NOTES FROM NSB

Dear Colleagues:

Fall 2019 was another busy and successful semester at the Nicolais School of Business (NSB)

Students continued to excel in their studies and in other on Campus activities as well as gaining significant business experience through challenging internships.

Kurt Sullivan, MBA student and Graduate Assistant was featured in the CPA Journal and Kurt and Ashley Starr both made impressive presentations at an academic conference with the support of Drs Crooks, Tully and Horan.

The Selects program continues to provide our most promising students with high-level access to mentors and internships in the business world.

Dr. Paul Barretta joined the faculty as Professor of Marketing from St Bonaventure University and has already made a significant impact on the Marketing program.

Dr. Shani Carter led the review, which resulted in the 10-year reaffirmation of NSB’s accreditation by the Accreditation Council for Business Schools and Programs (ACBSP) confirming the continuing high standard of education and governance at NSB.

We hope you enjoy reading about the current accomplishments of NSB and look forward to hearing from all stakeholders.

Respectfully

NSB Faculty
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We are proud of our collective—alumni, student, staff and faculty—accomplishments and would like to share and honor them. You are encouraged to be part of our business community by contacting us and letting us know of your news and achievements!

Please contact us at Nicolais.School.of.Business@wagner.edu
Assessment/Accreditation section

Dr. Carter led the ACBSP site visit to Wagner College in September, which resulted in the Nicolais School of Business receiving a 10-year reaffirmation of its accreditation. Dr. Carter participated as an ACBSP site-visit team member to Viterbo University in La Crosse Wisconsin in October. Dr. Carter gave two presentations on accreditation at the Region 1 ACBSP conference in New Rochelle, NY in October.

Our annual assessment reports and rubrics used to assess student knowledge may be viewed at the following URL’s.

http://wagner.edu/business-admin/academic-productivity/
http://wagner.edu/business-admin/resources/tools/

Regards,
Dr. Shani D. Carter Professor of Management &
Director of Accreditation and Assessment
Curriculum News: Undergraduate

The fall semester got off to a great start!

During the summer eighteen rising seniors complete their BU 400 course under the supervision of Dr. Carter. The students returned to campus with great enthusiasm, sharing their internship stories with friends and faculty. In addition, 3 senior thesis have been chosen for publication in the Undergraduate Research Journal.

The “SELECTS” continue to thrive thanks to the leadership of Dr. Crooks and Board of Trustees Secretary Ms. Mary Caracappa, with support from Tara Chiari, Associate Director at the Center for Academic and Career Engagement. In its third academic year, the SELECT program provides opportunities to gain professional preparation beyond the classroom. We are grateful to our mentors who give their time and share their expertise with our SELECTS.

This fall was special to me- I hired a former student, Ryan Wytanis. Currently Ryan is the Finance Manager at Auromedics Pharma LLC located in Princeton, NJ. Ryan graduated with a dual concentration in Accounting and Management. Ryan starred on the Wagner Football team and in the classroom. Ryan also completed his MS in Accounting and MBA in Management at Wagner. Ryan attained his CPA and CMA licenses, returning to campus in the fall to teach Accounting I to our undergraduate students. Of course the students enjoyed his class. How fortunate are we to have a young, accomplished alum in the classroom with our students!!

Special thanks to the many Alums who assist our students in networking, mentoring, hosting student visits to your place of employment and serving as guest speakers.

Best wishes,

Nicolais School of Business, Professor of Finance
Director, Undergraduate business program
Cathyannt.tully@wagner.edu
Faculty Profile

The Nicolais School of Business welcomed Associate Professor Paul Barretta, PhD to the faculty.

