

# Suffolk

A Magazine for Alumni and Friends of the Sawyer Business School | Spring 2007

## BUSINESS

Reengineering  
the Undergraduate  
Business Degree

SUFFOLK  
UNIVERSITY

SAWYER BUSINESS SCHOOL

*Global Business Education in Boston*

## Suffolk BUSINESS Spring 2007

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Recently, Business Schools across the US, have benefited from enrollment surges in their undergraduate business programs. Louis Lavelle of *BusinessWeek* writes, "undergrad business programs are getting MBA-like respect, and competition to get into them is hotter than ever."

Our undergraduate business program has also experienced tremendous growth. Since 2000, our undergraduate enrollments have increased by over 50%.

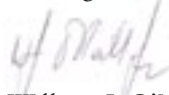
In this issue we focus on the Suffolk undergraduate business degree--the Suffolk BSBA. You will learn about recent enhancements in the curriculum to provide students with the knowledge and skills that they need in today's global workforce. You will also read about Suffolk alumni who are giving back to Suffolk with internships, serving as advisory board members, mentoring, and teaching. I encourage each of you to be involved in your alma mater by attending networking events, providing internships for our students and giving financially to support our programs.

I am also delighted to inform you of the Sawyer Business School's first endowed chair, the Sawyer-Parks Endowed Chair in Entrepreneurial Studies. The Sawyer-Parks Chair will assist the Business School as it grows its entrepreneurial programs.

Lastly, we've received many positive comments about the new look of your alumni magazine, *Suffolk Business* such as from the one we received from Sarah Wilkinson, MBA '03, who writes, "to be perfectly honest, I thought it was a new magazine. The stories, layout and photos are all excellent. I read the whole issue cover to cover. It really seems as though the Business School is taking steps forward in the right direction! Thanks again for your efforts." Many thanks to the Business School's Director of Communications, Teri Malionek for spearheading the redesign effort and for managing the production process.

Thank you for your feedback and support. If you have suggestions on items we should cover in the next issue, contact me at [woneill@suffolk.edu](mailto:woneill@suffolk.edu) or Teri Malionek at [tmalione@suffolk.edu](mailto:tmalione@suffolk.edu)

Best regards,



William J. O'Neill, Jr.  
Dean



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U N I V E R S I T Y  
SAWYER BUSINESS SCHOOL

*Global Business Education in Boston*

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Dean O'Neill, Lephon Tieu, BSBA '07 and Nique Fajors, BSBA '89 connect with undergraduate students and alumni at the BSBA Networking Event in October

## Robert Kraft Kicks Off Inaugural MBA Boardroom Leadership Scholars Program

On April 19th, 20 graduating Suffolk MBA students received a once in a lifetime opportunity to learn valuable leadership lessons from **Robert Kraft**, founder, chairman and CEO of the Kraft Group Companies.

The students are members of the Suffolk MBA program's inaugural Boardroom Leadership Scholars (BLS) Program, a unique initiative within the Sawyer Business School. Although the program is open to all graduating MBAs, only 20 students are selected each year as Boardroom Leadership Scholars.

Among the eligibility criteria, students must meet requirements for graduation, write a 500 word essay on what it takes to be a leader in today's global business environment; and demonstrate leadership capability, skills and interest.

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One of the student participants, Kuda Tawha, MBA '07 said "I enjoyed the meeting immensely and it is one of the memories I will treasure for the rest of my life. I took away many important lessons on family, character, ethics, integrity, leadership, and business."

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Each year the **Suffolk MBA Program** invites one nationally known business leader to serve as the Boardroom Leader. The annual BLS event features a keynote address and a Q&A session, which will enable the scholars to learn from the invaluable experiences of the boardroom leaders.



Kraft, serving as Boardroom Leader, met with the 2007 Suffolk MBA Boardroom Leadership Scholars:

Robert M. Correa, Michaela Costa, Keri Dattoli-McGloin, Derek J. Edmond, Katie Hayman, Geoffrey Jarok, Matthew F. Jordan, John Lawrence, Aaron W. Mace, Kimberly Matthews, Mathew A. Palmer, Daniela Popa, Mareana Ricci, Luiz Santos, Allyson Schneider, Gary M. Sheehan, Lee Sher, Nicholas St. Hillaire, Peter J. Talarico, and Kuda Tawha.

## Center for Innovation and Change Leadership Establishes Research Partnership

**The Center for Innovation and Change Leadership has formed a partnership with two leading international business schools to study Knowledge-Intensive Business Services (KIBS).**

The partnership includes the Institute of Innovation Research (IoIR) at Manchester Business School, UK and the Customer & Service Science Lab at the Bocconi University, Italy. Professor and Center co-director, Robert DeFillippi and Associate Professor Mark Lehrer constitute the core research team from Suffolk.

The research partnership will focus on innovation in Knowledge-Intensive Business Services. Knowledge-Intensive Business Services (KIBS) are a subset of business services whose primary outcomes take the form of knowledge assets.

Examples include IT services, design and R&D services, consultancy, and marketing services. The share of KIBS is growing in developed economies and KIBS are considered one of the most important engines of growth. KIBS play a crucial role as key competitive facilitators in the economy and KIBS firms often act as key partners in developing technological and organizational innovations with their clients. The growth of KIBS is the consequence of the increasing tendency of firms to outsource some core processes and critical resources to specialized service providers.

## Chairman of the FASB Addresses Suffolk

The Sawyer Business School, in conjunction with the Boston Accounting Research Colloquium (BARC), hosted the Chairman of the Financial Accounting Standards Board (FASB), Robert Herz for a presentation entitled “The FASB and the Challenges and Opportunities Facing Financial Accounting” on November 9. FASB is the principal accounting standard setting body in the United States and its decisions have far-reaching implications for companies and the capital markets in the US. Over 80 people, including Suffolk faculty and students, and members of the Boston business and academic community, attended the presentation. Chairman Herz provided an update on current projects being deliberated by the FASB and shared his thoughts on how accounting educators can best prepare students to face the new challenges in the accounting profession. The Boston Accounting Research Colloquium was formed by five Boston area schools (Boston College, Boston University, Bentley College, Northeastern University, and Suffolk University) as a way for local scholars to meet regularly to discuss accounting research and to invite speakers of national prominence to present their research in Boston. Associate Dean/Dean of Academic Affairs Morris McInnes founded BARC in 1987 when he joined the faculty of the Business School. Recently, McInnes was recognized by BARC for his leadership and contributions to the organization.



Pictured left to right - Associate Dean Morris McInnes, Robert Herz, chairman, Financial Accounting Standards Board

## Center for Public Management Events Promotes Partnerships

The Center for Public Management has focused its efforts on public service research, training and community support since its establishment in 1973. An important aspect of the Center’s work includes educational seminars and certificate programs offered to emerging leaders interested in the Commonwealth’s public service.

In collaboration with community partners, the Center provides extensive educational opportunities for Massachusetts’ public service managers through its certificate programs. These year-long programs are offered in partnership with several

Boston based organizations. Certificates are offered in: Health & Human Services Management, Administration & Finance, and Home Health Management.

In collaboration with the Greater Boston Chamber of Commerce, “Connecting Business with Government” was held in November. This program included panel discussions and lectures discussing topics such as the “Top Five Things You Need to Know When Working with Government” and government & business interaction. Participants also received an opportunity to put their knowledge to work with a prepared case study. Dean O’Neill, and Paul Guzzi, President and CEO of the Greater Boston Chamber of Commerce, both spoke at the event.

In collaboration with the John Joseph Moakley Institute, the “Massachusetts State Legislature Staff Training” was held in February. Speakers included former Senate President Robert E. Travaglini and House Speaker Salvatore F. DiMasi. The training teaches new staff members on several issues, including: where they can find key information, the importance of good public service, how to deal with the press, and overviews of ethics and the state budget process.

For more information about the Center for Public Management contact Sandy Matava, Director at 617.573.8024 or visit [www.suffolk.edu/cpm](http://www.suffolk.edu/cpm)



# Inventor of Post-It-Notes Addresses Inaugural New Product Innovation Awards Ceremony

The Sawyer Business School hosted the first annual 5K Innovation Awards Ceremony on November 10th. The New Product Innovation Competition was established to encourage students to turn their new product ideas into a commercial reality. Sushil Bhatia, executive in residence was the competition and ceremony organizer.

Art Fry, keynote speaker, discussed his personal experiences about creating innovative ideas and new products. Fry, a new-product development researcher, at the time of discovery, had attended a fascinating seminar hosted by the innovator of adhesives, Dr. Spence Silver. Intrigued by the idea Fry took the concept and applied it to some personal use. The application, he hoped would make his life easier. He was frustrated with scrap paper bookmarks falling out of his church choir hymnal. In a split moment, Fry realized that the adhesive Silver created could be used as a reliable bookmark. From that moment on the Post-It Note became a household name. Six finalists remained from the twenty-five entries that were submitted.

**The winners of the competition are as follows:**

## First Prize: \$3,500

### Product: EMBA 900 Chair

Innovators: Ed Cunnally, EMBA '07, Kevin Morris, EMBA '07, Joanna Trainor, EMBA '07, Emily Bugbee, EMBA '07, Kamaraj Arockiasamy, EMBA '07

## Second Prize: \$1,000

### Product: CTM (Close To Me)

Innovators: Lisa Hachey, EMBA '07, Tom Santos, EMBA '07, Jim Landary, EMBA '07, Charu Deodas, EMBA '07, Wallace French, EMBA '07

## Third Prize: \$500

### Product: Insulin Voyager

Innovators: Lorenzo Petruzesiello, BS '96, GMBA '06, Marie Texier, GMBA '06, Isa Perez, GMBA '06, Erik Raynor GMBA '06

Well-known company representatives including ones from Motorola Labs, Silicon Valley Bank, Merrill Lynch, Netezza, and AmeriVault Corp. judged the event.

**The 2007 Awards Ceremony will be held on Friday, November 2.**

**For more information visit:  
[www.suffolk.edu/new\\_product](http://www.suffolk.edu/new_product)**



Pictured left to right - Professor Bhatia with first place winners: Joanna Trainor, Kevin Morris, Ed Cunnally, and Art Fry.



Pictured left to right - Professor Bhatia with second place winners: Lisa Hachey, Tom Santos and Wallace French, and Art Fry.



Art Fry, inventor of 3M's Post-It Pads

## Your Chance to Innovate and Participate

**Professor Bhatia is accepting proposals for the 2007 New Product Innovation Competition and Awards Ceremony. The Competition is open to all Suffolk alumni and students.**

**Visit [www.suffolk.edu/new\\_product](http://www.suffolk.edu/new_product) for more information.**

**Interested in judging the competition? Also contact Professor Bhatia at [sbhatia@suffolk.edu](mailto:sbhatia@suffolk.edu).**

# Center for Entrepreneurial Studies Hosts Events for Student Entrepreneurs

The Center for Entrepreneurial Studies hosted the Global Student Entrepreneur New England Regional Awards (GSEA) Competition on Monday, May 7th.

The GSEA program is the premier award for undergraduate students that own and run businesses while attending college or university. Nominees compete against their peers, and other student entrepreneurs from around the world for cash prizes. Since its founding in 1988, the GSEA program has celebrated the success of hundreds of student entrepreneurs. The GSEA program is an Entrepreneurs' Organization program, in partnership with Mercedes-Benz Financial.

The winner of the New England competition was Michael Kopko, founder of DormAid and student at Harvard University. DormAid (<http://www.dormaid.com>) is a service that helps students enjoy their studies by handling the downsides of student life -- laundry, dorm cleaning, bedding, and more.

Second place was awarded to Brendan Ciecko, a student at Hampshire College, who stunned the GSEA judges with his business, Ten Minute Media (<http://www.tenminutemedia.com>), which produces high-end web content for music stars such as Bob Seger, Monica, and Natalie Cole, as well as manag-

ing music artists. Michael and Brendan will both go on to compete at the GSEA Global Finals that take place 1-3 November 2007 in Chicago.

## Teaching Youth to Build Businesses

The Center will host the National Foundation for Teaching Entrepreneurship (NFTE) Business Plan Competition on June 6. NFTE is a New-York based organization that teaches high school students from lower-income neighborhoods how to start their own businesses.

Since 1987, NFTE has reached over 120,000 youth and has trained more than 3,700 Certified Entrepreneurship Teachers in 31 states and 13 countries. NFTE New England serves over 800 students in Massachusetts annually through partnerships with schools and community based organizations.

The Center for Entrepreneurship provides education, support resources, consulting to Suffolk students, alumni and the greater Boston community. For more information about the GSEA New England Regional Awards Competition, or NFTE Business Plan competition or **to learn more about the Center for Entrepreneurship, visit, [www.suffolk.edu/ces](http://www.suffolk.edu/ces).**

## Business Undergrads Honored at NABA Awards Reception

Five of the thirteen scholarship winners announced at the 18th Annual National Association of Black Accountants, Inc. (NABA) Awards Reception held on Thursday, April 26 were Suffolk students.

Nancy Douyon received a \$10,000 Educational Institutional Partnership Scholarship given on behalf of NABA and Suffolk University.

Victoria Blanchard received a \$10,000 Educational Institutional Partnership Scholarship given on behalf of NABA and Suffolk University.

Kerlin Aristilde received a \$2,500 Corporate Partnership Scholarship given on behalf of Liberty Mutual. Kerlin, who graduated in May, will join PriceWaterhouseCoopers in the fall along with fellow students and NABA members: Aliki Anestis, Jean Paul Manga and Michelle Udezue.

Hugette Konate, received a \$2,500 Corporate Partnership Scholarship given on behalf of Investors Bank & Trust. Hugette is interning with KPMG and plans to start graduate school in the fall. Hugette was also recognized as Distinguished Student Member for her role as President of the NABA Boston Student Chapter.



Pictured left to right - Aliou Ba, Issam Chleuh, Mame Oumy Mbengue, Associate Professor of Accounting Gail Sergenian, Nancy Douyon, Hugette Konate, and Eric Compaore

Aicha Belemkoabga received a \$1,000 Marie Jose-Felix Scholarship. Aicha is a junior at Suffolk and is majoring in Accounting and minoring in Finance.

Eric Compaore, a junior Global Business and Accounting double major received the Outstanding New Student Member Award. Eric will be joining a peer mentoring program at Deloitte & Touche for the summer. Eric is also treasurer of the Boston Student Chapter of NABA.

