

# INSIDE MANAGEMENT





GLOBAL POSITIONING FOR A WORLD OF BUSINESS

February 2011 | Volume 2 | Issue 5

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# Save the Date

The annual Staff Retreat will be held from 8:30 a.m. to 1:30 p.m. on Thursday, May 19.

### McArthur Joins Alumni and External Relations

Thomas McArthur joined the School of Management in November as associate director of alumni and external relations. Tom joins Lucy Kierejewski, Hailley MacDonald, Robin Penberthy and Amy Tomaszewski in the newly formed Office of Alumni and External Relations headed by Cynthia Shore, senior assistant dean.

Tom previously worked at the University of Rochester as assistant director of alumni relations. Prior to that, Tom worked at UB in constituent relations for the Division of Student Affairs and also in the Office of Corporate and Foundation Relations.

Tom is a UB alumnus, earning an EdM in higher education administration with a concentration in student affairs administration from the Graduate School of Education.

"I look forward to building on the excellent foundation laid by the alumni and external

relations staffs, as well as the School of Management Alumni Association, to advance our mission," Tom says. "I am also seeking to identify innovative ways to collaborate with our faculty and staff to meaningfully engage alumni."



Tom McArthur

Tom's other plans include reaching out to U.S. and international alumni to connect them with each other and School of Management faculty, staff and students, and developing assessment measures and data tracking tools to demonstrate the impact our alumni have on the School of Management.

# AP Style 101

To maintain consistency throughout the School of Management website and in all school communications, we follow the guidelines of the Associated Press Stylebook (AP style). UB has now adopted this style, so that there is consistency through all university communications, as well.

The following list highlights the most common style, grammar and punctuation rules you should know.

Ampersands (&) – do not use unless as part of an official name (Ernst & Young)

**Dates** – do not use numeral suffixes ("th" "st," "rd" and "nd"). (December 8, not December 8th)

**Degrees** – do not use periods (BS, MBA, MS, PhD, not B.S., M.B.A., M.S., Ph.D.) This is actually an exception to AP Style, but is how UB lists class years in all communications.

E-mail – use hyphen; not "email"

**Numbers** – spell out whole numbers below 10 and use figures for 10 and above. ("They had a fleet of 10 station wagons and two buses.")

Exception: Use numerals when referring to course credit hours. ("Introduction to Accounting is a 3-credit-hour course.")

**Telephone numbers** – Do not put area codes in parenthesis; use a hyphen. (Ex. 716-645-3206) Spell out the word "telephone" in all references. "Phone" or "Phone number" are not correct.

**Times** – a.m. and p.m. should be lower-case, with periods (5:30 p.m., not 5:30 PM). Do not put :00 after times for the top of the hour (8 a.m., not 8:00 a.m.)

**Website** – one word with a lower case "w" (unless it is in a headline or at the beginning of a sentence). Webcam, webcast and webmaster are also one word. However, capitalize Web when using with separate words (Web page, Web feed).

For much more information, see the school's <u>Web writing style guide</u>.

### Free Tax Prep Service Available

Once again, IRS-certified accounting students from the School of Management will provide free tax preparation services to individuals and families with annual incomes below \$49,000 through the Volunteer Income Tax Assistance (VITA) program.

Staff members who qualify are invited to take advantage of this service, and also are encouraged to tell their friends and families about this great opportunity. The IRS estimates that using such free services can save you between \$100 and \$300 in preparation fees.

Last year, 179 of our accounting students prepared more than 700 tax returns, resulting in nearly \$1 million in refunds for local residents. The tax service is coordinated by Beta Alpha Psi with help from the UB Accounting Association.

This year's free tax preparation service will be offered from 10 a.m. to 4:30 p.m. on a first-come, first-served basis in 109 Allen Hall, South Campus, on Feb. 12, 13, 19, 20, 26, 27 and March 5 and 6. Services also will be offered in 106 Jacobs (The John H. Shellum Room) on March 26, 27 and April 2, 3, 9 and 10.