Academia is a second career for Paul, having spent over 25 years working primarily in Finance and Marketing, including positions with Chase Bank, IMS Hedge Fund Management, MTV Networks, Nickelodeon International followed by founding and operating Talent Clearing House, Inc. – a Royalty and Financial Administration company in the Music Industry. In 2009 Paul entered the AACSB accredited Ph.D. program at University of Texas – Pan American (now UTRGV) which has a prestigious Marketing concentration. Following his graduation in 2013 he moved back North to St. Bonaventure University in Western NY where he spent six years, five of which as Chair of the Marketing Department where changes he recommended and instituted are credited with having increased department enrollment by 50%. Paul grew up in the same zip code as Wagner College and he is happy to be returning home.
BAASANA Global Conference at Adelphi University where Wagner College Select Ashley Starr, Dr. Cathy Tully and Dr. Crooks presented “Utilizing Extreme Volatility Readings as a Passive Strategy of Entry Points in the Stock Market.”
BAASANA Global Conference at Adelphi University Dr. Horan and Kurtland Sullivan collaborated to present their research findings on buybacks of stock.
Kurtland Sullivan was featured on page 32 of the September 2019 issue of The CPA Journal.
Student Clubs and Organizations

Accounting Society

Graduate and Undergraduate students attended the NYSSCPA “Education Night” Dinner at the Staaten.

Accounting Society Faculty Leader
Dr. Peg Horan
Marketing Club

American Advertising Federation
Students from multiple concentrations have formed a team to compete in the American Advertising Federation National Student Advertising Competition. The competition will be held April 24 - 26th at Pace University's Manhattan campus with Wagner competing against 15 to 20 other schools from the Northeast region. A case study was released in October, and each team will present a 20 minute campaign to judges from AAF, representative Advertising Agencies, and the competition's client - this year the competition is a B2B case involving a particular category of technology used by advertising and marketing firms. NSB students formed sub-groups within the team and have already begun their efforts through the research team gathering data from industry professionals, and other groups such as creative, finance/budget, and strategy have begun brainstorming.

Digital Marketing
Students in the Fall 2019 Digital Marketing class engaged in two forms of hands-on experience. The first was a simulation based competition that enables students to engage in elements of digital marketing including Search Engine Optimization and Paid Ads. The simulation imports Google Analytics data to help students learn how to use keywords, web page content, and email marketing campaigns using results based on real-world data. Next, students worked in teams to develop a paid ad campaign for real-world businesses. Each team was given $100 of Bing Ads credit, and $100 provided by a company from the community willing to participate; they used their $200 budget to develop a three-week digital marketing campaign. This enabled the students to have a hands-on experience putting what they learned in class to use for an operating company. (NOTE: If you know of a company interested in participating in this project the next time it runs, please contact Dr. Paul Barretta here at Wagner)

Marketing Club Faculty Leader
Dr. Paul Barretta
Faculty & Staff: News *and* Accolades

Dr. Horan received Faculty Scholarship Award from President Joel Martin (Right) and Associate Provost Nick Richardson (Left).
Faculty & Staff: Research

Publications:


Lectures/Presentations:

Dr. Carter gave a presentation to the new Wagner Football team on “Methods to Perform Successfully in Courses.”

Dr. Carter attended the following workshops:

- Role of “Play” in Learning, Culture and Driving Innovation. Mid New Jersey ATD, Princeton, NJ (December 19, 2019).
- L&D (Learning and Development) Topics Roundtable – Mid New Jersey ATD and L&D Philadelphia, Morrisville, PA (December 12, 2019).
- SEC/Fordham Preventing Community-Based Financial Fraud Conference, New York, NY (November 1, 2019)
- ILR in NYC: Anti-discrimination, Incarceration and re-entry into the Workplace – Ifeoma Ajunwa; Leadership – Samuel Bacharach; Immigration at the Workplace – Kate Griffith, New York, NY (October 26, 2019)
With access to a network of more than 25,000 alumni, Wagner College students have a tremendous opportunity built into their college experience at the outset. Similarly, Wagner alumni seeking to hire bright, civic-minded students with strong academic backgrounds need only to look within their own alma mater to find the right candidates. At Wagner, these connections have primarily developed organically, as outcomes of alumni on-campus involvement or through direct contact with departments and the Center for Academic & Career Engagement.

The Wagner Select mentoring program takes the opportunity for student-alumni connections one step further by building on the existing informal process with a competitive process. Within the Wagner Select program, our highest performing students, those in the top 5% to 10%, are rewarded with first-preference access to successful alumni in their chosen industry, and alumni mentors are able to focus their influence and to develop deeper, more profound relationships with students.