Suffolk's involvement began in 1995 when Associate Professor of Accounting Gail Sergenian was asked to become the faculty advisor for the Boston Metropolitan Chapter. Suffolk is a Platinum Level Corporate Sponsor of NABA Inc.

To honor Suffolk University's Centennial Celebration, the Sawyer Business School hosted a spectacular series of cultural, social, and academic events focusing on the Centennial themes of global business, public service, and partnerships.

October 16

### US Energy and the Role of Venezuela

Co-sponsored by WorldBoston



Fadi Kabboul, Minister Counselor for Petroleum Affairs, Venezuelan Embassy



Pictured left to right - Dean O'Neill, Felix Rodriguez, president & CEO of CITGO Petroleum Corporation, and Associate Dean Shahriar Khaksari

October 26

### Doing Business in Brazil

Co-sponsored with the New England Latin America Business Council



Pictured left to right - Dr. Isaac Cohen, CNN Senior Analyst for Latin American Economic News, Salomon Chiquiar, Rabinovich Seyfarth Shaw, president of New England- Latin America Business Council, Cássio Mesquita Barros, Mesquita Barros Advogados, Associate Dean Shahriar Khaksari, Ronaldo Veirano, JD '71, Veirano & Advogados Associados, C. Gopinath, associate professor of Management, Paulo Sotero, director of the Brazil Institute at the Woodrow Wilson International Center for Scholars



Ronaldo Veirano, JD '71, Kathryn Battillo, VP for Advancement



November 13

## Doing Business in India



Consul General of India, Neelam Deo with Professor Bhatia and Dean O'Neill



Jothi Raghavan, Bharatha Natyam Dancer

April 24

## Doing Business in Poland

Co-sponsored by Polish American Networking Organization (PANO)



Weronika Wiktor from Cafe Polonia in traditional Polish costume.



Pictured left to right - Patryk Dresner, panelist & senior associate, litigation group, Ropes & Gray, Dariusz Wojtaszek, panelist First Secretary, Consulate General of the Republic of Poland, Shahriar Khaksari, associate dean, Marek Lesniewski-Laas, Honorary Consul, Consulate of the Republic of Poland in Boston, Marcin Bolec, president, Polish American Networking Organization, C. Gopinath, associate professor of Management and Tad Witkowitz, panelist and entrepreneur.

February 8

## Doing Business in China



Pictured left to right - Yuan Wu, former manager Bank of China, and MPA student, Harvard University Kennedy School of Government; Shixin Chen, Deputy Director of Tax Policy, Ministry of Finance of China & MPA student, Harvard University, Kennedy School of Government; & Jeff Hotchkiss, President of Assembly Test Division, Teradyne



Bing Yeng Leung, Flour Dough Sculpture



Lion Dance by Kung Fu Athletic Association

**November 9**

Center for Innovation & Change Leadership sponsored:  
**Innovation and Speed-to-Market in Design Driven Industries**



Pictured left to right - Panelists: Robert Wong, Hal Stern, Robert Zeytoonian, board member of Center for Innovation & Change Leadership, Angie Kyle, Beate Chelette, and Kory Kolligian

**November 16**

Center for Global Business Ethics and Law with the Center for Advanced Legal Studies and Institute for Executive Education presented a panel discussion on the history, impact, guidelines, and corporate decision-making related to the Foreign Corrupt Practices Act. The panel was moderated by Derek Meisner, partner, Kirkpatrick & Lockhart Nicholson Graham LLP.

**March 29**

Over 100 alumni, students and faculty attended the WorldBoston/Suffolk University Global Leadership Series featuring Pakistani Ambassador to the US, Mahmud Ali Durrani discusses the Current State of US-Pakistani Relations.



Pictured left to right - Dean O'Neill, Ambassador Durrani and John Carlson, Chairman of the Board of Directors for World Boston

**January 11**

The US Deputy Secretary of Health and Human Services, Alex Azar was in Boston to address 200+ local business and health leaders regarding healthcare transparency. The Deputy Secretary discussed the administration's plans for health programs to offer meaningful, consistent information on both the quality and price of healthcare services.



Pictured left to right - Mike Lavin, professor & chair Public Management, Dean O'Neil, Alex Azar, USDHHS Deputy Secretary, and Suffolk Provost Patricia Maguire Meservey



James T. Brett, MPA '76, CEO & President of The New England Council



James Roosevelt, former associate commissioner of Social Security and the grandson of Franklin D. Roosevelt

## Suffolk BSBA Alumni Open Italian Eateries in Winchester and Boston

**Alessandra Siniscalco, BSBA '07** started *Café Piazza Dolce* in Winchester, Ma., two years ago at the age 18. Today, the Café is a thriving eatery and has been featured in the *Boston Globe* and on New England Cable Network's TV Diner.

Siniscalco dreamed of running her own business since high school. With the help of her parents and her strong work ethic, that dream became a reality. Her café is located in the same building where her parents operate a salon and spa and is now open six days a week. The café overlooks Bellino Park and has free Wi-Fi access, large flat screen TVs. Her secret: Alessandra imports ingredients from various parts of Italy and bakes everything fresh in the café daily. The café's specialties include: panini, pizza, pastries and a variety of coffee drinks.

**Café Piazza Dolce is located at 831 Main Street, Winchester, Ma. For directions and hours visit their web site at: [www.cafepiazzadolce.com](http://www.cafepiazzadolce.com)**

**Evan Buland, BSBA '04** opened *Café Quattro* a year following his graduation from Suffolk and a stone's throw away from the Nathan R. Miller Dormitory at 20 Somerset Street.

Since its opening, *Café Quattro* has quickly become a "Suffolk" establishment. Faculty, staff and students can regularly be seen eating in the café. Many student clubs use *Café Quattro's* catering services for club events. Specialties include: pizza, chicken pesto panini, crab-meat roll and turkey wraps.

Evan attributes his success to the education he received at Suffolk. He received his undergraduate degree in management from Suffolk in 2004. Now he runs his own pizza/sandwich shop right next to one of Suffolk's dorms and has a specialty pizza called the "Suffolk."

**Café Quattro is located at 4 Somerset Street, Boston and is open Monday – Friday 11am – 8pm and Saturdays noon – 4pm.**

## Executive MBA Alumna Named 2007 National Financial Services Champion by the Small Business Administration

**Anne Cerami, SBA program manager for TD Banknorth and Executive MBA alumna, has been named the 2007 National Financial Services Champion by the US Small Business Administration (SBA).**



Cerami was honored, along with the SBA's other Champion and Lender Award winners, at a reception ceremony held in Washington, DC on April 23 during the SBA's National Small Business Week.

Cerami was first named the 2007 Massachusetts Financial Services Champion. She went on to win the New England competition for this award as well, before being named the National Financial Services Champion.

The Financial Services Champion award is presented annually to an individual who assists small businesses in obtaining financing either directly or through advocacy efforts to increase the availability of financial services. Another reason for Ms. Cerami's selection was because of her many volunteer efforts beyond her business and professional responsibilities to advance small business interests.

**STAY CONNECTED**  
To the Sawyer Business Alumni Network



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- Promotions • Marriages • Births
- Other announcements

To: Rebecca Coyne, Director of Alumni Relations  
[rcoyne@suffolk.edu](mailto:rcoyne@suffolk.edu) • 617.994.4321



Michael B. Arthur



Richard H. Beinecke



Robert Defillippi



Tom O'Hara



Giana Eckhardt

## Grants and Awards

**Michael B. Arthur**, professor of management, was honored with the Everett Hughes Award for a lifetime of exceptional research, scholarship and intellectual leadership from the Academy of Management. The Everett Hughes Award is the highest distinction a person can receive from the AMA's Careers Division. Arthur is the fourth person to receive this award.

**Michael B. Arthur** was also awarded the Sawyer Business School's Excellence in Research Award.

**Thomas Whalen**, visiting assistant professor of accounting was awarded the Sawyer Business School's Excellence in Teaching Award.

**Billy Mee**, instructor, information systems & operations management, received the Outstanding Faculty Member of the Year Award from the Student Government Association.

Assistant professors of marketing, **Anders Bengtsson** and **Giana M. Eckhardt** have been awarded a research grant from the Marketing Science Institute (MSI) to study the social construction of brands in China. For this project, Bengtsson and Eckhardt have partnered with Dunkin' Brands. They will travel to China this summer to begin empirical data collection.

## Presentations at Conferences

**Mark Lehrer**, associate professor of management, was invited to present at the Woodrow Wilson International Center for Scholars' conference on New Thinking in International Trade: National Strategies to Build Comparative Advantage where he spoke about trade strategies used in France and Germany.

**Tom O'Hara**, associate professor of finance presented his research paper entitled "Rich Stock, Poor Stock: A Strategy For Improving The Portfolio Selection Process" at the 33rd Annual Conference of the Northeast Business and Economics Association on October of 2006 held in Port Jefferson, New York. The paper was invited by double blind review and was published in the Proceedings of the Conference.

**Giana Eckhardt**, assistant professor of marketing and two colleagues from Australia presented at the Business as an Agent for World Benefit Conference. They discussed the importance of businesses being involved in helping to make the world a better place from an ethical and moral standpoint. The conference mostly debated the concern of corporate social responsibility.

**Suzyn Ornstein**, associate professor of management, **Kevin Krauss**, clinical professor of management and **George Moker**, instructor of management presented, "University-High School Partnerships: A Model for Improving Entrepreneurship Education and Community Outreach" at the United

States Association for Small Business and Entrepreneurship conference in Orlando, FL, on January 12, 2007.

## In the News

**Magid Mazen**, professor of management, was interviewed on NECN by Chet Curtis and Political Commentator, Avi Nelson about President Bush and Prime Minister Maliki meetings about the chaos in Baghdad, Iraq.

**Sushil Bhatia and C. Gopinath**, associate professor of management were quoted in an article from *Business Line India* (8 Jan. 07 p.10). The two professors were in India, leading a group of 19 Executive MBA students. In India, they visited Intel, GE Welch Technology Center, Trigent Software, Sigma-Aldrich Inc and EXIM Bank.

**Elizabeth J. Wilson**, chair and associate professor of marketing, was quoted in the March 5, 2007 issue of *Banker and Tradesman* regarding the True Blue advertising campaign designed to reposition Eastern Bank in the New England financial marketplace.

## Leadership Roles

**Robert Defillippi**, professor of management and co-director of the Center for Innovation and Change Leadership has been asked to be the conference coordinator for the 15th Annual International Conference on Multi-Organizational Partnerships, Alliances & Networks (MOPAN) in June 2008.

This annual international conference is intended for those directly engaged or



C. Gopinath



Liz Wilson



Laurie Levesque



Alex Yen



Suzyn Ornstein

otherwise interested in practice related to multi-organizational relationships within and across borders. The Center for Innovation and Change Leadership will host the conference.

The Marketing department will host the annual Consumer Culture Theory Conference in May 2008. Assistant professors **Anders Bengtsson** and **Giana Eckhardt** will co-chair the conference. Consumer Culture Theory (CCT) is an interdisciplinary field that comprises macro, interpretive, and critical approaches to and perspectives of consumer behavior.

**William J. O'Neill, Jr.**, dean of the Business School and professor of management has been appointed to the

Board of Directors of EDGAR Online, Inc., a leading provider of interactive business and financial data on global companies to financial, corporate and advisory professionals. The company makes its information and a variety of analytical tools available via online subscriptions and licensing agreements.

## New Faculty Appointments 2007

Due to expanding undergraduate enrollments, the Business School has hired a historic 19 new faculty members for the 2007 academic year; bringing the Business School total full-time faculty numbers to 110.

### New Faculty include:

#### Accounting

##### **Mohamed I. Gomaa**

##### *Assistant Professor, Accounting*

Prior to joining Suffolk, Mohamed was an assistant professor at the School of Business and Economics at Wilfrid Laurier University in Ontario, Canada. He earned his PhD in accounting at the University Maastricht, The Netherlands, his Master's degree in accounting from the University of South Florida in Tampa, Florida, his MS in decision and information Systems from the University of Florida, and his Bachelor's degree from Alexandria University, Egypt.

## Publications

"Looking for the Next Big Thing: Bringing Virtual Team Concepts into the Executive MBA Classroom," co-authored by **Sushil Bhatia** and **Michael Barretti** clinical professor of marketing has been accepted for publication in the *Indian Journal of Economics and Business*.

**Warren Briggs**, professor of information systems and operations management co-authored, **Competitive Analysis of Enterprise Integration Strategies** for an upcoming issue of *Industrial Management and Data Systems*. He has also co-authored **Competitive Analysis of MIS in the MBA Core: "Are Trends Putting Pressure on the MIS Course?"** in the *Journal of Information Systems Education* (April 2007).

Associate dean **Ruth Ann McEwen** is author of *Earnings Per Share*, published by BNA Tax and Accounting Portfolio No. 5137.

"Continuing to Provide and Fund a Mix of Ryan White Title I HIV/AIDS Services: Support from the 'Voices of Experience' Needs Surveys in Massachusetts" with lead-authors **Richard H. Beinecke**, associate professor of health

administration, **Sandy Matava**, clinical assistant professor of public administration, and MPA student **Nicole Rivers** has been published in the *Journal of HIV/AIDS & Social Services*.

**Richard H. Beinecke** edited with others the **Administration and Policy in Mental Health and Mental Health Services**, November 2006. Their introductory article is a "Guest Editors' Introduction: Evidence-Based Mental Health Practices and Performance Measures in Massachusetts." The issue is available through Springer-Link.

**Laurie Levesque**, chair and associate professor of management, co-authored article, "The Status of Women in Corporate Governance in High Growth, High Potential Firms," has been published in *Entrepreneurship Theory & Practice*, 2007

**Alex Yen**, assistant professor of accounting, had his article "A Content Analysis of the Comprehensive Income Exposure Draft Comment Letters," published in the 2007 edition (Volume 19) of *Research in Accounting Regulation*, edited by Gary J. Previts."



Jorge Colazo



Abu M. Jalal



Georges Kemassong



David Manzler



Stefan Platikanov

**Jamshed J. Mistry**  
*Assistant Professor, Accounting*

Prior to Suffolk, Jamshed was assistant professor at Worcester Polytechnic Institute teaching mostly accounting courses. Jamshed earned his DBA from Boston University and his MBA from the University of Utah and his BS from Purdue University.

**Brigitte W. Muehlmann**  
*Assistant Professor, Accounting*

Brigitte researches and teaches in the areas of US Taxation and Investments Planning as well as US & International Financial Reporting and Analysis. Prior to joining Suffolk, Brigitte was associate professor at Bentley College where she earned her MST degree. Brigitte earned her Doctorate and Master's degrees from Vienna University of Economics and Business Administration. She is a certified public accountant, management accountant, financial management, valuation analyst, and licensed tax expert.

