(From left) Jason Rogers, MBA '04, Reginald Browne, '93, and Dino Dedic, '06, at the "The Path to Wall Street" panel discussion. See full story on Page 3.
The University continues to celebrate its 150th anniversary, the School of Business is celebrating the success of the Christian Brothers, teachers, staff, students, and alumni. The University’s Archives reveal that La Salle has been active in business education since its founding. In addition to a solid foundation in arts and sciences, business skills were introduced to ensure that graduates could develop productive careers in industry, government, and social service agencies. That tradition of a practical education carries forward to our focus today and our plans for the future.

In recent years, we have launched the La Salle Center for Entrepreneurship, a customized undergraduate major in business administration, the hybrid format MBA program, the on-site MBA at Independence Blue Cross, a new major in business systems and analytics, and an expanded program in leadership with a new major in management and leadership designed by our organizational behavior faculty. For the near future, we are designing a nationally accredited sales center and an entrepreneurship minor.

The Accounting Department has continued to lead the market with a growing Four-Year BS/MBA program. The sophistication of the accounting track in the One-Year MBA program includes courses titled Accounting for Derivative Transactions and International Tax Implications for Decision Making. Specialized Master of Science programs are under consideration to enhance the accounting dominance of our school.

The Business Scholars Co-op Program is approaching 100 students with a 100 percent co-op placement rate as well as a near-100 percent permanent job placement rate. Corporate partnerships developed by this program have opened doors to expand co-op (full-time employment) and internship (part-time employment) opportunities for all of our students. Each department has an experiential learning coordinator, and we encourage all students to gain work experience before graduation.

With technology integrated into all courses, La Salle combines cutting-edge tools, strong communication skills, and an emphasis on ethical behavior in a small class environment. For 2012, the average undergraduate class size was 25 students and the average MBA class size was 16 students. After 150 years, the Christian Brothers’ concept of a “learning community” is thriving at La Salle University.
when people think of Wall Street, many think of Michael Douglas's famous Gordon Gekko Wall Street character, who famously said “The point is, ladies and gentlemen that greed, for lack of a better word, is good.” Recently, three La Salle business alumni, Reginald Browne, ’93, Jason Rogers, MBA ’04, and Dino Dedic, ’06, collaborated on a panel discussion to give insight on stereotypes, what it is really like to work on Wall Street, and how to get there.

Browne, the Managing Director of the Exchange-traded Fund (ETF) Team for Knight Equity Markets in Jersey City, N.J., has been involved with La Salle’s Career and Employment Services, mentoring students on careers in finance. When the idea of a panel discussion came up, Browne was eager for the opportunity to reach as many students as possible and to assist them in their career aspirations.

“As an alumnus, I have a degree of responsibility to offer my gifts and talents to the school,” Browne said. “I am a direct beneficiary of the education and experience I received at La Salle. I hope hearing my experience on my path to my career in financial services will inspire students to pursue a path in the field.”

Joining Browne on “The Path to Wall Street” panel discussion were Rogers and Dedic, who work at two of the top investment banks on Wall Street. Moderated by Paul Brazina, Dean of La Salle’s School of Business, the panel of three alums offered advice to more than 100 students on how to land the job they want.

“My opportunities have come through hard work first and foremost, but also having an eye toward meeting new people and helping others find opportunities,” Rogers said.

Although Dedic was an Honors business student at La Salle, he reminded students that Wall Street is not just for business majors; firms recruit and hire from all disciplines. Regardless of major, he offered students insight on setting oneself apart in the job market.

“It becomes much more important to differentiate yourself from other others on your résumé as well as in your demeanor. Dedic said. “I can tell you that when I first started my job, I can guarantee you that I was just as educated, and I would argue even better than a lot of my peers who went to ‘tier-one’ universities. You are just as smart and just as motivated. The difference that will help get you the job is your commitment and hard work.”
Zarilli Named CEO of Safeguard Scientifics

La Salle University alumnus and Trustee Stephen T. Zarrilli, ’83, has succeeded Peter J. Boni as President and CEO of Safeguard Scientifics Inc., a Wayne, Pa.-based holding company that builds value in growth-stage life sciences and technology companies. Since 2008, Zarilli has served as the company’s Senior Vice President and Chief Financial Officer.

