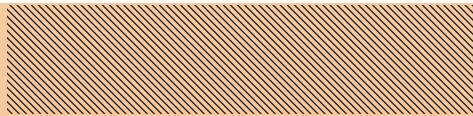
“My entrepreneurial dream and extraordinary success and accomplishment would not have been attainable without the opportunity Suffolk University made available to me. This great university opened the door of success, and without hesitation I walked through—armed only with the insatiable desire to learn. Always in the back of my mind was the belief that if I do the right thing for myself, my community, and the less fortunate, and take full advantage of the exceptional opportunity that Suffolk University offered me, the aphorism that I cherished as a teenager and held dear to my soul would become reality: ‘May the children of my children’s children never want again.’”





**SUFFOLK**  
UNIVERSITY  
SAWYER BUSINESS SCHOOL

Suffolk University / Sawyer Business School  
8 Ashburton Place, Boston, MA 02108-2770



**SUFFOLK BUSINESS**  
**UPCOMING EVENTS 2010**

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**The Inspired Career Series presents  
The Memorable Interview with  
Trisha Griffin-Carty, BA '71**

**5:30pm, Tuesday, March 2**  
Suffolk Club at the Downtown Harvard Club, One Federal Street, Boston, MA  
To RSVP contact 617.573.8456

**New Product Innovation Competition  
Award Ceremony**

**6:00pm, Friday, Mar. 5**  
Sargent Hall, 120 Tremont St.  
Students and alumni compete for the chance to win one of four cash prizes for their new product idea. For more information and to RSVP visit [www.suffolk.edu/newproduct](http://www.suffolk.edu/newproduct)

**12th Annual Griffin Networking Night**

**6:30pm, March 25**  
at the Nine ZeroHotel. Visit [suffolk.camp7.org](http://suffolk.camp7.org) to register.  
This event is only open to alumni and students of the Griffin Honors Society.

**Institute for Executive Educations Lifelong Learning Series presents:  
Women Making a Difference in Marketing**

**11:45am - 2:00pm, March 30**  
Sargent Hall, 120 Tremont St.  
Cost: \$40  
Visit [www.suffolk.edu/iee](http://www.suffolk.edu/iee) for more information and to register.

**Rebuilding Financial Integrity:  
The Emergence of Business Ethics in Institutional Reform.**

**1:30pm - 6:30pm, April 1.**  
Sargent Hall, 120 Tremont Street. Sponsored by the Sawyer Business School and TIAA-CREF. Questions? contact Eliza Parrish at 617.994.4231 or [eparrish@suffolk.edu](mailto:eparrish@suffolk.edu).