**Business Law & Ethics**

**Miriam F. Weismann**  
*Associate Professor, Business Law & Ethics*

Miriam is a former US attorney for the Southern District of Illinois. She earned her LLM from Kent College, her JD from DePaul University, and her Bachelor's from the University of Arizona.

**Finance**

**Abu M. Jalal**  
*Assistant Professor, Finance*

Abu specializes in empirical corporate finance, international finance, financial markets and institutions, and banking. Abu expects to receive his PhD in Finance in June, from the University of Minnesota. He earned his BA in economics and mathematics from Wabash College in Crawfordsville, IN.

**Georges Désiré Tsafack Kemassong**  
*Assistant Professor, Finance*

Georges is expecting to earn his PhD in economics from the University of Montreal, Canada in the fall of 2007. His fields of specialization include finance, econometrics, and international finance. He earned his Master's degree in finance from the University of Toulouse, France, he also earned a Master's degree in statistics from Ecole Nationale de la Statistique et d'Economie Appliquée, Côte d'Ivoire and his Bachelor's degree in mathematics from the University of Cocody, Côte d'Ivoire.

**David L. Manzler, CFA**  
*Assistant Professor, Finance*

David is expected to complete his PhD in June 2007 from the University of Cincinnati. His research interests include investments and financial institutions, with a current focus on closed-end funds. Before joining the PhD program, David worked in the financial services industry as a portfolio manager, research analyst, and financial operations principal. David earned his MBA from University of Cincinnati and his Bachelor's degree from Ohio University.

**Stefan Platikanov**  
*Assistant Professor, Finance*

Stefan is expected to complete the PhD program at the University of Colorado by the end of this year. He has taught Corporate Finance and Introduction to Business at the University of National & World Economy in Bulgaria. Stefan earned his Master's degree from the College of Europe and the University of Hamburg, Germany and BA in economics from the University of National and World Economy, Bulgaria. He is a co-founder and partner of Riahovetz Ltd., a private business in Gabrovo, Bulgaria.

**Management and Public Management**

**Alicia D. Boisnier**  
*Assistant Professor, Management*

Prior to joining Suffolk, Alicia was assistant professor of the Department of Organization & Human Resources at the School of Management of State University of New York. Alicia earned her PhD and MS at the University of California at Berkeley and her BA in psychology & media studies at Hampshire College. Alicia's research interests include organizational culture and subcultures, self-monitoring/impression management, demographic diversity, and identity development.

**Brenda Bond**  
*Assistant Professor, Public Management*

Brenda joins Suffolk from Harvard University's Kennedy School of Government where she was a research associate in the Criminal Justice Policy and Management Program. Her work compares the effects of intensive enforcement and community problem-oriented policing on crime, disorder, and citizen perceptions of legitimacy in crime hot spots. She earned her Master's degree and PhD from Brandeis University and a Master's degree from the University of Massachusetts Lowell.



Aimee L. Williamson



Zhen Zhu

### **Carlos Rufin**

#### ***Assistant Professor, Management***

Carlos' teaching interests include international business, the environment of business, and public management. Carlos joins Suffolk from the Babson College where he was assistant professor of international business. He earned his PhD in public policy at Harvard University. He also earned his Master of Arts in economics at Columbia University in New York and his Bachelor's in economics at Princeton University.

### **Sheila S. Webber**

#### ***Assistant Professor, Management***

Before joining Suffolk, Sheila was assistant professor of management at the University of Massachusetts Lowell. Sheila earned her PhD in industrial/organizational psychology at George Mason University in Fairfax, VA and her Master's degree from Fairleigh Dickinson University. Her undergraduate degree is from Franklin & Marshall College where she double majored in psychology & government. Sheila has published a number of papers in the areas of work teams and project leadership in *Journal of Applied Psychology*, *Journal of Business Research*, *Journal of Organizational Behavior*, *Academy of Management Executive*, and *Journal of Business and Psychology*.

### **Aimee L. Williamson**

#### ***Assistant Professor, Public Management***

Aimee is expected to receive her PhD in public affairs from University of Colorado in May 2007. She earned her Master's degree from the University of Colorado and her Bachelor's degree from the University of Notre Dame. Currently, Aimee is research analyst/data coordinator for the Colorado Children's Campaign.

## **Marketing**

### **Cristian Chelariu**

#### ***Assistant Professor, Marketing***

Cristian's research interests include channel management, sales force management in emergent economics, B2B, and implementation of market orientation. He earned his PhD from Georgia State University, MBA from the University of Nebraska and his Bachelor's degree from Al.I.Cuza University, Romania. He will be leaving Schulick School of Business, York University, Canada to join the Business School.

### **Zhen Zhu**

#### ***Assistant Professor, Marketing***

Before joining Suffolk, Zhen was assistant professor at Babson College. Prior to coming to the United States, Zhen was marketing analyst for Procter & Gamble in Shanghai, China. Zhen earned her MBA in marketing and BS in economics at Fudan University in Shanghai, China. Zhen earned her PhD in marketing at University of Illinois.

## **Information System and Operations Management**

### **Jorge Colazo**

#### ***Assistant Professor, Information System and Operations Management***

Jorge's research and teaching interests include operations management; innovation and technology management; operations-IT interface; and empirical research methods. He earned his PhD in business administration from the University of Western Ontario and earned his MBA at I.D.E.A. and a Master's degree in engineering in Buenos Aires, Argentina. Jorge received an award for participating in the competition-based 2006 Operations Management Research Incubator held at the Academy of Management Conference in Atlanta, Georgia.

### **Peter Tarasewich**

#### ***Associate Professor, Information Systems and Operations Management***

Peter joins Suffolk from Northeastern University where he was Assistant Professor. Peter earned his PhD from the University of Connecticut, his MBA from the University of Pittsburgh and BSE from Duke University. His research interests include: eBusiness, wireless information systems, human-computer interaction and usability. Peter's research appears in *Communications of the ACM*, *Communications of the AIS*, and *IEEE Transactions on Engineering Management*.

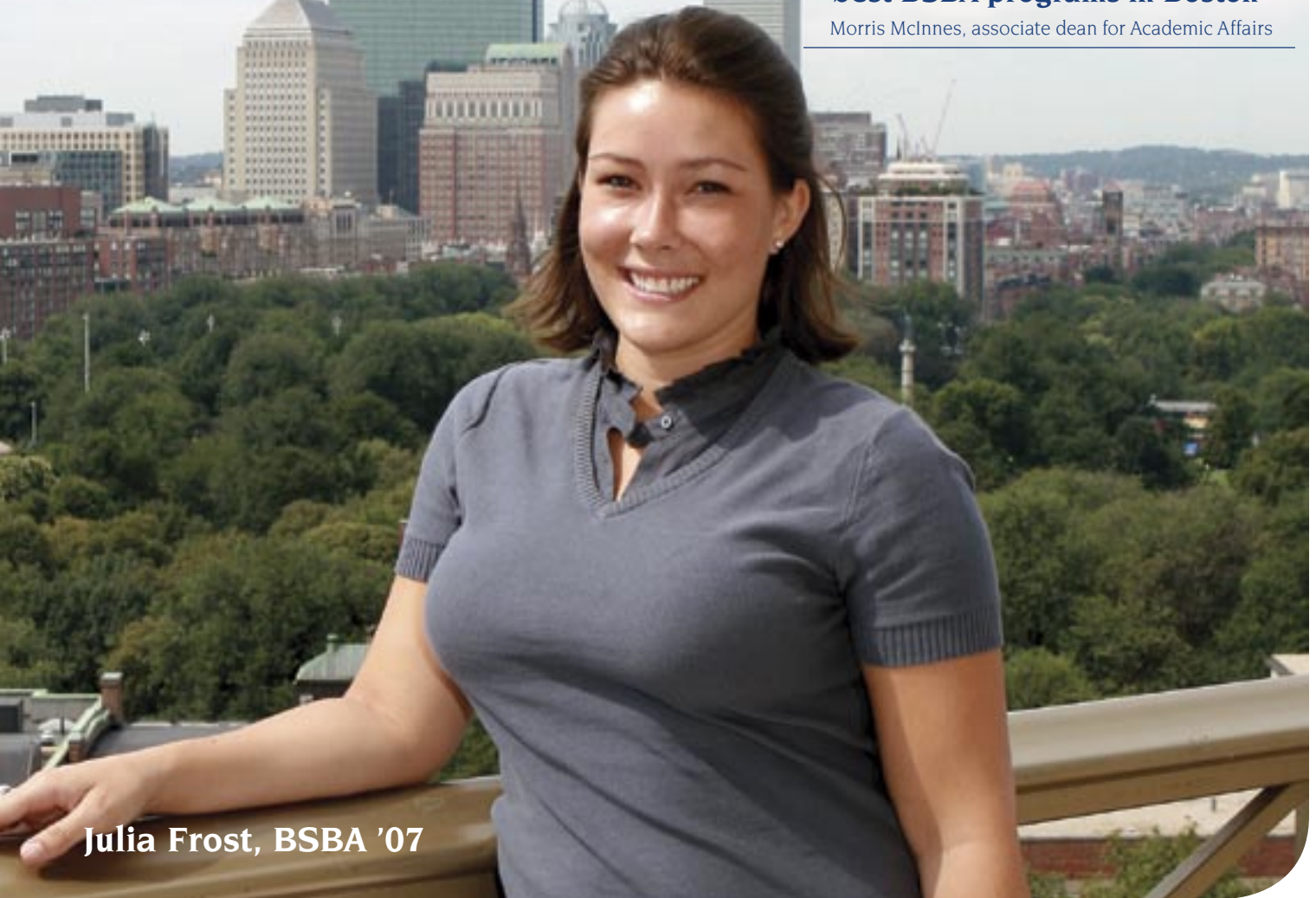
### **Arnold Kamis**

#### ***Associate Professor, Information Systems and Operations Management***

Prior to joining Suffolk, Arnold was assistant professor of computer information systems and information & process management at Bentley College. He earned his PhD in information systems from New York University and his BS in applied mathematics (computer science) from Carnegie Mellon University. Arnold's research interests are in electronic business, decision support technologies and human-computer interaction. His publications appear in journals such as the *International Journal of Electronic Commerce*, *Information & Management*, *Communications of the Association for Computing Machinery* and *The Database for Advances in Information Systems*. Arnold serves as a chair for the Hawaii International Conference on System Sciences minitrack on Electronic Marketing, as an associate editor for *Case Studies in Business, Industry and Government Statistics*, on the editorial review board for *Journal of Electronic Commerce in Organizations*, and as the web site editor for the *Journal of Management Information Systems*.

**“We are determined, as a team of faculty, administrators, and students to build one of the ‘best BSBA programs in Boston’”**

Morris McInnes, associate dean for Academic Affairs



Julia Frost, BSBA '07

## Reengineered and Ready: The New Undergraduate Business Program

**Globalization, Leadership,  
Communication, Technology,  
and Social Responsibility  
Are Highlights**

**It's no secret that the world of work has changed:** the virtual office requires a workforce that knows how to communicate their functional knowledge to their global counterparts, whose diverse cultures may differ sharply from their own. More and more, businesses are demanding savvy employees with leadership skills and an in-depth understanding of the global perspective. And, as trends show, they are looking to recruit above-average business graduates with bachelor's degrees.



The Sawyer Business School's reengineered Bachelor of Science in Business Administration (BSBA) curriculum, to commence in fall 2007, will prepare graduates to meet the challenges of today's work environment.

"It's hugely exciting," said Laurie Levesque, chair and associate professor of management, and a curriculum task force member. "We're hoping that the thoughtful planning and the incredible support we've received from the University will help to bring it all together."

A confluence of events prompted revamping the Bachelor of Science in Business Administration (BSBA) curriculum, last overhauled in the 1980s with minor changes introduced in the 1990s. In response to the stepped-up demand for undergraduate business majors, national trends show enrollment in undergraduate business programs has increased dramatically, more rapidly than in MBA programs, according to AACSB International—the premier accrediting body for business schools across the world. Other factors were the need for the curriculum to reflect the Business School's revised global mission, to meet revised AACSB guidelines, and to coincide with the course-crediting method adopted by Suffolk's College of Arts and Sciences.

## LINKS to a Successful Career

The new curriculum is focused on educating the global leaders of tomorrow and seeks to build preparation through programming that focuses on leadership, innovation, networking, knowledge, and service (LINKS)—all "links" to a successful career. The themes of globalization; ethics and corporate social responsibility; diversity and diverse culture; leadership; teamwork; communication competency; and networking, careers, and life-long learning are emphasized throughout all four years of the program.

In 2004, a 13-person task force for curriculum change, chaired by Catherine McCabe, assistant professor of marketing, was convened with varied members of the Suffolk Business faculty and the school community. "We asked ourselves, 'What would an ideal curriculum look like?'" said Levesque. "We started from scratch, saying 'There are the things our graduates need to know, so what courses and in what sequence makes sense? Only later did we say, 'What does this mean in terms of courses and what sequence makes sense?'"

Using *Taxonomy for Learning, Teaching, and Assessing: A Revision of Bloom's Educational Objectives* as a foundation to help the committee understand and implement a standards-based curriculum, the group met over a two-year period, rewriting the curriculum, and conferring with faculty and department heads, before presenting a proposal that was approved by the faculty in May 2006.

## Business Courses Introduced in Freshman Year

The curriculum emphasizes the foundations of business knowledge and practical application in group class projects,

experiential learning, and in real-world experiences, such as internships; all supported by technology.

Business courses are introduced earlier—in the freshman year instead of the junior year—and the program offers the flexibility needed to tailor their program of study to meet students' needs. Students also take SU101, a one-credit freshman-year experience, in which students are block-scheduled to encourage building relationships with each other. During the fall 2005–2006 semesters, this new-curriculum pilot project was highly successful, and in particular, juniors and seniors served as teaching assistants in SU101, where they acted as role models, and served as a resource for freshmen.

"This course is really helpful to those students who haven't lived in a city," said Levesque, who explained that 18-year-olds need a transitional course after they arrive on campus.

According to Levesque, the task force also "tweaked the linkages between quantitative courses." For example the calculus requirement was dropped for all but two majors, Finance and Accounting. However, if a student had taken calculus in high school, the student is encouraged to continue with calculus at Suffolk. After collaborating with the math department, Finite Math is now a requirement for freshmen not taking calculus and a prerequisite for other quantitative courses. "You don't learn to synthesize and evaluate until you've mastered the basics," said Levesque. "We built the curriculum on that."