Over the course of 30 years, Zarilli has built a career serving in a variety of executive strategic, financial, and operational roles, and has served as CEO and CFO of both publicly traded and privately held technology companies. Earlier this year, he was named CFO of the Year for small companies by the Philadelphia Business Journal.

“Ever since he graduated from La Salle, Steve Zarrilli’s career as an entrepreneur and corporate leader has touched lives throughout our region,” said Paul Brazina, Dean of La Salle’s School of Business. “Using his vast knowledge and expertise, Steve was directly involved in launching La Salle’s Center for Entrepreneurship in 2010, which teaches students about developing new businesses and engaging the surrounding community. The creativity he brought to his project is indicative of the energy and vision he has shown in the business community.”

—Amy Gardner Cranston, M.A. ’09

BGS Inducts Two Alums

Two alumni, Maureen Cumpstone, MBA ’10, and Robert Fabiszewski, ’82, were inducted as honorary members into La Salle’s chapter of the Beta Gamma Sigma international business honor society.

Cumpstone has owned and operated the Sorella Rose Restaurant in Flourtown, Pa., for 16 years. She serves as President of the Flourtown Erdenheim Enhancement Association, and she is a founding member of the Flourtown Business Association.

Fabiszewski has 29 years of commercial real estate experience in debt and equity investments. He is an adjunct professor at La Salle, teaching a course in commercial real estate investment, and he is Director of the Work/Study Program for Christo Rey Philadelphia High School.

Business Alumni Listed Among Region’s Top Executives

PHILADELPHIA BUSINESS JOURNAL CFOS OF THE YEAR:
Small Business Category—Stephen T. Zarilli, ’83, recently named CEO of Safeguard Scientifics Inc.
Nonprofit Category—Michael Magnavita, ’81, Executive Vice President and CFO of Franklin Mint Federal Credit Union

PHILADELPHIA BUSINESS JOURNAL 2012 WOMEN OF DISTINCTION AWARD:
Donna Massanova, CPA, ’00, partner at ParenteBeard, practice leader of the employee benefit plan group

PHILADELPHIA BUSINESS JOURNAL LIFE SCIENCES CEOs OF THE YEAR:
Bronze Award—Jeffrey O’Donnell, ’82, former Chair, CEO, and co-founder of Embrella Cardiovascular

PHILADELPHIA BUSINESS JOURNAL 40 UNDER 40:
AmyLynn Flood, ’95, partner at PwC; Secretary of the La Salle Alumni Association Board of Directors
Lazaros Kalemis, ’97, Chief Executive Officer of Alpha Card Services
Brian McVeigh, ’95, Vice President of Worldwide Business Development at GlaxoSmithKline

PENNSYLVANIA INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS 40 UNDER 40 MEMBERS TO WATCH:
Heather Boudwin, CPA, ’07, supervisor of Business Operations for Comcast

Accounting Alumni Honored

Four alumni were honored during the 46th Annual Accounting Awards Dinner. Kelly (Demyan) Flecksteiner, ’05, MBA ’09 (far left), a senior financial analyst with McNeil Consumer Healthcare, a Johnson & Johnson Company, received the Jack Reardon Young Alumni Award, named for Jack Reardon, ’59, professor of accounting and former Chair of the Accounting Department. Pamela (Doody) Cyc, ’89 (second from left), President and CEO of St. Edmond’s Federal Savings Bank; Brian P. Pressler, ’97, Vice President, Finance, and Chief Financial Officer of ARAMARK Education; and Elizabeth A. Kane, ’95, partner at KPMG LLP, received the Michael A. DeAngelis Award for their outstanding professional achievements.
New Programs Added

BUSINESS SYSTEMS AND ANALYTICS

La Salle’s new program in Business Systems and Analytics prepares students to solve problems, make informed decisions, and manage technology and data. It prepares them for careers as business intelligence analysts, business applications consultants, data warehousing specialists, and sports analytics managers, among others.

“Our students will benefit from the program’s emphasis on technical, analytical, and managerial skills, mentorship, and experiential learning, and they will leave here ready to launch fascinating careers,” said Kathy Szabat, Ph.D., Department Chair.