The Nicolais School of Business, led by chair Dr. Donald L. Crooks, began this program in the fall of 2016 in partnership with alumna Mary Caracappa-Hurtado ’82, a Wagner Trustee and Morgan Stanley Managing Director. The effort is staffed and supported by Ms. Tara Chiari, Director of the Center for Academic & Career Engagement, and Chris Fourman, Senior College Relations Officer in the Office of Institutional Advancement.

Wagner Select is unique in that each selected student is connected to a “mentor team,” a pair of alumni in their chosen industry who have varying levels of experience: one who is closer to the student’s age group with 3-7 years of experience and one who is a seasoned professional. This allows for a team approach to mentoring and multi-layered connections between alumni and students.

Benefits for Alumni Mentors

- As part of a “mentor team,” alumni mentors also connect with other alumni in their field.
- The competitive process for applying to be a Wagner Select student ensures that the alumni mentor is connected with elite students at Wagner.
- Alumni mentors are staffed and supported by the Office of Institutional Advancement and College Relations.
- Alumni mentors have the opportunity to directly impact a student’s career trajectory, helping them navigate early in their career and, thus, shaping their future.

Benefits for Wagner Select Students

- Wagner Select students graduate with deep connections in their chosen industry.
- Wagner Select students gain a lasting professional resource in their mentor teams and individuals who are invested in their career success.
● *Wagner Select* students are positioned to succeed early in their careers and can become alumni with distinction.

*Expectations*

**Mentors**

Wagner recognizes that alumni mentors may have varying levels of availability and willingness to participate. All alumni mentors are assigned a Wagner College Relations Officer, Chris Fourman, to ensure that their experience in the Wagner Select program continues to be mutually beneficial. We ask all alumni mentors to commit to participate for one full academic year (August to May). At the end of the academic year, the alumni mentors’ assigned College Relations Officer will connect with them and discuss their mentoring experience. We promise that the mentoring opportunity is on a one-to-one basis, meaning alumni will be assigned one mentee at a time.

**Communication**

In the spirit of the organic nature of connections that have existed at Wagner, the *Wagner Select* program does not have a rigid communications requirement. Rather, we encourage each mentor team to create its own agreed-upon mode and frequency of contact between alumni mentor and student. We suggest: monthly check-ins via phone, email, Facetime/Skype; and quarterly or semi-annual (at least once per semester) in-person lunches or coffee. During the year, Wagner will invite all *Wagner Select* students and mentor teams to an event either on-campus or in Manhattan to reinforce connections.

**Influence**

We ask our alumni mentors to give their *Wagner Select* students first preference in available internships or positions at their respective companies, providing that *Wagner Select* students are ideal candidates for those positions. In some cases, guidance regarding students’ academic program will be part of the discussions, in particular about maintaining GPA and the courses mentees should strive to enroll in to ensure they have the background necessary to succeed in their chosen focus areas. We also ask our alumni mentors to assist and advise our students on the non-academic skill sets required to succeed professionally.

**Wagner Select Students**

*Wagner Select* students are required to sign a contract agreeing to maintain academic excellence throughout the duration of their college careers. They understand that the onus is on them to maintain a communication flow with their mentor teams, including semester updates on their academic performance and/or challenges they are facing. *Wagner Select* students also understand that participating in the program is a privilege and a tremendous, potentially life-changing opportunity.

The Selection Process

*Wagner Select* students undergo two rounds of selection beginning with an application process implemented through the Center for Academic & Career Engagement. The group selected via application
also have an interview with Ms. Tara Chiari to discuss their career plans. In the pilot program, the best students in the Nicolais School of Business were selected via applications by CACE and then further vetted through the Nicolais School of Business Wagner Select Committee. Committee members include Dr. Cathyann Tully, Director of Undergraduate Studies, and Dr. Donald L. Crooks, Chair.