## A Global Focus from Day One

The globalization theme is interwoven throughout all four years of the curriculum; students are exposed to the global business environment through a variety of courses, electives, and workshops. They may opt to take one of two general education classes, either on globalization or on history, which incorporate the underlying theme of the new BSBA program. That is, business is linked to other disciplines. Students take one of the many courses broadly defined as social change in the United States and abroad, which exposes them to world geography and cultural diversity; they study how social movements affect businesses around the world. "They will learn how business, people, and cultures interact," said Levesque.

In the business core, Business Ethics in a Global Environment incorporates discussions of ethics across diverse cultures. Micro- and macroeconomics courses include a study of global markets, and the Strategic Management capstone course gives students another opportunity to link global issues with their functional knowledge. In the fourth year, a variety of professional development workshops, including Global Business Etiquette, will help graduating students transition to the real world.

Students also have the opportunity to visit companies in other countries to observe first-hand how business is conducted: the three-credit Global Travel Seminars combine Boston-based classroom learning with a one- to two-week trip; recent choices included London, England; Prague, Czech Republic; and Beijing and Shanghai, China. (see related story on page 18 & 19)

## Communication, E-Portfolios, and Cohort Courses

The emphasis on communication competency requires that students learn how to write concisely and well; use proper citations in research; and present their ideas effectively and persuasively, both orally and in writing. A grading system for assessing communications skills is being developed and will be shared with all faculty for use across the curriculum. “To progress in any career, you have to communicate clearly,” Levesque said. “Poor communication can lead to numerous problems, both professional and personal.”

Communications skills will be further strengthened and the improvements documented with the student’s individual online or e-portfolio, one of the most innovative co-curricular components. The e-portfolio will showcase a student’s work and their experiences. Students will chronicle what they learn—in the classroom, in extra-curricular activities, and through their real-world business experiences. With a student’s permission, the staff at the Career Services Office can access the portfolio to advise on career choices and identify potential areas for skill development. The Portfolio also develops a student’s technical expertise and instills a greater responsibility for documenting experiences and knowledge. In the students’ junior year, they can create a personal web page to assist them with job recruitment by presenting themselves effectively to prospective employers.

“We anticipate that the e-portfolio will be used as a developmental tool, as well as facilitating academic and self-assessment for student growth,” said Levesque.

The curriculum’s changes addressed requests students had for earlier introduction of business courses, greater integration of the curriculum, as well as the faculty’s concerns about students’ need for more analytical, problem solving, and business skills.

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“I’ve learned how to manage my time efficiently and how to multitask by participating in so many events,” she said. “It’s fast paced. I want to get the most out of my college career, so that when I graduate, I’ll have a career I’ll be able to keep up with.”

*Lephan Tieu, BSBA '07 marketing major*

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All co-curricular components, such as “cohort” experience, are integrated with the main coursework. These four components are introduced in each of the four years: Experiencing the Suffolk Community; Leadership and Corporate Social Responsibility; Group Dynamics and Experiential Learning; and Professional Development. Each experience provides active learning opportunities, links together multiple curricular components, and creates common learning experiences. They each become progressively more complex and utilizes the skills learned in previous years. In particular, the purpose of the fourth-year cohort experience is to create networking opportunities and provide career skills with workshops on professional

behavior and job hunting; the events will be sponsored in conjunction with alumni and students groups.

## New Honors Program and Challenge Courses

To encourage scholarship, a second undergraduate Honors Scholars program was organized. Like the existing Griffin Honor Society and Sawyer Ambassadors, Honor Scholars students must maintain a high grade-point average, and they benefit from a supportive environment that encourages intellectual curiosity and academic distinction. Twenty-five percent of the BSBA classes taken by Honor Scholars are honors classes; they also are given first choice to register for stimulating, tuition-free “challenge courses.” Each semester, eight to nine topics are offered; one of the courses scheduled for this fall is Knowledge Globalization, to be taught by Mawdudur Rahman, professor of accounting.

“We ask the faculty to send us proposals,” said Myra Lerman, assistant dean for undergraduate business programs, and advisor to Honors and Griffin students. “We are offering challenging courses on current business trends.”

Most recently the course titles included, Leading the Entrepreneurial Nonprofit, Social Entrepreneurship, and Leadership in Institutional Change. In addition to advising honor students, Lerman meets with Sawyer Ambassadors twice a month and with the Honors Scholars once a month; her role is to enhance the groups’ leadership, communication, and networking skills, to facilitate the meetings, and to act as a resource. The goal of the Sawyer Ambassadors is to build community and to address unmet student needs.

## Social Responsibility and Service

One of the challenge courses on social responsibility prompted Sawyer Ambassador Julia Frost BSBA '07, president of the Women In Business Student Club (voted Outstanding Student Organization of 2006 by Suffolk students), to organize the Pink Campaign, which raised \$1,100 over a two-week period for breast cancer research at the Dana-Farber Cancer Institute in Boston. The course demonstrated how to build committees and the infrastructure needed for social causes. Frost led other Women In Business members in writing, designing and producing flyers and hosting table events on campus stressing the importance of early detection. The course also inspired her to join the Dollar Campaign, which generated \$1,700 in contributions to raise awareness about global child prostitution.

“I love helping to organize events that educate and inspire our members and the business community to get active,” said Frost. “Whatever business career I choose, I know I want to make a difference in people’s lives.”

Sawyer Ambassadors and student club members were instrumental in organizing and staffing the well-attended BSBA Student and Alumni Networking Event at the Omni Parker

House Hotel last fall. Two members from each student organization were represented on the planning committee.

“We all discussed the logistics,” said Anthony Holley BSBA ’07, a Sawyer Ambassador, president of the Suffolk University Business Career Organization Student Club (SUBCO), and a member of the Collegiate Investment Association (CIA) Student Club. “We made sure that we had people manning every sector of the event. We had everything covered.”

Everything, that is, except coat racks, he said. No matter. “We had more than 200 people,” said Holley. “We packed the house.”

## Network, Network, Network

Students, faculty, administrators, and alumni, including Nique Fajors BSBA ’89, vice president of marketing for Atari Corporation, who was the keynote speaker, networked, and enjoyed dinner and the view from the rooftop ballroom. Fajors urged students to network, network, network, to mix and mingle with people they didn’t know.

“Networking is very important, and you have to take full advantage of the opportunities at Suffolk,” said Lephon Tieu BSBA ’07, a Sawyer Ambassador and president of the Professional Marketing Association (PMA) Student Club, another committee member. “Alumni are very willing to act as a mentor and to help you succeed.”

A co-editor-in-chief and contributing writer for the student newsletter, *Suffolk Business Leader*, Tieu is president of PMA, collaborates with other student groups or organizing weekly, free events, which offer more variety for students, and are scheduled for the activity periods. For example, the SUBCO career lecture guest speaker, David D’Ardanglo, head of marketing, at M&L Transit Systems, was cosponsored by PMA.

“I’ve learned how to manage my time efficiently and how to multitask by participating in so many events,” she said. “It’s fast paced. I want to get the most out of my college career, so that when I graduate, I’ll have a career I’ll be able to keep up with.”

Tieu has already parlayed her networking skills into the real world of business. Her last internship was at the luxurious Onyx Hotel, near the TD Banknorth Garden (formerly the Fleet Center), where she worked as a guest-services agent and concierge. At the time, the hotel’s general manager was Eric Travers, BSBA ’01, an alumnus of the Business School, whom she had met at one of the Business School’s Alumni networking events. When she needed a local internship, she pulled out his business card and contacted him.

“I loved working at the hotel,” said Tieu. “I met so many new people. The hotel itself was also a huge networking venue; many business travelers stay there, and I collected many business cards.”

Eric Travers has since left Onyx Hotel and is the current General Manager at Poste Modern Brasserie at the Hotel Monaco in Washington, DC.



Pictured left to right - Aicha Belemkoabga, Victor Bado, Yannick Ilboudo, Hulda Compoare, Eric Compoare, SIFE administrator, Mame Khary Dione, & Professor Thomas Haslam of Suffolk Dakar’s SIFE team

## Opportunities to Enhance Learning

In addition to a variety of student clubs and other opportunities to enhance individual learning, the new curriculum places more emphasis earlier on case analysis and presentation and offers more access to national and international competitions, some held on the Suffolk campus, including the New Product Innovation Competition.

The New Product Innovation contest joins the existing B-School Beanpot Case Analysis Competition, which brings together teams of undergraduate business students from Boston-area business schools, the National Association of Black Accountants (NABA) Case Analysis Competition, and students in Free Enterprise (SIFE), a global nonprofit organization that mobilizes university students to create economic opportunities for others and discover their own potential in the process. (see related story on page 4)

“Participating in these competitions is one of the most valuable and rewarding experiences that our students can have,” said Gail K. Sergenian, associate professor of accounting, a curriculum task force member who works with NABA teams. “They learn how to analyze real business situations under tight deadlines, prepare professional presentations, and defend their strategies before a team of experts. Even more important, they learn how to think on their feet and work in an intense environment.”

Revising the undergraduate business curriculum was an enormous task that involved administrators, faculty, students, department heads, and advisory boards. “We are determined, as a team of faculty, administrators, and students to build One of the ‘best BSBA programs in Boston’” said Morris McInnes, DBA, associate dean for Academic Affairs and professor of accounting. ↻

Learn more about the new BSBA curriculum, by visiting:

[www.suffolk.edu/BSBA](http://www.suffolk.edu/BSBA)

# Global Travel Seminars

The Business School's Global Travel Seminar Program provides a powerful opportunity for undergraduate and graduate students to build the global mindset crucial for today's business professionals.

Each seminar is custom designed by the faculty member leading the seminar and includes visits with business executives, government leaders, and academic experts and cultural activities.

During Spring Break in March 2007, undergraduate students visited England, the Czech Republic, and will visit China in June.



## Business in London, England March 10-17, 2007

### Seminar Schedule

**Monday, March 10** Leave Boston for London

**Tuesday, March 11** Arrive in London

**Monday, March 12** Lecture:  
"London as a Global Business Center"

Lunch at Regents

Company visit to CBS Outdoor  
Group Dinner

**Tuesday, March 13** Visit to:  
Parliament, private tour by MP Nigel Evans  
Chicago Board of Trade Lunch  
Visit to: British American Business Council

**Wednesday, March 14** Visits to:  
Bank of England, Lloyds of London

**Thursday, March 15** Sightseeing Trip:  
Stonehenge and Bath

**Friday, March 16** Visits to:  
Little, Brown Book Group, London Stock Exchange

## Business in the European Union: Prague, Czech Republic March 10-17, 2007

### Seminar Schedule

**Sunday, March 11** Arrive in Prague  
Guided tour of Prague, Welcome Dinner

**Monday, March 12** Morning Presentation:  
The economic, historical, and political overview  
of the Czech Republic  
Lunch

Visit to: Rückl Crystal

**Tuesday, March 13** Visit to: Senate of the Czech  
Republic

**Wednesday, March 14** Visit to: Microsoft, KPMG

**Thursday, March 15** Visit to: Czech Trade  
Commission, Bison & Rose

**Friday, March 16** Free time to explore the city,  
Farewell Dinner



“The globalization of business has made the world much smaller. Today it is so important to learn about different systems and different cultures to be successful in business.”

**Masatada Abe, BSBA '07**



## Business in Beijing and Shanghai, China

June 14–26, 2007

Seminar Schedule

**Thursday, June 14**

**Sunday, June 17** Visit to: Tiananmen Square, Forbidden City

Lunch

Temple of Heaven

**Monday, June 18** Lecture: “The Chinese Business Environment” at the University of International Business and Economics

Visit to: BMW or Mercedes

**Tuesday, June 19** Visit to: Yanjing Beer

**Wednesday, June 20** Day trip to: the village of Zhuozhou

**Thursday, June 21** Lecture at University of International Business and Economics

Visit to: CF Securities

**Friday, June 22** Fly to Shanghai

**Saturday, June 23** Sightseeing in Shanghai (visit Shanghai Museum of Art, People’s Square, Jade Buddha Temple)

**Monday, June 25** Shanghai Stock Exchange Lijia Zui Financial District

“The Doing Business in London Seminar provided a priceless experience for undergraduate students. It allowed them to learn about London through business, culture, and tourism; and at the same time form and build life-long friendships. The group was enthusiastic and very eager to learn about global business. Every one contributed to make the trip successful and beneficial.”

**Khaled Amira,**

Assistant Professor of Finance  
Undergraduate London Seminar Leader



**John Leonetti**

MSF/JD '01

**Holly-Ann Paiva**

BSBA '07

Need Advisory Board members to act as guest judges in a capstone accounting class?

**> No problem.**

An alum to sponsor an internship?  
Teach a management class?  
Coach a case-analysis competition?

**> No problem.**

# *On Call:* Alumni and Friends Are Enthusiastic Responders

**Sawyer Business School alumni and friends are responsive to calls for assistance and more than willing to accommodate faculty and the students who are the next generation of global business leaders.**

When Accounting Department Advisory Board members were invited to judge students' risk-management plans for an undergraduate course, ACCT 450 Theory and Practice, the response was nearly 100 percent for both the undergraduate course and its graduate counterpart.

"The Advisory Board members are really involved," said Michael Kraten, PhD, assistant professor of accounting, who teaches the course. "They're looking to maintain the high-caliber of students; these are the students they are interested in recruiting to their organizations."

Kraten structures the capstone course, i.e., the final course that students take before they graduate, around a leadership theme for which there is no textbook solution. Each student

group selects a real-world organization and prepares a risk-management plan that identifies potential problems, assesses and prioritizes the problems, and develops internal controls to deal with the situation. On the last day of class, individual groups present the risk-management plans without notes, slides, or even a podium; each presentation is five minutes. A course requirement stipulates that members from the local business community guest judge the presentations, and Kraten immediately extended the invitation to the Advisory Board with stellar results—and a bonus.

According to Kraten, Advisory Board member Leanne Melto, a senior manager with KPMG, the audit, tax, and advisory firm, mentioned to John Moriarty, a KPMG senior partner that one

of the group presentations had focused on a risk-management plan for Suffolk University. Moriarty, one of KPMG's authorities on higher education, and a contributor to the in-house publication, "Strategic Financial Analysis for Higher Education," volunteered to speak to the entire class on the subject.