MBA PROGRAM AT IBC

La Salle and Independence Blue Cross (IBC) in Philadelphia have established a partnership to offer an on-site MBA program for IBC employees. The first classes began in spring 2012, attracting 29 students from IBC’s Finance, Information Services, Operations, and Sales and Marketing departments.

Through the partnership, which was developed through the efforts of Joseph Ugras, Ph.D., Dean of La Salle’s College of Professional and Continuing Studies, La Salle faculty teach courses at IBC two evenings a week.

“This is an exciting opportunity for the University,” said Denise Saurennann, M.A. ’10, Director of La Salle’s Part-time MBA program. “We look forward to our continued work with Independence Blue Cross as we provide a dynamic on-site learning environment to promote personal and professional development for students.”

BGS Chapter Named One of Best

La Salle University’s business honor society, Beta Gamma Sigma (BGS), has been named the 2012 Silver Chapter Award in its Outstanding Chapter program—the second-highest recognition a collegiate chapter can earn.

“Over the past nine years, our La Salle chapter has been chosen eight times as one of the top five chapters in the world,” said Susan Borkowski, Ph.D., professor of accounting and BGS faculty adviser. “To consistently be named as one of the best from more than 500 chapters worldwide year after year, not only speaks to the quality of our business program, but of our students as well.”

Beta Gamma Sigma is the honor society serving business programs accredited by the Association to Advance Collegiate Schools of Business (AACSB)—a distinction held by fewer than 5 percent of business schools worldwide.

Student Makes Alumni Internship Connection

Matt Manista, ’14, an international business and marketing major, had an internship with Kings Food Markets in Parsippany, N.J., during summer 2012. He worked alongside top-level employees and department chairs, including Judy Spires, ’74, MBA ’09, CEO of Kings/Balducci’s Brands and a member of La Salle’s Board of Trustees. During his internship, Manista had hands-on experience in creating solutions to increase campaign awareness and company effectiveness.

New Business Fraternity Established

La Salle’s chapter of the Delta Sigma Pi business fraternity has been approved.

Cara Palumbo, ’14, led the effort to bring Delta Sigma Pi back to La Salle, along with Associate Dean MarySheila McDonald, Esq., and the group spent one year as a “colony” before being granted chapter status. During that year, students hosted professional events, including presentations by successful alumni, roundtable discussions, and company visits, as well as community service activities, including participating in an autism awareness walk, volunteering at Building Blocks Child Development Center, and getting involved in the Lasallian Day of Service.

“Watching the students lead the process of becoming a Delta Sigma Pi chapter gives me faith in our next generation of business leaders,” said Paul Brazina, Dean of the School of Business.
Four New Faculty Join School of Business

The School of Business welcomed four new tenure-track faculty this fall. The Accounting Department welcomed back an alumnus, Andy Lafond, DBA, ’86. The newly created Business Systems and Analytics Department hired S. Karti Puranam, Ph.D., and the Management and Leadership Department added professors Carolyn Plump and Karen Reardon in the area of business law.

Lafond most recently taught at The College of New Jersey, where the senior business students honored him with the Outstanding Faculty award. LaFond has a successful publishing record and remains an active CPA with a small accounting practice.

Puranam comes to La Salle from a recent teaching position at Ithaca College. He has taught courses in operations and supply chain management, sustainable operations management, statistics, and management information systems.

Both Lafond and Puranam are involved with a unique, cross-disciplinary faculty cohort this year. A group of business and liberal arts faculty are designing assignments and projects related to the paradigm set forth in a book by La Salle alumnus and former faculty member William Sullivan, Ph.D., ’68, Rethinking Undergraduate Business Education: Liberal Learning and the Profession.

Plump is an attorney who has practiced in the area of employment and labor litigation. Plump also worked in the Office of Chief Counsel for Employment in the U.S. Senate and was a law clerk for the U.S. District Court for the Central District in California. She teaches both undergraduate and graduate-level business law courses.

Reardon spent much of her professional career practicing law in the area of dispute resolution, litigation, and nonprofits in Chicago. She is teaching business law courses on both the undergraduate and graduate levels.

Nonprofit Center Launches New Programs

The Nonprofit Center at La Salle University’s School of Business continued to provide resources, education, and opportunities to nonprofits and their leaders and staff throughout 2012.