**Wagner Select Students:**

**Anand, Siddharth**
- Major: Business Admin., Finance Concentration
- Minor:
- Expected Graduation: Class of 2020
- Career/Industry Aspiration: Investment banking; wealth, risk management
- Internships Held: Summer Intern (2017) at AURUM Equity Partners LLP in New Delhi, India. Investment banking internship.
- Campus Activities: Member of the Men’s Tennis team. Member of the Finance Club. Control desk worker at Spiro Sports Center

**Bender, Zoe**
- Major: Business Administration, Concentration Accounting
- Minor:
- Expected Graduation: Class of 2020
- Career/Industry aspiration: CPA
- Internships: Summer 2019 Mass Mutual, Lee, Nolan & Koroghlian
- Campus activities: Student Athlete Softball; E-board member of National Society of Leadership & Success; Women’s Professional Network (WPN)

**Besselink, Jonathan**
- Major: Business Admin., Accounting Concentration
- Minor: Mathematics
- Expected Graduation: Class of 2020
- Career/Industry Aspiration: Financial Industry
- Internships Held: Utilities Kingston
- Campus Activities: Finance Club, Accounting Club, Cross Country and Track and Field team

**Brown, Ian**
- Major: Business Administration, Concentration Accounting
- Minor:
- Expected Graduation: Class of 2020
- Career/Industry aspiration: CPA
- Internships: Alvarez & Marsal – Internal Audit (Since Aug 2018 – present)
- Seeking internship in Accounting
- Campus activities: Student Athlete: Football

**Buttermark, Kristen**
- Major: Business Administration, Concentration Marketing
- Minor: Political Science
- Expected Graduation: Class of 2021
Henshaw, Savannah

• Major: Business Administration, Concentration Marketing
• Minor:
• Expected Graduation: Class of 2020
• Career/Industry aspiration: Marketing combined with Science/Healthcare (BioMedical; STEM field)
• Internships: Poke Initiative, KindNecessities
• Campus activities: Water Polo; Women’s Professional Network (WPN)

Christine LeTendre

• Major: Business Administration, Concentration Accounting
• Minor:
• Expected Graduation: Class of 2020
• Career/Industry aspiration: CPA
• Internships: Summer 2019: Livedini & Company – Accounting Intern
• Campus activities: Captain Women’s Soccer

Limo, Moses

• Major: Business Administration, Concentration Management
• Minor:
• Expected Graduation: Class of 2021
• Career/Industry aspiration: Operations & Logistics, Human Resources, Diversity & Inclusion, and Leadership Development
• Internships: Seeking internships in Management, Since Aug 2018 – Present: College Access Research & Action – College Bridge Mentor
• Campus activities: Bonnor Leader; Black Student Union; Alma member; Intramural Soccer

Panda, Sarthak

• Major: Business Administration, Concentration Marketing
• Minor:
• Expected Graduation: Class of 2020
• Career/Industry aspiration: Market Strategy, Healthcare industry
• Internships: Seeking internship in Marketing
• Current: Fidelity Investments – Instructional Designer
• Summer 2019 Internship: Fidelity Investments / HR Intern
• Previous: Wall Street Access; Café Unimatic, University of Connecticut
• Campus activities: Resident Assistant; Marketing Club; Management Club

Popovic, Milos

• Major: Business Administration, Concentration Finance
• Minor:
• Expected Graduation: Class of 2020
• Career/Industry aspiration: Hedge Fund or Investment Banking
• Internships: Currently interning with Axa Advisors; Seeking internships in Finance
• Campus activities: Division II Ice Hockey Team; Finance Club; NSB Student Advisory Board member

Post, Melanie
• Major: Business Admin., Accounting and Economics Concentration
• Minor:
• Expected Graduation: Class of 2020
• Career/Industry Aspiration: My aspirations following undergrad include pursuing my MBA in accounting to be prepared to sit for the CPA exam. Following graduation I hope to have a job in the accounting field, either in audit or tax
• Internships Held: Deutsche Bank
• Campus Activities: Women’s tennis team, President of Student Athletic advisory Committee, Women’s professional network, Accounting Society.

