

## Events

- > Monday 4/27  
Last Day of Classes
- > Saturday 5/9  
SOM Commencement!!!

# The UB MBA Exchange

“ because knowledge is power. ”

## Customer Service Lives in Disney World!

BETH TORNATORE

For the past 4 days, I have been vacationing in Disney World. My best friend from high school had a destination wedding down there, and it was a unique and memorable experience! The last time I had visited Disney World was while I was in high school... and over 10 years later, my trip to the resort brought back many great memories.

One thing that I found very interesting about this trip in comparison to my last was that this time, I noticed all of the special details and hard work that goes into making the Disney World experience fun and magical for all vacationers. As much as I tried to leave the schoolwork behind on my vacation, maybe it was my experiences as a MBA that have helped bring these details to my attention!

We landed on Thursday morning. Our first Disney experience of the weekend was right in the airport, as we waited to take the “Disney Magical Express” to our hotel. This free service that they provided was exceptional. Not only did they board us on a nice coach bus to take us to our hotel, but also they took care of taking all of our luggage from baggage claim and

hand delivered it to our room! My fiancée and I could have easily taken care of our luggage ourselves, but this service would be especially nice if you were vacationing with a family!



Our hotel was labeled one of Disney’s “value” resorts. If you had asked me, though, there was no telling that it wasn’t a much more expensive hotel! The grounds were beautifully maintained, all of the staff was happy and helpful and our room was clean and comfortable. We had left a “do not disturb” sign in the door one day, thinking that we didn’t need housekeeping to come. When we returned from the parks, housekeeping had left us a bag full of fresh towels, soap, shampoo, and garbage bags...everything we could ever have needed! It was nice not having to call for extra towels if we needed

them. Personal touches like that made it worth all of the money we spent on our trip.

The Disney parks are full of fun rides for all ages, but it was the attention to detail and customer service that made the day that much better! We didn’t see any employees that weren’t happy and helpful. There were employees hired to take pictures for guests around the park that you could order online after your trip, which I thought was really unique. In the World Showcase at Epcot, I was amazed to find out that all of the employees in each country have come from their country to work at Disney. It’s unexpected touches like this that make every Disney experience special.

Yeah, I know this article sounds like a plug for taking a vacation in Disney World, but seriously...it was interesting for me to look at Disney World from a MBA perspective. It is amazing to see the attention to detail and all of the teamwork coordination that makes Disney run so effectively. Our experience at Disney World will not soon be forgotten!

### Inside this issue:

<b>The Raleigh Story</b>	<b>2</b>
<b>Hat of the Week</b>	<b>2</b>
<b>Ask Dave</b>	<b>3</b>

## The Raleigh Story: Sweeping Generalization

RALEIGH LOVE

### The man behind the story.



Well, debatably the weather is slowly beginning to cooperate more and more. With the semester nearing its end, the dreaded event known as spring cleaning begins to loom, if it hasn't already. But with the idea of spring cleaning comes a symbol that is thousands of years old, and perhaps one of the oldest non-stone tools used by human kind; the broom.

When most people think of a broom, they likely picture the Shaker-made variant developed in the 19th century with a wide, flat head made from the fibers of the Proso Millet (also known as broom-corn) plant. This idea is the base for a large number of variants, even though it, itself, is a fairly modern creation. Small brooms that fit easily in one hand are more properly termed brushes or "dusters," though they still fall under broom taxonomy.

The broom itself is derived from an ancient and more basically designed tool called a besom (pronounced BEZ-um). The besom has the same basic style as a broom, except that the fibers are simply wrapped in a circular pattern around the handle. Think of the Quiddich brooms in the Harry potter movies. Such a broom design is even mentioned in the bible in the book of Isaiah. Even if the name of the broom is a matter of translation from the Greek and Hebrew, the idea of the

broom is still old, and still associated with cleaning.

Brooms have often been used for cleaning more than just the floor. Brooms and broom like objects are used in religious rites across the globe for cleansing the body and soul. Brooms made from birch shoots called "vaasta" are slapped against the body in the Finnish traditional saunas. Some religious traditions, such as those practiced in the Putumayo regions of the Colombian Amazon use small hand brooms in religious rituals. Sometimes these are used to clean the person symbolically, or brushed or shaken to produce noise while a shaman sings.

Brooms have a number of symbolic as well as practical uses within European pagan and neo-pagan religions. Brooms were and are one method of spreading and burying seeds across a plot of land in horticulture. Combining this practice with the belief that the farmer could jump in order to magically "demonstrate" to the newly sown seeds how high they should grow, and you have an origin of the myth of witches flying on broomsticks. Linguistically, the term "brush" potentially shares roots with the Spanish word "bruja" meaning witch, once again making the connection with spiritual as well as physical cleansing.

But sometimes, you just need a bit of practical force instead of spiritual finesse. Like, for

instance, say there is a 40-pound block of granite sliding across an expanse of ice and you have a vested interest in its trajectory but cannot touch it with your hands. You might grab a small push broom with bristles made from carbon fiber or fiberglass and rapidly scrub the ice in front of the block to clear away imperfections and cause the block to selectively slide in one direction or another. Turn it into an Olympic sport and you've got curling.

Less formal sports involving brooms exist, such as Canadian broomball, which tends to use "standard" style brooms with rubber heads. Like curling, it's played on ice, but without skates. The broom is used more in the fashion of a hockey stick than actually sweeping the ice.

But then, now is not the time to think of cold things. It's time for some spring-cleaning, and until next time, here's to keeping your imagination well fed.

### Hat of the Week



Capeline

French Origin

Named after a french steel skulcap styled helmet

Name also refers to an english cavalry helmet also known as a "lobster pot"

Dave Anthony. The man with all the answers.



## Ask Dave

DAVE ANTHONY

Graduation is around the corner and I'm sure everyone is looking forward to moving on in their careers (for those that have jobs, at least). That special night should not end after you walk down the aisle to receive your diploma, but instead, you should end it at one of the area's best restaurants. Take a look at one of these three places:

### 1. Creekview - Main and Mill in Williamsville

Some of the best seafood that you will find in Buffalo, and since we are 500 miles from the sea, it's pretty impressive.

Probably some of the best steamers that I've had out here and a great fish fry. They have tons of seafood, but also have a pretty good steak. Give it a look.

### 2. La Metro - Main just past the 290

Great bread, hands down. They make their own bread, so they have some of the best sandwiches I have ever had. It's nice and close to campus and you won't be tied up all night at a restaurant. You also don't have to worry about parking since it is located in a strip mall.

### 3. Average Joes - Sweethome Road

French trained chefs whip up fancy fare for only the most exclusive eaters...or they have wings and beer for everyone else.



## Quotes from Kyriakos

**"It is your attitude at the beginning of a task that determines success or failure."**

-Unknown

## THE UB MBA EXCHANGE

BETH TORNATORE-EDITOR IN CHIEF

EVAN LLOYD-DIRECTOR IN CHIEF

DAVE ANTHONY-SENIOR STAFF WRITER

RALEIGH LOVE-SENIOR STAFF WRITER

KYRIAKOS ZANNIKOS—SENIOR STAFF WRITER

Contact us at

**[mbaXchange@gmail.com](mailto:mbaXchange@gmail.com)**

with any questions, suggestions or if you would like to contribute and help us build the newsletter further.

Join our group on Facebook!

The MBA Exchange:  
Because knowledge is POWER