The center conducted its first board “speed dating” event, successfully matching nonprofit organizations with potential board members who had completed the center’s board service preparation program, and a new partnership with US Airways brought about a presentation, “Fundraising Today: New Models for a New Economy,” for 150 nonprofits struggling with difficult economic circumstances.

To connect job-seekers and prospective board members and volunteers with opportunities at nonprofits around the Philadelphia region, the center has also launched www.findnonprofitjobs.org. The new site expands the center’s previous collaborative job search site to enable nonprofit organizations to solicit board members and volunteers as well as allow individuals to present their credentials for employment.

“The primary goal of findnonprofitjobs.org will continue to be providing a place where nonprofit organizations can post their current job openings,” Otten said. “In the 30 years that we’ve been in existence, we’ve always provided a venue for that kind of matching and we’ll continue to be the region’s key online resource for nonprofit jobs.”

Celebrating Entrepreneurship

At its Hall of Fame event, the La Salle Center for Entrepreneurship recognized student achievement in entrepreneurial ventures and honored John Glaser, ’62, President of Stutz Candies. Founded in 1938 and acquired by Glaser in 1965, Stutz has become a regional favorite for consumers who appreciate fine chocolates.
New Graduate Update: Katelyn Haney, ’12

Several months into her first post-graduation job at Square 2 Marketing in Warrington, Pa., Katelyn Haney, ’12, has found that she uses her La Salle education every day.

“I’ve learned at La Salle to adapt quickly and think quickly on my feet,” Haney said. “When I see a problem, I utilize my leadership and professionalism to express my concerns.”

Haney also credited her internship in the promotions department at 6abc Action News in Philadelphia with preparing her for her role as a marketing coordinator managing 20 client accounts at Square 2.

“6abc was a very fast-paced environment, which prepared me to work under stressful deadlines every day,” she said. “Between my internship and my coursework, I feel prepared for real-world situations, which gives me a competitive edge.”

Student Profile: Nicole Hockenberry, ’13

With a job at KPMG already lined up for after her graduation in May, Nicole Hockenberry, ‘13, could be coasting through her senior year. Instead, she has a part-time job and is active in Alpha Theta Alpha sorority, the Beta Gamma Sigma and Alpha Epsilon honor societies, A/ASIA, and the Center for Entrepreneurship, all while maintaining a 4.0 GPA as an accounting and finance double major.

“It takes a while to learn to balance everything, but in the end you find the time,” said Hockenberry, who transferred to La Salle from the University of Hawaii as a sophomore.

Hockenberry will begin her job as an audit associate at KPMG in the fall. She previously held an auditing internship at the accounting firm and completed a two-week rotation in the forensic accounting practice.

“I love the culture of the firm and all the volunteer work they do,” Hockenberry said. “I felt like I was actually part of the team and that working there was the right fit for me.”

Back in the Day … La Salle’s first MBA Grads

On April 2, 1976, the Pennsylvania Department of Education approved La Salle’s application to offer the MBA degree. The teaching of the MBA began in September 1976, and by the third year of the program, enrollment had climbed to more than 700 students. The first class, numbering 11, graduated in 1978. Photo by Lewis Tanner.

Faculty Research in the Spotlight

Elizabeth Cooper, Ph.D., assistant professor of finance, took a sabbatical during the fall 2012 semester to work on a project with members of the Federal Reserve Bank of Philadelphia. The study looked at how bank CEO pay structure differed between firms that securitized more during the years leading up to the financial crisis and banks that securitized less or did not securitize at all. Cooper worked within the Supervision Department at the Federal Reserve for four years prior to joining the faculty at La Salle University in 2008. She continues to work with her former colleagues on research in order to keep up to date on the banking industry and to convey important topics to students in her finance classes.

Madjid Tavana, Ph.D., MBA ’81, professor of business systems and analytics and the Lindback Distinguished Chair of Information Systems and Decision Sciences, is the editor-in-chief of four international journals, Decision Analytics, International Journal of Strategic Decision Sciences, International Journal of Enterprise Information Systems, and International Journal of Applied Decision Sciences. He is also working on three books, and he has been a Distinguished NASA Research Fellow in Aeronautics and Space Research at the Kennedy Space Center, Johnson Space Center (Mission Control Center), Office of Naval Research at the Stennis Space Center, and Air Force Research Laboratory for 20 years.