Participants must bring the following:

- Proof of identification (government-issued ID for each adult, such as driver's license, state-issued ID card, passport, military ID card, etc.);
- Original Social Security card for each filer and dependent;
- 3. Date of birth for self, spouse and dependents;
- 4. Wage and earning statements (Forms W-2 and 1099) from all employers;
- 5. Interest and dividend statements (Form 1099);
- 6. A copy of last year's federal and state tax returns, if available; and
- 7. Bank routing numbers and account numbers, if direct deposit is desired.

For more information, visit <u>mgt.buffalo.edu/freetaxprep</u>. Additional questions can be directed to <u>mgt-freetaxprep@buffalo.edu</u> or 716-748-9823 and a volunteer will respond within 48 hours.

### Feeling creative? Join our committee!

As we reach the one-year anniversary of "Inside Management," the internal newsletter committee is seeking new committee members to help us keep the newsletter fresh and interesting.

The internal newsletter committee currently has four members: Cathy Wilde (chair), Julia Cohan, Mary Dahl and Jill Phinney. Committee member duties include attending meetings once a semester, generating story ideas, contacting staff members to seek input and, in some cases, writing content.

If you are interested in joining the committee, contact Cathy Wilde at 645-5455 or <a href="mailto:cgwilde@buffalo.edu">cgwilde@buffalo.edu</a>, or simply join us at our next meeting at 1:30 p.m. on Feb. 17 in 160 Jacobs.

As always, we look forward to any feedback or story ideas you may have.



### Retreat Needs Your Input

The annual Staff Retreat is scheduled for 8:30 a.m. to 1:30 p.m. on May 19 (location to be determined). The Staff Development committee is planning this year's event, and seeking suggestions from all staff members about topics you would like to see covered, sessions you wish attend or activities in which you would like to participate. Contact Jaimie Falzarano with your ideas. All submissions are welcome and will remain anonymous.

# CBIP Scholarships Available

The School of Management Alumni Association (SOMAA) has generously donated six \$500 tuition scholarships to the Credit-Bearing Internship Program (CBIP) for students participating in summer 2011 credit-bearing internships. Students accepted into the CBIP are eligible to apply. Candidates will be required to prepare essays that answer questions regarding their anticipated internship experiences. For more information, contact Carrie Gardner or Mary Dahl in the CBIP Office.

# Tech Tips: Foiling Phishing Attempts

By Julia Cohan

The recent e-mail phishing attempt circulating through the UB e-mail system serves as a reminder that staff members need to be vigilant about possible scams.

An important way to protect your computer and your personal information is to be certain that the hyperlinks you click on are legitimate. An e-mail message may appear to be valid, but there are several things to look for before you click on a link.

The example below has the earmarks of a classic phishing attempt. Take these steps to guard your e-mail account.

Place your cursor over the hyperlink without clicking. The *actual* website will appear in a box above the link. In the example below, you are led to believe that you will go to a government site for

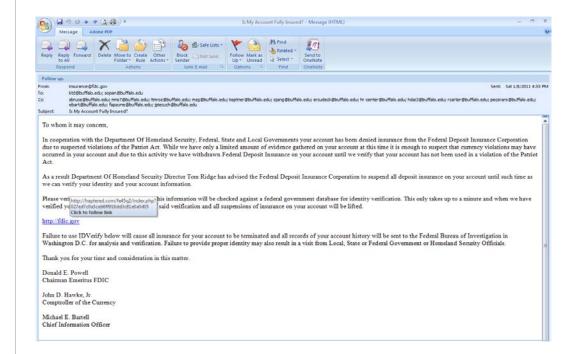
FDIC, but you would really open a page at http://haptered.com/.

There are other clues here. The message was sent to several recipients. My e-mail account is not even listed. A real message would be sent to only me.

The insured account number is not listed. If this pertained to a particular account, an account number would be listed. (Which of my multiple accounts, is in danger?)

Lastly, Tom Ridge is not the current Director of Homeland Security. Janet Napolitano holds the job at this time. Watch for grammatical errors and incorrect facts.