Needless to say, Kraten was thrilled and readily accepted the offer; Moriarty spoke to the class in April. "Things like this keep popping up," noted Kraten, who is grateful for the Advisory Board's dedication; his students will benefit greatly from hearing the advice of a senior KPMG partner.

Alumnus John Leonetti MSF/JD '01 is a firm supporter of internships, which he organized as an employee at Merrill Lynch, and then at Smith Barney, where management adopted a formal internship program with the Sawyer Business School. Last year, Leonetti started Beacon Hill Equity Group, an independent affiliate of Raymond James Financial, and once again called on Myra Leman, assistant dean, for potential internship candidates; he interviewed five and selected Holly-Ann Paiva BSBA '07.

"Internships help students define their goals," said Leonetti. "You don't have to look far to find students who want to do well. Interns demonstrate their appreciation, whether the internship is paid or unpaid. They are hard-working and conscientious about doing a good job."

Paiva, who graduates this May with a major in finance, is delighted with her experience and has accepted a full-time position with Beacon Hill Equity Group. Her goal is a career as a certified financial planner, and she is learning about selecting investments, allocating portfolios, and evaluating investment opportunities.

"If I have a question, he'll sit down with me and explain it," said Paiva, who is interested in sitting for the Series 7 and CFP examinations. "That kind of attention you won't find at a bigger firm."

Alumnus Mark DiFraia BSBA '97, director of business development at Charles River Development, was honored to teach Business Organization and Leadership in the fall 2006 semester. A former member of the Griffin Honor Society, he has maintained a close and satisfying relationship with the Business School since his graduation and has helped organize Griffin networking events. While a student at Suffolk, Mark served as president of his class for all four years and also as president of the Student Government Association. When DiFraia took the same class as an undergraduate, taught by Pierre Du Jardin, it was a turning point; it confirmed his decision to switch his major from political science to business.

"I was impressed with the caliber of the students and with their creativity," he said of teaching experience. "The class helps students think like managers and to solve problems."



A student at American University, in Cairo, Egypt, studying for a Master's degree in Middle East studies, Lenka Benova BSBA '02 was not only a participant in several national case-analysis competitions, but she also volunteered to help coach

"Being part of the Suffolk family is an asset and a support base for me for a lifetime...when your family needs your help, you go back, and help."

Lenka Benova, BSBA '02

five national and international competitions after she graduated. In addition to constructive criticism, she provided support, motivation, experience, and encouragement.

"Suffolk was truly like my family, from the professors and administrators, to the alumni and other students; being part of the Suffolk family is an asset and a support base for me for a lifetime," she explained. "And when your family needs your help, you go back and help."

In 2002, she coached two teams, one undergraduate and one graduate, for the National Association of Black Accountants (NABA) Case-Analysis Competition; both won first place. She also coached the Suffolk team of undergraduates for the B-School Beanpot Case-Analysis competition, comprised of teams from Boston-area schools, and for the Students in Free Enterprise (SIFE) Competition at Suffolk's Dakar Campus in Senegal, Africa. In 2006, the Suffolk University Dakar SIFE team won top honors in Senegal, and took third place in the international competition held in Paris and judged by business executives from 30 countries, including some of the world's top CEOs.

"Coaching is exciting," Benova said. "I love working with students and seeing them learn from each other, struggle with the process, and then appreciate the experience at the end. I also coach because these are the best and brightest students at Suffolk, and I want them to have confidence and to know that they have much to offer upon graduation." ☺

## Give Back to Your Alma Mater!

Interested in sponsoring a Suffolk student to intern in your organization?

Would you like to share your knowledge and expertise as an adjunct or as a special speaker in class?

Can you mentor or coach an undergrad?

Contact the Sawyer Business School's Dean's Office at:

[suffolkbusiness@suffolk.edu](mailto:suffolkbusiness@suffolk.edu)  
or 617.573.8631

Michael Kraten, PhD,  
Assistant Professor of Accounting  
[mkraten@suffolk.edu](mailto:mkraten@suffolk.edu)



**Mark A. Lehrer, PhD**

Associate Professor of Management  
mlehrer@suffolk.edu

# Germany, Innovation, and the Role of the University

## From Faust to Finance

Before he was heralding the American university systems' role in developing new industry, Lehrer was trying to instill in his students a love of German literature. But that didn't last. "It's a declining industry," he sighs. "People just aren't interested anymore. I wanted to do something else with my life." Then the Berlin Wall fell, it all clicked together. Mark would stop teaching Goethe, and start learning business. "Everyone was certain that Germany would become Europe's dominating innovative economic force," he says. "I figured that I could leverage my expertise in German and use it to tap into this inevitable development."

To his dismay, it didn't quite turn out that way, as the reunited nation's predicted economic success was surprisingly disappointing. "So I went back and tried to figure out why my initial predictions were wrong," says Lehrer. "And I found that the German university system is one really big explanation."

After experiencing an "economic miracle" following WWII, the German economic engine began to run out of gas in the 1980s. The reason for the stagnation was the country's inability to excel in "new" industries, such as computer technology and biotech. Even today Germany's strength is in "older" sectors, like automobile manufacturing, industrials and chemicals.



## München Malaise

Traditional explanations of this point to issues like the lack of labor market mobility, underdeveloped stock markets, or the notoriously inflexible nature of the country's labor market and institutions meaning, essentially, too much red tape. Lehrer, however, has another, totally unique answer: The university system in Germany needs repairing.

“One of the most important elements of a nation's economy is its university system,” says Lehrer. “Universities are instrumental in facilitating channels from the research lab to the business community. The malaise affecting the German university system is that it is inflexible, and totally shut off from the economy.”

This is unlike the university system in America, according to Lehrer, which is heavily integrated into the business world, “so many new ideas come out of the university system,” he says. “There is simply no substitute for the university system in driving innovation into the economy, particularly when it comes to developing new industries.”

Biotech is a case in point. Germany had only 15 biotechnology products in the pipeline in 2003, compared to 872 in the US and 194 in the UK, which has a significantly smaller population.

“Germany can't seem to commercialize its biotechnology research,” says Lehrer. “In short, they can't seem to make it from discovery to drug store. This is far different from the US, which is considered by many to hegemony in this area.”

## All Brains, No Business

According to Lehrer, it isn't that German scientists have lost their touch in the lab, it's that, unlike in the US, the German university has ceased to be at the center of innovation. “Innovation shifted from universities to specialized R&D institutes, such as our National Institute of Health,” explains Lehrer. “Such institutes represent the core of Germany's R&D.” Lehrer cites the “staggering” decline of Nobel Prize winners from German universities over the past 100 years, particularly since the 1950s, Lehrer blames this trend on the German government's drive to standardize education after WWII.

“They kept passing laws to ensure that all German universities were doing exactly the same thing in exactly the same way,” says Lehrer. This differs from the model in the US where there is some harmonization between universities, as conducted by the universities themselves—not by the state.

The result is a serious lack of competition in the university system, between both professors for wages as well as universities themselves for students or for research grants. Not to mention a general lack of business acumen that doesn't bode well for commercializing new technologies.

American venture capitalists, many of whom came to Germany in search of emerging technologies, soon left after they realized that these scientists didn't know a balance sheet from a bed sheet.

“These VCs ran into a bunch of scientists asking for money who couldn't even do a business plan and knew nothing about how to file a patent,” says Lehrer. “They were so used to just getting

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“There is simply no substitute for the university system in driving innovation into the economy, particularly when it comes to developing new industries.”

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money and not competing for it that they had no clue what to do. I guess you could say that they were all brains and no business.”

But not here. “The business culture in America is so porous,” he explains. “It permeates everything including the university systems, especially because they are run a little like firms.” Crucial to keeping this competitive edge over other university systems according to Lehrer is the fact that the university systems in the US are funded by both private and public money, unlike in Germany where the whole R&D system became public.

“This mixture of financing modes is crucial to keeping the university system in the center of innovative developments,” explains Lehrer. “It's what keeps our university system strong.”

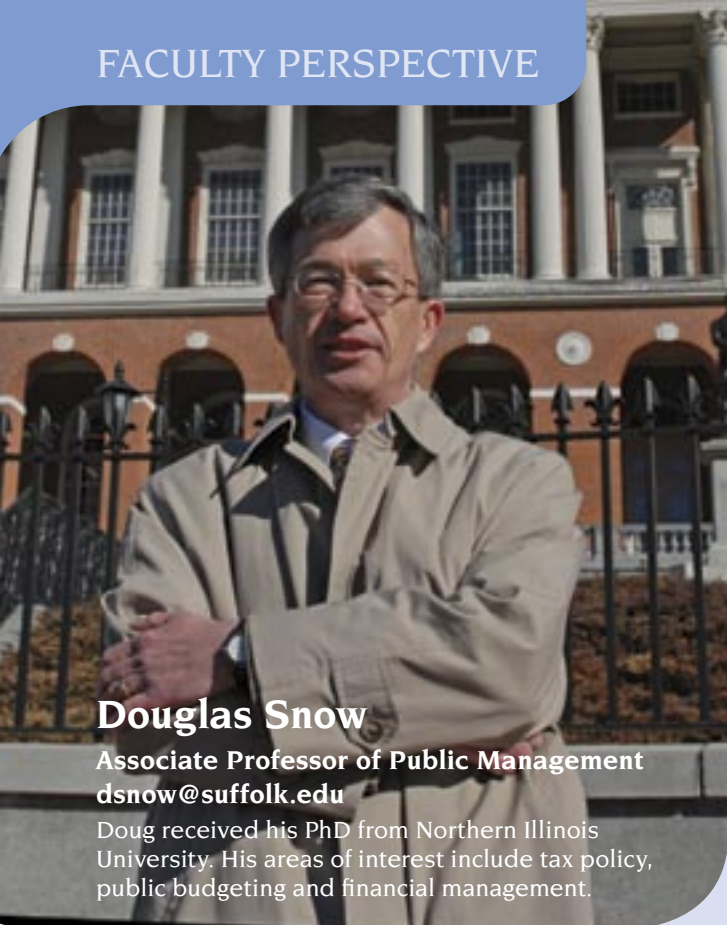
## Suffolk Succeeds

No where is the strength of the American university system more represented than at Suffolk University, says Lehrer.

“Suffolk is a great example of being able to succeed in the way that a German university cannot—specialization,” says Lehrer. A by-product of competition, Lehrer believes that specialization is the most important contributor to innovation. “It is the key to our system here in America, which has been so successful,” he says. Without it, the university will fail to take center stage in the development of new industries. This is what happened in the German case. And it's a lesson we need to remember.”

Lehrer believes that Suffolk's uniqueness lies in its location, and the way in which it leverages that. Not a national university, it's a regional and an international university, he notes, made up of mostly Boston kids and international students. “It's a very unique business model,” he says. “It offers the best of Boston, America and the world.”

Mark Lehrer is Associate Professor of Management. He earned his PhD in Strategic Management from INSEAD, France. His research and teaching areas include strategic management, innovation and technology and the international management of R&D. Mark is widely published and is a member of the Educator's Advisory Board for the *Wall Street Journal*



**Douglas Snow**

Associate Professor of Public Management  
dsnow@suffolk.edu

Doug received his PhD from Northern Illinois University. His areas of interest include tax policy, public budgeting and financial management.

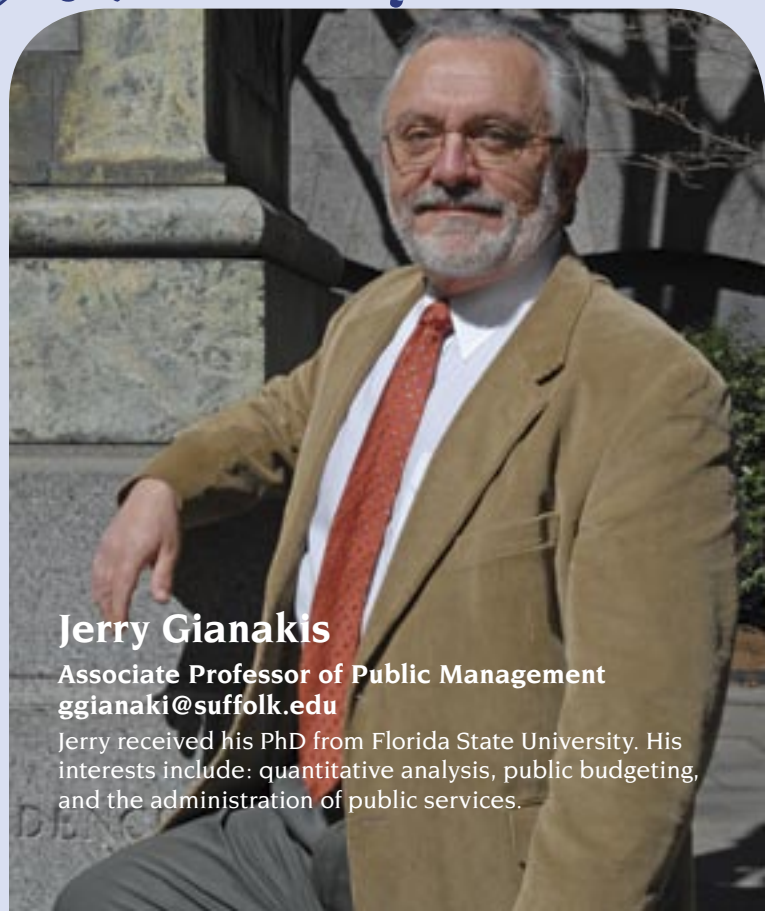
**Public Management  
Professors  
Douglas Snow and  
Jerry Gianakis  
provide a much needed  
forecast on the use of  
“rainy day” funds.**

*Financial storm clouds  
on the horizon.*

# Rainy Day Funds: To Save or To Spend

When it rains, it pours – from one end of the Commonwealth to another. Unable to raise property taxes, local governments in Massachusetts are using rainy day funds in increasingly innovative ways to protect against an economic torrent.

“They store revenue against a rainy day,” explains Snow, who worked as a Fiscal Analyst for the Utah State Legislature before coming to Suffolk.



**Jerry Gianakis**

Associate Professor of Public Management  
ggianaki@suffolk.edu

Jerry received his PhD from Florida State University. His interests include: quantitative analysis, public budgeting, and the administration of public services.

“These funds were implemented in Massachusetts after the passing of Proposition 2½, which set a limit on the increase of property taxes to 2.5% per year.”

Compared to taxes like sales tax and income tax, property taxes are less “elastic” to the economy, meaning that they are more stable and less subject to the ups and downs of the market cycle.