“Linkages Between Management Accounting and Finance: Assessing Student Perceptions,” a manuscript written by Bruce Leauby, Ph.D., and Kristin Wentzel, Ph.D., ’90, associate professors of accounting, and published in the Winter 2012 issue of Management Accounting Quarterly, was selected as one of the best articles of the year by the Lybrand Awards Committee. They will received a Lybrand Certificate of Merit, presented at the Institute of Management Accountants Annual Reception and Dinner.
On February 19, 2013 the International Honor Society Beta Gamma Sigma celebrates its 100th year of recognizing business excellence.

Please join the Society in celebrating this momentous occasion.

For information about upcoming centennial events, go to: betagammasigma.org/centennial
University partners with new Cristo Rey School

By Katie Hummel, ‘14, editor of the Collegian

La Salle has partnered with the newly formed Cristo Rey Philadelphia High School (CRPHS) as a resource for service-learning courses. This school, with an inaugural class of 124 freshmen, is the 25th school in the Cristo Rey network nationwide and the first in Philadelphia, located at Broad and Duncannon streets.

Mary Sheila McDonald, Associate Dean of the School of Business, has incorporated a service-learning component with CRPHS into her course on legal and ethical issues in the business world.

The Cristo Rey model has students attending school in regular classes four days a week, while on the fifth day students work in some type of business or organization in Philadelphia. Similar to a work-study position, the students, who are typically from low-income families, are paid entry-level wages for their work, which then goes directly toward their school tuition. Robert Fabiszewski, ‘82, has been instrumental in implementing this model as Director of the Work Study Program at Cristo Rey Philadelphia. “The model is dependent on good corporate neighbors,” McDonald noted, and cited Comcast, the Philadelphia Mayor’s office, Independence Blue Cross, and local hospitals and banks as common worksites for CRPHS students.

McDonald’s students were required to complete a minimum of 10 hours of service at CRPHS as part of their grade for the course and were encouraged to visit the school during the fitness, lunch, and study hall periods to serve as tutors and mentors.

Last summer, McDonald also partnered with Margaret McGuinness, La Salle’s Executive Director of Mission Integration, to sponsor a supply drive for CRPHS. The drive collected cleaning and school supplies, gym equipment, and books from La Salle faculty and staff.

Student Achievements

CLASS OF 2012 TOP UNDERGRADUATES

Accounting: Matthew B. Holden
Accounting (Evening): Gina A. Sacco
Finance: Francesco J. Zorzi
International Business: Yuki Kihara
Management: Kourtney M. Clark
Management Information Systems: James J. Leitner III
Marketing: Katelyn R. Haney

STUDENT SCHOLARSHIPS

David Shuler: Tax Executive Institute Scholarship, December 2011, and PICPA Multi-year Scholarship, June 2012
Michael A. DeAngelis Scholarship, September 2011: Justin Baggaley, Ka’lah Johnson, and Patricia Oswald
Jack Keen Scholarship, September 2011: Marcelina Hollender and Michael Lee
Clinton Smith: John T. Zook Memorial Scholarship, September 2011
Perpetua Faia: PICPA Senior Excellence Award, April 2012
Gina Sacco: Becker CPA Review Scholarship for Success, May 2012
Gregory Smith: Becker CPA Review Scholarship, May 2012
Shane Coulter: Philadelphia CPA Review Scholarship, May 2012
Michele Pannella: Kaplan CPA Review Scholarship, May 2012
Jonathan Sanders Liu: CPAexcel Review Scholarship, May 2012
Amy Layefesky: Danielle Leonard Memorial Scholarship May 2012
Ed and Darlene Fierko BS/MBA Scholarships, May 2012: Sahajanand Dave, David Derr, Tiffany Diaz, Sean High, Charlene Grant-Goodson, Kevin Juchniewicz, and Alexis Montelone
Accounting Faculty Awards, May 2012: Nichole Hockenberry, Marce-

lina Hollender, Michael Lee, Audrey Metzger Bailey, William Smith, Kenneth Cooper, Alexis Montelone, and Patricia Oswald

STUDENT ACTIVITIES

Gamma Iota Sigma (GIS) National Collegiate Risk and Insurance Fraternity
- Chapter members and officers attended GIS’s President’s Conference, Annual Management Conference, and Winter Classic.
- Students worked cooperatively with student members of the American Marketing Association in a toy and donation collection for Ronald McDonald House.
- Individual students and teams competed in the Delaware Valley Chapter of RIMS’ essay/presentation contest, the Royal Roads case competition, the Johnson & Johnson case competition, the SIFE case competition, and the Philadelphia Association of Financial Professionals essay contest.