This is clearly a phishing attempt.



#### **Send Some Love to our Troops**

The Strengthening our Sense of Community committee is working with <a href="MMIllionThanks.org">AMillionThanks.org</a> to send thank-you notes to members of our military (active, reserve and veterans). During the week of February 7 to 11, there will be a table set up in the Alfiero Center Atrium. Please stop down and write a brief note of appreciation and gratitude to send to our men and women serving our country.

### Calendar of Events

#### **FEBRUARY**

#### February 11, Second Year MBA Case Competition

5 to 9 p.m., Center for Tomorrow. Coordinated by the Graduate Programs Office.

#### February 11, On-Target Undergraduate Club Case Competition

5 to 8 p.m., Alfiero Center. Coordinated by the Career Resource Center.

Feb. 12 and 13, <u>Free Tax Preparation</u> (for individuals and families with annual incomes below \$49,000) 10 a.m. to 4:30 p.m., 109 Allen, South Campus. Coordinated by Beta Alpha Psi.

### February 17, Executive Speaker Series: George Bilkey, MBA '01, president of TAM Ceramics

**5 to 6 p.m.,** 205 Alfiero Center. Coordinated by the Graduate Programs Office.

#### February 17, EMBA/PMBA Information Sessions

5:30 p.m., Location TBD. Coordinated by the Center for Executive Development

Feb. 19 and 20, Free Tax Preparation (for individuals and families with annual incomes below \$49,000)

10 a.m. to 4:30 p.m., 109 Allen, South Campus. Coordinated by Beta Alpha Psi.

#### February 24, Network Buffalo

5:30 to 8 p.m., Center for the Arts, North Campus, Coordinated by the Career Resource Center.

February 25, On-Target Undergraduate Club Case Competition (finalist presentations and award ceremony) 5 to 8 p.m., Alfiero Center. Coordinated by the Career Resource Center.

Feb. 26 and 27, <u>Free Tax Preparation</u> (for individuals and families with annual incomes below \$49,000) **10 a.m. to 4:30 p.m.,** 109 Allen, South Campus. Coordinated by Beta Alpha Psi.

#### **EARLY MARCH**

#### March 2. UB Distinguished Speaker Series: Jhumpa Lahiri

8 p.m., Center for the Arts, North Campus. Sponsored by the UB Office of Special Events.

March 3, <u>Executive Speaker Series</u>: Angela Bontempo, retired president and CEO of Saint Vincent Health System 5 to 6 p.m., 205 Alfiero Center. Coordinated by the Graduate Programs Office.

#### March 4, <u>UB CareerFEST</u>

1:30 to 5 p.m., UB Alumni Arena, Triple Gym, North Campus.

March 5 and 6, <u>Free Tax Preparation</u> (for individuals and families with annual incomes below \$49,000) **10 a.m. to 4:30 p.m.,** 109 Allen, South Campus. Coordinated by Beta Alpha Psi.

#### March 11, Q & A with Executives from Mentholatum

10 a.m. to noon, 102 Alfiero Center. Coordinated by the Graduate Programs Office.

#### March 15, Smart Business Practices Seminar: "Financial Statement for Dummies"

**7:30 to 9:30 a.m.**, Alfiero 104. Presented by Professor Muriel Anderson. Meant for nonfinancial audience, to learn the basics of how to read and interpret corporate and nonprofit financial statements.

#### March 16, MoneySkill Mania

8:45 to noon, Center for the Arts Screening Room. Coordinated by the Office of Alumni and External Affairs

Check the "Events" tab on the School of Management's home page for more information.

UB Calendar of Events: http://www.buffalo.edu/calendar/calendar

Employee and Supervisor Development Opportunities: http://hr.buffalo.edu/files/phatfile/Training\_Class\_Alert.pdf

To submit information to the Inside Management calendar of events, contact Jill Phinney at <a href="mailto:imp8@buffalo.edu">imp8@buffalo.edu</a>.