“At the time, property taxes in the state were the highest in the nation,” says Gianakis, a Massachusetts native who earned his budgeting stripes down south as a Budget Director for St. Petersburg, Florida.

“Proposition 2½ brought Massachusetts in line with the county in the short run, but it left cities unable to raise property taxes to compensate for a reduction in state aid during a recession. Rainy funds have since tried to fill the void.”

### It Takes a Village ...

Despite all literature which claimed these funds won't grow very large because tax payers will generally vote to get their money back, the dynamic duo's findings showed different.

“We were surprised to find that local governments had such substantial rainy day funds,” says Snow. “It was also surprising to see that they don't just think of these funds purely as a tool to deal with a lack of state aid. They have become embedded in the financial management culture. They aren't just being peddled away at the first signs of financial stress.”

Snow cites his own town of Chelmsford as an example. “The town faced a \$3 million deficit last year and still voted to put \$1 million into the rainy day fund,” he says, adding that it takes only a majority vote to put money into the fund, but a two-thirds majority to take it out—a structure that shows these towns are serious about saving cash.

Yet the biggest surprise in their findings was the idiosyncratic way in which local governments saved or spent their rainy day funds.

“We couldn't find any determinant variable that would tell us how much money a city would have in its rainy day fund, or how it would spend it,” says Gianakis.

“Socio-economic variables such as birth rate, income level, and geographic location didn't really tell us as much as we expected.”

For example, while generally the poorer the city—and therefore the more dependent upon state aid—the smaller the fund, very wealthy communities also had only a few bucks set aside for a rainy day.

“These communities feel that they have a political support for increases in the property tax, and overriding Proposition 2½,” Gianakis explains. Such an “override” must be approved by a majority of the voters in a referendum.

This idiosyncrasy, according to Gianakis, is a product of the state's history of localism.

“Massachusetts is a highly localized state,” he says. “People really identify with their communities. There can be two different towns right next door to one another with two vastly different political histories and cultures.”

This differs from many states, he explains, where political culture doesn't change much from city to city, and can easily be summarized at the state level. Further attesting to this spirit of localism is fact that out of the 43 states that have rainy day funds, only Massachusetts is one of the few that allow local governments to establish them.

A potential downside of this ethos of localism, however, is that cities don't tend to share resources and services.

“You see more regionalism in other states with special districts, as well as governmental mechanisms for which they can share resources among local governments,” says Gianakis. “But not here. Cities here want to do things their own way, which means that they are pretty much on their own.”

### A Perfect Storm?

So far, Massachusetts' cities and towns have fared rather well on their own, developing innovative ways to use their rainy day funds to protect against state cutbacks.

“It seems there is a learning curve, and cities have become more sophisticated in terms of their fiscal budgeting strategies,” says Snow optimistically. “They are thinking more strategically, and surprisingly long-term.”

But their innovation might not be enough. Both Gianakis and Snow warn that the large and growing balances in rainy day funds might signal more than just good fiscal planning. “We think they might be preparing for a doomsday scenario,” quips Gianakis. “There's a perfect financial storm brewing out there, and the towns and cities know it. Maybe only on an unconscious level—but they know it.”

And what about just reversing Proposition 2½ so local governments could survive with less state aid? “We think it's time to give that some serious thought,” says Gianakis.

### The Calm before the Storm

In the meantime, the two have teamed up for the second time to simulate the effects of the 1991 recession on local state aid, in order to determine if the funds are big enough to deal with a similar crisis. Massachusetts politicians should stay tuned.

“The budget represents our values translated into dollar signs,” says Snow. “It's a rank ordering of them. So despite what politicians say, the budget is a pretty good proxy for how they view the world.”

The professors are also talking to local financial directors to find out more about their individual budgeting strategies. “Our goal is to identify the best practices for how to use rainy day funds at the local level,” says Snow. “And Massachusetts is the best place to do it.” ☺

## Fellow Alumni,

My “day job” as a human resources director requires me to leverage the most important asset of the organization—the talents of our people. As your board president over the past two years, I’ve been able to put this experience into practice by drawing upon the strengths of my colleagues. Together, we’ve strived to make the Alumni Association even more vibrant and our events ever more relevant.

Case in point: September 21st, 2006, the official kickoff to Suffolk University’s Centennial Celebration. Everyone in attendance will not soon forget the grand procession down Tremont Street beneath hundreds of blue and gold banners, nor the Academic Convocation, with keynote speech by former President George H.W. Bush. Following the events on the Boston Common, Sawyer Business School alumni and friends gathered for a reception at 73 Tremont, the iconic, newly-acquired Suffolk University building.

For your alumni association, the centennial has been all about rekindling and maintaining connections. With such a large number of graduates, it’s not always an easy goal to accomplish. We rely on you for candid feedback and involvement. One thing I’ve discovered from my experience on the board is what a powerful impact alumni volunteers have in steering this amazing University.

I have thoroughly enjoyed the time that I have served as board president. As my second and final term in this capacity draws to a close, I will work with the board over the coming months to help select my successor. I’d like to thank you for your support and encourage your continued participation. Let’s make it our mission to spread the good name of Sawyer Business School in our work, and to take advantage of this important connection in our lives.

Sincerely,

**Elaine O’Sullivan, MPA ’97**

President, Alumni Board of Directors, Sawyer Business School



## Sawyer Business School Alumni Board of Directors 2007-2008

The Sawyer Business School Alumni Board of Directors includes 15 alumni representatives. Their mission is to foster a life-long commitment between Suffolk University and its alumni by providing alumni opportunities to engage in educational, professional, social and community service activities; and by providing the University the special perspective and support of alumni in its life and growth.

The Sawyer Business School’s Alumni Board of Directors include:

**Elaine M. O’Sullivan, MPA ’97**  
*President of the Sawyer Business School  
Alumni Board of Directors*

**Mark W. Haddad, MPA ’93**  
*Vice President of the Sawyer Business School  
Alumni Board of Directors*

**Angela Nunez, BSBA ’82,  
MBA ’87, APC ’96**  
*Clerk of the Sawyer Business School  
Alumni Board of Directors*

**Edward J. Bradley, Jr., BSBA ’57**  
**Richard R. Duchesneau, BSBA ’69**  
**Maureen V. Feeney, BA ’75, MPA ’76**  
**Irene B. Fitzgerald, BSBA ’91, MS ’93**  
**Dianne L. Grattan, MBA ’02**  
**Robert H. Jones, BSBA ’72**  
**Richard E. Lockhart, MBA ’73**  
**David R. Morse, MBA ’94**  
**William A. Popeleski, Jr., MBA ’87**  
**Rachelle P. Robin, MBA ’87**  
**Tara L. Taylor, MBA ’00**  
**Roger Wellington, MPA ’01**

## Dear Alumni,

Getting to know you has been a pleasure but it hasn't been always been easy. With so many Sawyer Business School graduates among the Alumni Association's 60,000 members, my work as your new Director of Alumni Relations has already been an exciting and inspiring challenge.

I arrived in January amidst a whirlwind of activity, including the introduction of a new look for the University's Alumni Association. Our logo, representing "the school on the hill in the heart of Boston," was designed to be an instantly-recognizable symbol of all of the exciting events offered by the alumni association. I came here as we launched the Suffolk University Club of Boston, extending full membership privileges to alumni at the Downtown Harvard Club of Boston. Most significantly, I began in the midst of this grand celebration for Suffolk University's centennial year.

In my efforts to get to know Suffolk University and Sawyer Business School, I've applied my own background in executive education and alumni programs at Harvard Business School and my work at YPO, one of the world's leading membership organizations for global business leaders give me a starting point. I've also been fortunate to be able to draw upon the expertise of Alumni Board President Elaine O'Sullivan, MPA '97. Elaine and her colleagues on the alumni board have clearly made enormous strides in reconnecting alumni with Sawyer Business School. Programs such as cultural learning events (this year we held four; Brazil, China, India and Poland) and Alumni Career Breakfasts have strengthened the tie between alumni and University.

In my brief time here, I've quickly discovered what you already know: that Sawyer Business School has a history and culture unique to business education. So I'm hoping to tap into your knowledge of Suffolk University and Sawyer Business School as well as your input. As we plan future events, I encourage your feedback and your participation. My goal is to make the alumni association a true reflection of you, its constituents. I look forward to getting to know you.

With Warm Regards,

**Rebecca Coyne,**

Director of Alumni Relations, Sawyer Business School

Email: [rcoyne@suffolk.edu](mailto:rcoyne@suffolk.edu) Tel.: 617.994.4231



## BSBA Student and Alumni Networking Event



Suffolk BSBA students



Pictured left to right - Allison Nicole Britton, Katherine Oppenheim, BSBA '07 & John Mitchell, BSBA '07



Pictured left to right - BSBA students: Ana Maria Duran, Javier Garcia Negre, Patchaya Otaravana, Ester Alias, & Bailing Sun



Pictured left to right - Assistant Professor of Finance, Khaled Amira, guest, and Iness Aguir, MSF student



Pictured left to right - Michael Richards, Sr. Vice President, PNC Bank, Irina Simmons, Associate Dean Shahriar Khaksari, John Walker, MSF '02, Vice President PNC Bank, & Mary Jane Walker, Associate Director, MS in Finance Programs

## MS in Finance Program Hosts EMC Executive

Students and alumni of the MS in Finance Programs packed the Boston Harbor Hotel this past fall to hear from Ms. Irina Simmons, a member of EMC Corporation's executive team. Simmons is Senior Vice President and Treasurer of EMC, where she has worked since 1995. With 2005 revenues of \$9.7 billion and more than 27,000 employees worldwide, EMC is the world leader in products, services, and solutions for information management and storage.

Responsible for EMC's overall risk and liquidity management, Simmons oversees interest rate, equity, foreign exchange, and property/casualty risk as well as the management and investment of the company's more than \$7 billion in cash. Simmons manages EMC's global and investment banking relationships, including cash and debt management and cash flow forecasting. She is also responsible for EMC's pension and 401K plans.

Simmons joined the MSF community for its annual networking reception, which drew an enthusiastic and energetic crowd of over 125 people. Appropriately, she spoke at length about the importance of the effective use of social and professional networks, commenting on the positive impact her network has had upon her career. Guests also heard about challenges of the technology sector and the rewards that a career in this exciting domain can bring.

Simmons' appearance continued a long tradition of the MSF Programs in bringing executive speakers to networking events, giving students and alumni an important opportunity to grow their own networks and to hear directly from successful finance professionals.

### Road Race



Pictured left to right, Bill Fonte (BSBS '83, MBA '89) and Coach Jim Nelson

### Alumni Awards Ceremony



Pictured left to right - Dean O'Neill, Alumni Achievement Award Winner Dr. Helaine Smith, EMBA '05, Michael Barretti, EMBA '82, Director, Executive Education and Life-Long Learning, Alumni Service Award Winner Eric Bedard, EMBA '02, and Kristin Polito, MBA '03, Director, Executive MBA Program



Mary and John McCulloch (BSBA '56)



Holly Zhang (on left, EMBA '01) and Dianne Gratten (on right, MBA '02)

Celtics Game



Pictured top left - Erin Morrill (MPA '90) David Morrill;

Bottom left - (standing) Mario Gallotto (BSBA '85, EMBA '96), (left to right) Michael, his son, 12, Ana, 11, Mary, mom (in back), Marissa, 7; Email: mgallotto@hancock.com;

Top right - Julie Donato, Todd Kroner (MBA '06)

First Thursday Networking Events



Above top - Alumni met at the Red Sky Restaurant and Lounge during fall 1st Thursday; Bottom - Spring 1st Thursday gathering at Vintage Lounge

Paul Thorton



Above top - Paul Thorton leads the instruction; Bottom - Alumni discuss leadership



## Carla Santarpio

BSBA '88

Co-owner, Santarpio's Restaurant, East Boston, MA

Carla Santarpio '88 cherishes the close ties that have kept her East Boston restaurant going strong for four generations "I really love working with my family," she said. As part owner of Santarpio's Restaurant, Carla Santarpio, along with her family, have maintained the restaurant's hundred year-old reputation for excellence by serving great food and keeping it simple (the only items on the menu are pizza and barbecued lamb and sausage). But simple is good, as loyal customers will attest, and it has helped Santarpio's remain a local landmark in Boston since 1903.

Despite plans to pursue a law degree after graduation, Santarpio had a change of heart and decided instead to join the business, "I wanted to stay and help my father. He made the business what it is today," she said. This decision worked out well for Santarpio, who enjoys the flexible hours and the chance to spend time with her children.

The management classes Santarpio took at Suffolk taught her lessons that would later help her inject new life in the business.

In 1991, she created more efficient ways to handle the seemingly endless amount of paperwork. The time savings was so remarkable, she began opening the restaurant earlier in the day to take advantage of the lunch crowd. "Lunches are now 25 percent of our business," Santarpio said.

When she is not helping her relatives make an average of 300 pizzas a day, Santarpio enjoys spending time with her children, working out at the gym, skiing, or taking time to relax in Florida. She currently lives with her family in Marblehead.

1950

### James Meikle, BSBA,

was a guest speaker in Professor Jonathan Frank's class in February to give students insights on his forty year career in the information systems field. He retired as VP of Commonwealth GA (now NSTAR) in 1988.



1961

**Stuart Taylor, BSBA**, is celebrating retirement! After working in accounting until 1967, he served the Baptist ministry from 1967 until 2006 (20 of those years in Canada).

1969

**Frank M. Falcette, BSBA, MBA '69** is Assistant Vice President for Educational Affairs at Georgia Perimeter College.

1970

**Doug McDermond BSBA** was promoted to Director of Management Services at the Florida-based American Management Services.

1971

**Stephen H. Friedman, MBA**, is currently consulting with small-mid size health care companies and their advertising agencies. He spent 30 years in executive Marketing and

General Management positions (EVP Marketing and Sales) with consumer packaged goods and healthcare companies including Unilever and Carter Wallace (now Church & Dwight). He also had a 6 year stint as VP Marketing on the Radio side (CBS, ABC).

1973

**Van Juliani, MBA**, is calling it quits after 12 years of service on the Board of Selectmen.

**Gary Karelis, MBA**, owns an investment and property management company in Newburyport where he lives with his wife and two children.

**John J. O'Connor, BSBA**, was vice chairman of services for PricewaterhouseCoopers LLP and served as partner at the firm for 24 years until he was announced to the board of directors of Aspect Medical Systems, Inc.