STUDENT CASE COMPETITIONS

- A team of accounting majors competed in the PwC xACT (xTREME Accounting) case competition, which provides students with unique insight into the dilemmas surrounding accounting policy and planning issues.
- A team of accounting, marketing, finance, mathematics, and economics majors competed in the Johnson & Johnson business case competition, which provides students with real-world experience with corporate finance decision making and the opportunity to develop communication, presentation, and financial modeling skills.
- A team of marketing, finance, and accounting majors entered the Royal Roads University International Undergraduate Case Competition (RRUIUCC) in Vancouver, Canada, a round-robin tournament consisting of three business cases, including one “live” case taken from a local company.
Faculty Research, Publications, and Presentations

ACCOUNTING


BUSINESS SYSTEMS AND ANALYTICS


FINANCE

Jan Ambrose and Joshua Buch published “The Greek and Irish Near Sovereign Defaults: Similarities and Differences” and “Irish Bubble Trouble and Housing Price Phenomenon in Europe” in Real Estate Review.


Joshua Buch published “The Integration of European Mortgage Credit Markets: Progress and Challenge” in Real Estate Review.

Joshua Buch and Elizabeth Cooper participated in “Collaboration On-line Plus,” the College of Professional and Continuing Studies course on using collaboration to facilitate effective online learning.


**MANAGEMENT AND LEADERSHIP**


Joseph Seltzer published “Judging Appreciative Inquiry in a Moot Court Simulation” in *Proceedings: 37th Annual Organizational Behavior Teaching Conference*.


**MARKETING**

Swee-Lim Chia presented two papers, “Travel Study as an International Marketing Course Option,” at the Business Professor Teaching Summit, and “Increasing Strategic Effectiveness by Deconstructing Relationship and Retention Strategies,” at the International Academy of Business and Economics Summer Conference.


David Jones presented a paper, “‘Do This Now’ Versus ‘Here’s What You Did Wrong’—Enhancing Sales Roleplays With Proactive Real Time Behavioral Prompts,” at the Academy of Business Disciplines.
SPRING 2013 EVENTS

Network Night—Marketing, Management and Leadership, and Business Systems and Analytics
Feb. 20, 2013
5:30 p.m.
Dunleavy Room, La Salle Union

Center for Entrepreneurship Hall of Fame and Student Competition
Tuesday, March 26, 2013
6:30 p.m.
Holroyd Atrium

Beta Gamma Sigma Induction Ceremony
Wednesday, April 3, 2013
6 p.m. Induction Ceremony
6:45 p.m. Reception
La Salle Union Ballroom

School of Business Workshop
April 6, 2013
9 a.m.
College Hall

Finance Department Spring Recognition Dinner
Thursday, April 18, 2013
6 p.m.
Dunleavy Room, La Salle Union

Bankers Day
Friday, April 19, 2013
12:30 p.m.
La Salle Union Ballroom

Marketing Awards Dinner
Wednesday, April 24, 2013
6 p.m.
Dunleavy Room, La Salle Union

Business Scholars Co-op and BS/MBA Program Senior Dinner
Thursday, April 25, 2013
6 p.m.
Music Room, La Salle Union

47th Annual Accounting Awards Dinner
Thursday, May 2, 2013
6 p.m.
La Salle Union Ballroom

TEEING OFF TO SUPPORT STUDENTS

The 2012 Friends of Brother Gerry Fitzgerald Golf Outing, sponsored by the School of Business and held at the North Hills Country Club, raised money for student scholarships and activities and honored John E. Glaser, ‘62, President of Stutz Candies and a longtime La Salle supporter. (Above, left) Brother Gerry Fitzgerald, F.S.C., ’70, MBA ’81 (left), and La Salle men’s basketball coach John Giannini, Ed.D. (Above, right) Mike Vanho, ’91, on the green.