Schmelzer, Graham
• Major: Business Admin., Finance Concentration
• Minor: Economics
• Expected Graduation: Class of 2020
• Career/Industry Aspiration: Real Estate Development
• Internships Held: The London Residents Club (Summer 2018)
• Campus Activities: Men’s Water Polo, Student Alumni Association, Student Athletic Advisory Committee, Resident Assistant

Smith, Sinae
• Major: Business Admin., Accounting Concentration
• Minor:
• Expected Graduation: Class of 2020
• Career/Industry Aspiration: Become a certified public accountant and work for one of the big four companies
• Internships Held: Deutsche Bank
• Campus Activities: Student Advisory Committee, the National Success and Leadership Society, Black Student Union, The Accounting Society

Starr, Ashley
• Major: Business Admin., Finance Concentration
• Minor: Spanish
• Expected Graduation: Class of 2020
• Career/Industry Aspiration: Financial Services, wealth management with international relations
• Internships Held: MassMutual
• Campus Activities: Alpha Delta Pi, National Society of Leadership and Success, Women’s Professional Network, Finance Club, Law Society

Starr, Madison
• Major: Business Administration, Concentration Management
• Minor:
• Expected Graduation: Class of 2021
• Career/Industry aspiration: Management & Media
• Internships: Customer Success & Event Operations Intern at SportsRecruits; Sports Media Advisors
• Campus activities: Women’s Soccer

Walters, Dylan
• Major: Business Admin., Accounting and Economics Major
• Minor:
• Expected Graduation: Class of 2020
• Career/Industry Aspiration: Accounting (CPA) working at Big 4
- Campus Activities: Finance Club, Accounting Society, Student Athletic Advisory Committee, International Connections Club

## Contact Information

Full faculty information may be found at [http://wagner.edu/business-admin/faculty/](http://wagner.edu/business-admin/faculty/)

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<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Dr. Geoffrey T. Mills</td>
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<td>718-390-3386</td>
</tr>
<tr>
<td>Arleen Wilk</td>
<td>Administrative Assistant</td>
<td>718-390-3447</td>
</tr>
<tr>
<td></td>
<td>Department’s Fax</td>
<td>718-420-4274</td>
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### Program Directors & Full-time Faculty

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<thead>
<tr>
<th>Program</th>
<th>Director</th>
<th>Phone</th>
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<tbody>
<tr>
<td>B.S. Business Administration</td>
<td>Dr. Cathyann D. Tully</td>
<td>718-390-3439</td>
</tr>
<tr>
<td>M.S. Accounting</td>
<td>Dr. Peg Horan</td>
<td>718-390-3437</td>
</tr>
<tr>
<td>MBA</td>
<td>Dr. Geoffrey T. Mills</td>
<td>718-390-3386</td>
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### Full time Faculty

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<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Dr. Shani Carter</td>
<td>718-390-3462</td>
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<tr>
<td>Dr. Richard LaRocca</td>
<td>718-390-3427</td>
</tr>
<tr>
<td>Dr. Frank DeSimone</td>
<td>718-420-4491</td>
</tr>
<tr>
<td>Dr. Paul Barretta</td>
<td>718-390-3386</td>
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### Adjunct Faculty

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<tbody>
<tr>
<td>Accounting</td>
<td>David Barral, Ian Wise, William Anderson, Ryan Wytanis, Laura Farrell, Michael Cohen, Hyacinthia Roberts</td>
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<tr>
<td>Finance</td>
<td>Daniel Macri, Richard Rinelli</td>
</tr>
<tr>
<td>Law</td>
<td>John Brancato, Alexandra Formica, Ann Marie Menna, Marie Louise Priolo</td>
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Management  George Cherubini, Stephen Piraino, Patricia Reyes, Jerrier Atassi, Joseph Ferrantelli

Marketing  Frank Calvosa, John Casey, William Thiro, Ken Ellis, Toniann Cestare

Graduate Assistant  Kurtland Sullivan

CLUBS & SOCIETIES FACULTY SPONSORS

See our webpage: http://wagner.edu/business-admin/resources/clubs/
for full information

Accounting Society  Dr. Peg Horan
Delta Mu Delta Business Honor Society  Dr. Richard LaRocca
Finance Club  Dr. Richard LaRocca
Management  Dr. Shani Carter
Marketing Club  Dr. Paul Barretta
IMA Accounting Honor Society  Prof. Ian Wise