**Ed Ryan, MBA**, is senior vice president for Total Retirement Services at Diversified Investment Advisors, Inc.

**Charles R. Shediak, BSBA**, has taken the position of Senior Vice President/Chief Loan Officer at The Georgetown Savings Bank.



# Ed Ryan

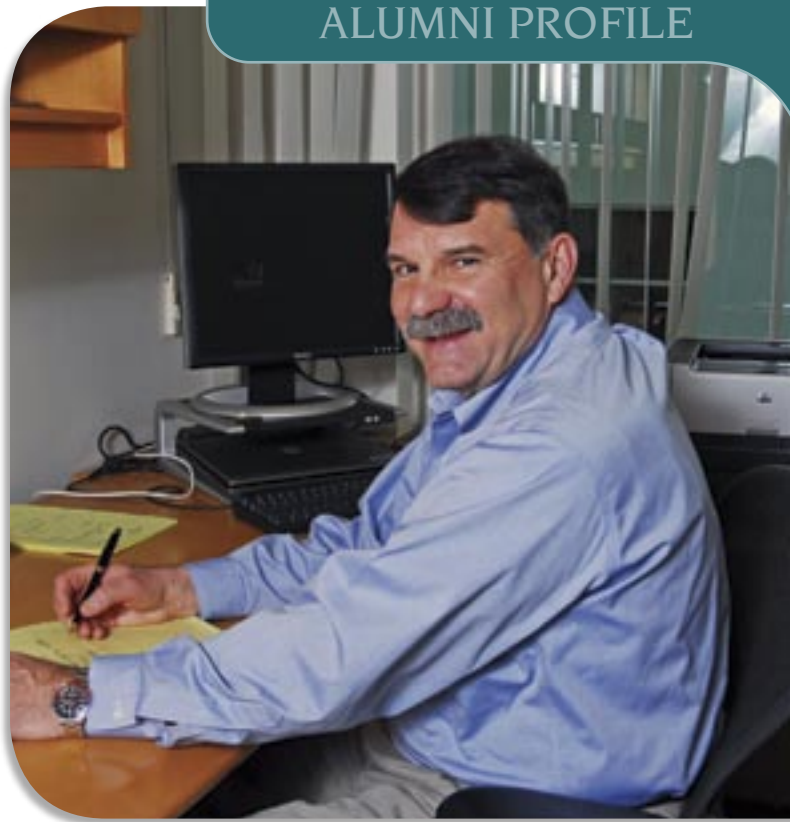
MBA '73

Senior Vice President, Total Retirement Services  
Newton, MA

As Senior Vice President for Total Retirement Services, Ed Ryan, '73 was tapped by his employer, Diversified Investments Advisors in Newton, to bring the company to a new phase, "I am creating a new business plan – a new structure," Ryan said. Specifically, Ryan was charged with growing the companies' total retirement outsourcing business, which is a bundled service that provides clients a single view of their retirement planning (including healthcare, investments and IRA accounts for example).

Before joining the company, Ryan had a 30-year career at MassMutual Insurance in Springfield, where he held a variety of positions including senior vice president of sales, and vice president of marketing. In 1970, he earned a liberal arts degree in math, and then an MBA from Suffolk in 1973. Although Ryan believes his math degree taught him how to think clearly, he credits Suffolk with preparing him for the corporate world. "Suffolk trained me in business. I still refer to my old textbooks," Ryan said.

Despite the 60-hour work week, or the endless hours on the road visiting clients or commuting to work, Ryan loves the job, "I like the fact that if I do a good job, people will have more money to retire on and I like to compete against best financial institutions in the world everyday," Ryan said.



1979

**Joe DeMeo, BSBA**, operates a photography business in Estero, on Florida's West Coast, called DeMeo with his wife Gail DeMeo.

**Spencer Hanley, BSBA**, is General Manager of the Nevis Air and Sea Ports Authority.

1980

**Arthur Bowes, EMBA**, is presently the Senior Vice President of Human Resources for the North Shore Medical Center (Partners HealthCare System) in Salem, Ma. Arthur is also a professor in the MBA program at the University of Massachusetts/Boston where he teaches courses in both the Human Resources and Health Care Specializations. Arthur's daughter, Cheryl Bowes, graduated from Suffolk University in 2003 and is presently enrolled in the M.S. in Communications program at Suffolk.

**Dennis DiZoglio, MPA**, former Methuen Mayor, is quitting his job as deputy director of development for the Massachusetts Bay Transit Authority to take the Haverhill-based Planning Commission executive director position.

1981

**Erik Berger, MBA**, has been named general manager of Sheraton Moana Surfrider Resort. He has an extensive career as general manager of the 2,265 room Walt Disney World Swan and Dolphin Resort in Lake Buena Vista, Florida.

**Phyllis P. Godwin, MBA**, is Chairman; CEO of her father's company, Granite City Electric Supply Co. Phyllis is among the South Shore's most successful businesswomen and was featured *The Patriot Ledger* on December 2, 2006.

1982

**Paula Scott Dehetre, MPA**, is Workforce Systems Manager for Virginia Governor Tim Kaine.

**Barbara Jasmain, EMBA**, was invited to teach Advanced Finance at Bentley College for the first time last semester.

**Charles Lenis, MBA**, is vice president of worldwide sales for Exa-Grid Systems, Inc.

**Debra Taylor, MBA**, is senior accounting manager for Protein Forest, Inc. in Waltham, MA

1983

**Susan E. Cole, MPA**, was certified in October 2006 as an advanced hospice administrator by the California Association for Health Services at Home, a national accrediting organization. Cole has served as executive director of Seacoast Hospice since 1997 and has extensive experience in non-profit management.

**Ed Jarvis, EMBA**, former Executive Director of Entrepreneurial Studies at Suffolk and faculty member, owns and manages Alden Rowing Shells, LLC with his son, Ryan Jarvis MBA'03.

1984

**Marvalee Brown, EMBA**, recently started working as Client Manager for Leahy Consulting Services in Richmond, VA. Retirement was too boring!



## Celine Ariaratnam

*Global MBA '05*

*Customer Marketing Manager, Coca-Cola Ltd., Toronto*

When Celine Ariaratnam (Global MBA 2005') moved to Toronto from India at age thirteen, she never dreamed she would become a marketing executive at Coca-Cola. "In college, I was interested in religion," Ariaratnam said. After getting her undergraduate degree in world religions, and a masters degree in South Asian studies both from the University of Toronto, she became interested in the business opportunities available in some of the countries that she studied. Not surprisingly, she was particularly interested in India, "I wanted to focus on one (country) and really understand it – try to specialize and better determine the opportunities," Ariaratnam said. That decision led her to the Global MBA program, which she touts as one of the most fulfilling and challenging experiences of her educational life, "The environment at Suffolk

was very good. We were always challenged to do well," Ariaratnam said. In her current job as Customer Marketing Manager at Coca-Cola Ltd. in Toronto, Ariaratnam enjoys a collaborative team environment and the opportunity to apply the lessons she learned while in school. In between working and plotting her future as an entrepreneur, she is very busy planning her upcoming wedding and honeymoon trip to Italy.

### 1985

**Erin M. Gorman, MBA**, is the national sales manager for Mellon Financial's Private Wealth Management mortgage group. She has more than 20 years of experience in all aspects of the mortgage business. Prior to rejoining Mellon, she was founder and managing principal of her own Boston-based mortgage brokerage boutique, specializing in the high-end marketplace. Previously, Gorman was senior vice president with GuardHill Financial Corporation, a New York-based mortgage broker. In addition, during her nine years with The Boston Company's (acquired by Mellon in 1993) jumbo mortgage division, Gorman was consistently a top-ranked mortgage sales producer. Mellon is among the nation's leading private wealth managers, with more than 135 years' experience in providing wealth planning, investment management and financial management services to financially successful individuals, families, family offices, charitable gift programs, entrepreneurs, professionals, endowments and foundations. Mellon's Private Wealth Management group is a leader in each of its major client segments and consistently achieves industry-leading client satisfaction and retention rates.

**Christine Herb, BSBA**, is named Executive Vice President, Chief Information Officer for Columbia River Bank.

### 1990

**Michael F. McLaughlin Sr., MBA**, writes "Prof Khaksari peaked my interest in international business when I was a graduate student in the late 80's. I did an analysis of how the globalization of business and the economy would impact my industry and what changes would likely take place and what opportunities might present themselves. As a result of this analysis I founded Flagship Forest Products, Inc. I currently serve as President & CEO. Flagship is an importer and stocking wholesale distributor of high-grade hardwoods from overseas. They are the largest distributor of Indonesian and Malaysian hardwood decking in the Northeast US. I was well prepared to manage the amount of and the pace of change in business because of the training I received at Suffolk. My wife Carolyn and I have one daughter and two sons and reside in Hudson and Falmouth, MA."

### 1993

**James P. Dever, III, BSBA**, is the Vice President on the Board of Directors of Habitat for Humanity Greater Boston, Inc, an Executive Committee Member – Logistics Chairperson for Autism Speaks Walk 2006, and the Branch Manager of Rockland Trust Company.

### 1994

**Joanie Walsh, MBA**, formerly Joanie Finn, relocated to Colorado Springs in 2003, got married to John Walsh in 2005, and has been working for ITT Corporation since April 2004 in the field of training and employee development. A 1994 graduate from the MPA program, she was Professor Dave Pfeiffer's graduate assistant working on a NIH grant to evaluate the implementation of the Americans with Disabilities Act.

### 1995

**Maribeth Netishen, MBA**, is self employed at Mary Kay Independent Senior Sales Director.

# Lou Casey

MSF '98

CFO, Sustainable Energy Solutions, Framingham, MA

Lou Casey '98 spends his time helping others save their energy. Casey's company, Sustainable Energy Solutions, provides consulting services to small and medium sized businesses to help them track and reduce the cost of power usage, "As the price of power goes up, it takes more of a bite out of an organization's budget, Casey said."

Casey's clients span a broad spectrum including nursing homes, health clubs, and small industrial facilities. Recently, Casey's company was hired by Catholic Nuns to deliver solar electricity to the schools and hospitals they run in the African country of Congo. Although Casey finds this project particularly rewarding, he says it is challenging to work in remote regions of the world, "If something goes wrong, or you just need an extension chord, there is no Home Depot - nothing like that. It is like planning to construct things on the moon," Casey said.

Although trained as an electrical engineer, Casey came to Suffolk in 1996 because he wanted a career change. "I was working in nuclear power when the industry was at death's door," Casey said. After finishing an MS degree in Finance at Suffolk, he realized that he could use both his engineering background and his new financial expertise to help him build his new business. Before he started his current business, Casey also ran another startup with a partner called Telepower, which delivered telecommunication and bundled energy to residents and small businesses. Before that, Casey was employed by various companies including Yankee Atomic Electric Company, Brigham and Women's Hospital, Stone and Webster, and Honeywell.



1996

**Tina Bronkhorst, EMBA**, is Vice President at Digitas.

**Denise Verrastro Iannone, MBA**, had a baby boy, Michael Cole Iannone, 1/29/2006

**William Mee, MBA**, and Instructor of Information Systems and Operations Management was recognized in April by Suffolk's Student Government Association as Outstanding Faculty Member of 2006. Mee credits his Suffolk education as the key to his success stating, "As a Suffolk MBA I was given models and skills that I use everyday in the classroom. A few models that I use today are: "The Model for Teaching Excellence" by Professor Morris McInnes, "Communications Skills" by Professor Suzyn Ornstein, "Technology Skills" by Professor Jonathan Frank, and "Strategic Vision" by Professor Bob DeFillipi.

1997

**Eric Kinsharf, MBA**, recently obtained the designation of Certified Public Accountant from the MA Board of Public Accountancy. He has been working for the firm of Thevenin, Lynch, Bienvenue LLP, Certified Public Accountants since September 2005. He transitioned to this

job from his previous position as Finance Director for the Town of Braintree.

**Julie Moss, EMBA**, takes the position of associate vice president and financial adviser with Morgan Stanley.

1998

**Caleb DesRosiers, BA '94, MPA '98, JD '98** married Dr. Christina Elaine Harris in San Diego, CA. Caleb is director of public policy at Roche Pharmaceuticals in New Jersey. He is also on the boards of the Massachusetts Association for Mental Health, a private nonprofit organization that develops community-based education, healthcare and mental services for children and adults; and Central Boston Elder Services, which provides services to low-income elderly people.

**Carla Sbardella, MBA**, was recently appointed Director of Medical Management at Network Health.

**Karen E. Rothwell, MBA**, is currently a Director with Outward Insights, a consulting firm specializing in strategy and competitive intelligence.

1999

**Karen E. Rothwell, MBA**, is currently a Director with Outward Insights, a consulting firm specializing in strategy and competitive intelligence.

2000

**Doug Hirsch, EMBA**, moved to Los Angeles, and is once again herding cats for his old employer, BBN. He bought a house down in San Pedro, blocks from the beach.

**Brian Phillips, BSBA**, is a wedding photographer whose work is currently featured in the latest issue of Wedding Style NE Magazine.

2001

**Michael Bell, EMBA**, in January 2007 was elected President of the Environmental Bankers Association (EBA). The EBA is a non-profit trade association that represents the financial services industry, including bank and non-bank financial institutions, insurers, asset management firms and those who provide services to them. Its members include lending institutions, property & casualty and life insurers, the environmental consulting and appraisal community, and attorneys. The

(continued on pg. 34)



## Susan Cole

MPA '82

*Executive Director, Seacoast Hospice,  
Exeter, New Hampshire*

Susan says that although she cannot recite her old class notes exactly, the lessons she learned at Suffolk have stuck with her. "Suffolk taught me that leading an organization requires an understanding of the legal and political realities of doing your job," Cole said. As the Executive Director of Seacoast Hospice in Exeter New Hampshire, the only independent non-profit hospice in the state, Cole is responsible for providing end-of-life care to terminally ill clients and their families.

Despite the emotional challenges of hospice work, Cole says that her job is full of joy, "When you help people focus on living each day as fully as possible, it leaves you with a sense that it matters what you did," she said. Cole recently opened the Hyder Family Hospice House in Dover, N.H., a 14-bed facility that is the largest of its kind in the state.

A resident of York, Maine, Cole earned a BS in Criminal Justice from Northeastern University in 1978, and then a

Masters of Public Administration from Suffolk in 1982. Since that time, she has had a variety of experiences working in human service agencies including the department of social services and the Y.W.C.A. In 1985, Cole was made Executive Director of a rape crisis center in Portland Maine, and then ran a small hospice before taking her current position at Seacoast in 1991.

EBA was established in 1994 in response to heightened sensitivity to environmental risk issues, and the need for environmental risk management and due diligence policies and procedures in financial institutions. Their web link is <http://www.envirobank.org/index.php>.

**Chet Cekala, MBA**, left his job at Gillette and became the Chief Intellectual Property Counsel at Teradyne. Teradyne (NYSE:TER) is a leading supplier of Automatic Test Equipment used to test complex electronics used in the consumer electronics, automotive, computing, telecommunications, and aerospace and defense industries.

**Mark S. Ducker, MSPM**, became the Executive Director of the Carbon County Economic Development Corporation in Carbon County, Wyoming (based in Rawlins, WY) in October of 2007. The mission of the Carbon County Economic Development Corporation is to improve and promote the economic viability of Carbon County by assisting existing businesses in

their efforts to grow, facilitate the development of infrastructure throughout the county to enhance the ability to expand local businesses and recruit new business into the county, assess the demand for affordable workforce housing to attract developers and builders to create new housing opportunities, and to develop improved industrial sites which are affordable and attractive to new and expanding businesses. Mr. Ducker's primary responsibilities will be to assess the economic needs of residents and organizations throughout Carbon County and be the intermediary to communicate those needs to partners in industry, local and county government, and the Wyoming Business Council.

**Sajid Riaz, MSF**, completed three years at Ernst & Young's at corporate finance practice in the Middle East, a year and half ago (Nov 2005) he moved to FALCOM Financial Services as a Director of Equity Capital Markets (a part of the Investment Banking Group). FALCOM is a newly established investment bank based in Saudi

Arabia; it is the largest investment bank in the country (out of the 15-20 licensed up till now). They have recently launched operations in Saudi Arabia and the plan is to have a presence across all Arabian Gulf countries within the next 3-5 years.

### 2002

**Nadine Armstrong, MSF** was promoted to Vice President/Wealth Manager at US Trust Company in Vero Beach, FL.

**John Dugger, EMBA** has been selected Chair of the Gloucester Housing Coalition.

**Damon Gregoire, MBA '02** has been appointed Vice President and Chief Financial Officer of 3D Systems Corporations, a leading provider of 3-D modeling, rapid prototyping and manufacturing solutions. In a press release, Abe Reichenal, President and CEO of 3D Systems Corporations, says, "...throughout his impressive career, Damon has built strong financial operations' teams and amassed significant experience with corporate governance and controls, debt and equity markets

# Dr. Danyi Wen

EMBA '04

Scientist II, Biogen IDEC, Cambridge, MA

Whether she is gliding across the floor in a ballroom dance competition, or networking with other scientists in her field of pharmaceutical development, Dr. Danyi Wen knows how to work a room. Wen's leading edge research in biomarkers, substances in the body that may contribute to the early detection of cancer, is well known among her peers, and has led to numerous publications in medical journals. A native of Chestnut Hill, Wen is currently employed by Biogen-Idec, where she is continuing her research toward new drug discovery.

Before completing her MBA at Suffolk in 2004, Wen earned an M.S. in Biochemistry and Pathology from the Peking Union Medical College, and an M.D. degree from the Fourth Military Medical University in Xian, China. After coming to the U.S. in 1991, she joined the faculty at Harvard Medical School as an instructor, and was then employed by Millenium Pharmaceuticals in Cambridge. While Wen was at Millenium, a drug for rheumatoid arthritis was brought to clinical trials because of an article that she published. In 2003, Millenium officially recognized Wen for her outstanding contributions to the field.

Because she wanted to learn more about the business side of the pharmaceutical industry, and needed a flexible class schedule to do so, Wen enrolled in Suffolk's Executive MBA program in 2002. She remembers that the program taught her to see the big picture of business in a global arena, "Suffolk gave me a skill set for managing (my) company's international initiative," Wen said.

Research is among Wen's many passions in life along with ballroom dancing and gathering with old friends from Suffolk, which she does faithfully once a month.



and financial reporting. His demonstrated leadership and strategic skills in financial matters with multinational public and private companies and his significant financial systems implementations experience are exactly what 3D Systems needs to support the execution of our business strategy and to provide the highest degree of integrity in our financial reporting."

## 2004

**Lindsay Adams, BSBA**, recently switched jobs. She was working at Product Ventures, a product design company as a marketing insights executive and is now working at Millward Brown, an advertising, branding, and communications marketing research company (Part of WPP), as a research executive, in Fairfield, CT.

**Greg Belkin, MBA**, is product marketing manager of SeaTab Software, Inc. He joins SeaTab from analyst firm The Aberdeen Group, adding additional market insight and understanding of the Business Intelligence industry to the company

**Karmle L Conrad, MHA**, has just signed on with Impact, Inc. The company is an international Financial Advising & Planning Group which assists clients with increasing their family's Net Worth through the strategies used by Donald Trump & Robert Kiyosaki.

**Mary Alice Holmes, MSPM**, is Business Manager of the Emmy-winning program, RX for Survival, produced by WGBH.

**Diane Berry Hrenko, MBA**, is business manager of the University of Massachusetts Medical Associates.

**Paul Louie, MBA**, and wife Ling are happy to announce that their newborns arrived on Dec 15, 2006. Their names are Paige and Ethan Louie.

**Katerina Papp, MBA**, has been promoted to an Assistant Vice President in Commercial Banking Division of Eastern Bank.

**Eulvid Rocque, BSBA & MPA'06**, former Suffolk University employee is now Senior Budget Analyst at Georgetown University.

**Ben Shamir, MPA**, is the National Regional Director of the American Associates of Ben-Gurion University.

**Julio E. Vaca, MBA**, joined online video search startup PodZinger.com in February 2006 as Senior Product Manager. Son, Michael David, turned 1 on January 31st.

**Sara Wingerath, MPA**, is now working for Tuesday's Children, a not for profit family services agency dedicated to supporting the families directly affected by 9/11/01. Her job as Mentor Coordinator for the Hudson Valley, West Point and Long Island areas in NY allows her to run programs for children who lost parents and match them with caring adult role models in their area.



## Chris Bogdanovitch

*MHA '05*

*Senior Therapeutic Specialty Representative, Pfizer Inc.  
Cambridge, MA*

At the Killington School for Tennis, where Chris Bogdanovitch worked while in college, he used to teach physicians how to improve their game. His students said he was a natural, but they were not necessarily talking about tennis, “They said I should get into the pharmaceutical field because I felt comfortable talking to doctors,” Bogdanovitch said.

As a Senior Therapeutic Specialty Representative at Pfizer, Bogdanovitch now educates doctors on prescription medication, specifically urological and respiratory drugs like Viagra, and Detrol La, a medication that helps people quit smoking. Bogdanovitch also lobbies Congress to influence healthcare policies, like those that help drug companies provide medication to the uninsured.

After earning his BA from St. Joseph’s College in Rutland, Vermont in 1991, Bogdanovitch began working for Pfizer in New York as a sales rep. He was soon moved up the ranks and was tapped for a hospital rep position in Boston. Bogdanovitch later took on a coaching role, mentoring and training new sales representatives, and was then put in charge of designing a Sales Position for a new division of Pfizer in 2004.

Bogdanovitch credits Suffolk, particularly professor Rick Greg, for teaching him many useful lessons about strategic planning “He helped me to look at things from a mile high view – to have a broader perspective on the industry,” Bogdanovitch said.

Bogdanovitch earned a Masters Degree in Healthcare Administration from Suffolk in 2005 and has been an active alumni since graduation. He currently lives in Boston with his wife Jennifer and daughters Sophia and Eva, and he still enjoys tennis.

### 2005

**Sheila Constantino, BSBA**, was married on Sheila Constantino, BSBA, was married on October 21, 2006 and is now Sheila Constantino Magovern.

**Inna Podshivalova, BSBA**, works for travel company ACIS as a Tour Consultant, travels constantly all over Europe and absolutely loves it. She is hoping to open her own Spa in the future and is learning about that industry by attending spa trade shows and conventions.

**Helaine Smith, EMBA**, is a dentist at American Academy of Cosmetic Dentistry (AACD) and a volunteer for AACD’s Give Back a Smile (GBAS) program. She recently restored the smile of a survivor of domestic abuse, who had four chipped and broken front teeth.

**James Wheeler, MSF**, moved to Chicago in August 2006 and began the full-time combined JD/MBA program at Northwestern University, which takes three years to complete. The first year is entirely at Northwestern University School of Law, and he currently is in the second semester. This summer he will begin taking classes at Kellogg School of Management, and will be a full-time first-year student there beginning in the fall.

### 2006

**Jennifer T. Cheney, MHA** is Operations Manager for Massachusetts General Hospital.

**Rebecca Frechette, BSBA** has been selected to participate in the Miss Massachusetts USA Pageant, being held at the Marriott Hotel in Quincy. The winner will represent our state in the nationally televised MISS USA PAGEANT IN 2007. The most exciting state prize of all is an all expense paid trip to the National MISS USA Pageant, where she will compete for the prestigious title of MISS USA and an extraordinary prize package and the opportunity to fulfill a personal goal.

**Kimberly Le, BSBA**, received the MSCPA Firm Scholarship sponsored by the Massachusetts Society of Certified Public Accountants.

Find out how you can help future generations of Suffolk alumni. Contact Charlotte Sobe, Director of Planned Giving, at (617) 573-8441 or e-mail: [CSobe@Suffolk.edu](mailto:CSobe@Suffolk.edu)



**Arnold Goldstein MBA '66, LLM '75 and his wife Marlene are firm believers in the value of a Suffolk education. "My MBA gave me a new perspective," says Goldstein.**

While Goldstein was studying for his MBA nights, he was busy days running his own law firm. "I got my license to practice law in '64 and hung out my shingle and I have never stopped," he says. Goldstein was convinced a business degree was tantamount to better serving his clients and maintaining a successful law practice. As it turns out, he was right.

To say Goldstein is a renaissance man seems an understatement. In addition to his more than 40 years of legal experience in asset protection and wealth preservation planning, Goldstein is a distinguished professor at Lynn University in Florida and a frequent guest-lecturer at the New England School of Law. When he's not practicing law or teaching, he's busy writing and consulting. He has authored over 100 books on asset protection, offshore trusts, tax resolution, and related topics.

The Goldstein's have recently made a provision in their will to benefit Suffolk through a \$1 million bequest. In addition to their generous philanthropy, Arnold Goldstein also shares his time as a volunteer on Suffolk's Board of Visitors and is a member of the Dean's Advisory Board for the Business School. "I think Suffolk has done amazing things in the past few years," says Goldstein. "I'm very proud of it."

## June 2007

Friday, June 1

### Alumni Reunion Weekend

6:00-8:00pm Welcome Reception  
Cabot-Cahners Room, Symphony Hall  
301 Massachusetts Avenue, Boston

### 34th Annual

#### Suffolk Night at the POPS!

8:00-10:00pm Symphony Hall  
301 Massachusetts Avenue, Boston  
Reception & floor seats: \$100 per person  
Reception & first floor balcony seats:  
\$75/person

Contact: Rebecca Coyne,  
617.994.4231 or rcoyne@suffolk.edu

## July 2007

Sunday, July 22

### 12:30pm Pre-game lunch & party

Who's on First, Yawkey Way

### 2:05pm Boston Red Sox vs. Chicago White Sox

Right Field Grandstand, Fenway Park  
Lunch & Game Ticket: \$50/person  
Lunch one: \$20/person

Contact: Rebecca Coyne,  
617.994.4231 or rcoyne@suffolk.edu

## August 2007

Thursday, August 2

### 11:30am Pre-game lunch & party

Who's On First, Yawkey Way, Boston

### 1:05pm Boston Red Sox vs. Baltimore Orioles

Right Field Grandstand, Fenway Park  
Lunch & Game Ticket: \$50/person  
Lunch one: \$20/person

Contact: Rebecca Coyne,  
617.994.4231 or rcoyne@suffolk.edu

Sunday, August 12

### 2:30pm Mozart & Haydn

Boston Symphony Orchestra/  
Tanglewood

Mozart, Overture to The Marriage of Figaro  
Mozart, Piano Concerto No. 9 in E-flat,  
K.271, Jeunehomme,  
Haydn, Mass in Time of War

4:30pm Reception in Highwood Manor  
Performance and Reception: \$50/person  
Performance, round trip coach transportation from Boston Area, boxed lunch en route, reception: \$75/person  
Contact: Rebecca Coyne,  
617.994.4231 or rcoyne@suffolk.edu

Sunday, August 19

### 3:30pm Lunch Buffet

Gator Pit/LeLacheur Park, Lowell

### 5:00pm Lowell Spinners vs. Vermont Lake Monsters

LeLacheur Park, 450 Aiken Street, Lowell  
Lunch & Game Ticket: \$25/person  
The Lowell Spinners are the Class A affiliate and tickets will be distributed on a first come, first served bases.

## September 2007

Sunday, September 9

### 4th Annual Executive MBA Family Clambake

Steep Hill Beach on the Crane Estate  
Ipswich, MA

Contact: Priscilla Rosati,  
617.573.8660 or prosati@suffolk.edu

Sunday, September 16

### 9th Annual 5K Road Race and Family Walk

Hatch Memorial Shell  
Storrow Drive, Boston, MA

Contact: Rebecca Coyne,  
617.994.4231 or rcoyne@suffolk.edu

## October 2007

Friday, October 19

### MBA Networking Reception

for MBA Alumni & Current MBA  
Students

7:45pm, Omni Parker House Hotel  
60 School Street, Boston

Contact: Rebecca Coyne,  
617.994.4231 or rcoyne@suffolk.edu

To Be Announced

### MSF Networking Reception

for MSF Alumni & Current MSF  
Students

Contact: Mary Jane Walker,  
617.573.8044 or mwalker@suffolk.edu

To Be Announced

Doing Business Lecture Series

5:00pm – 8:00pm

Contact: Teri Malioneck  
tmalione@suffolk.edu

## November 2007

Friday, November 2

### 2nd Annual New Product Innovation Award Ceremony

6:00pm – 8:00pm

Contact: Professor Sushil Bhatia  
sbhatia@suffolk.edu

## December 2007

Saturday, December 1

### 5th Annual Alumni Bus Trip to New York City

Contact: Rebecca Coyne,  
617.994.4231 or rcoyne@suffolk.edu

## January 2008

SAVE THE DATE:

Thursday, January 24

### Doing Business in China and Chinese New Year Celebration

5:00pm – 8:00pm

S U F F O L K  
U N I V E R S I T Y

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