UB School of Management
University at Buffalo The State University of New York

INSIDE MANAGEMENT

GLOBAL POSITIONING FOR A WORLD OF BUSINESS

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Save the Date…

The annual all-hands staff meeting will be held on May 20.

Center for Leadership and Organizational Effectiveness Successfully Launched

The School of Management's newest center is off to a great start. Launched this fall, the Center for Leadership and Organizational Effectiveness (CLOE) strives to create better leaders and organizations.

"One of the main purposes of the center is to use the leadership research that is taking place in the School of Management and help organizations put it into practice," says Sarah Gilson, executive director of CLOE. "For example, CLOE uses research on the most effective leadership methodology to create leadership development programs for area businesses."

In addition, CLOE supports UB 2020's goals of accelerating academic excellence, translating scholarship and developing leadership abilities in students and business leaders. It will offer executive leadership programs and share the school's insights on leadership development with other areas of UB. Paul Tesluk, the Donald S. Carmichael Professor of Organizational Behavior, serves as the center's academic director.

The CLOE staff is busy preparing for a daylong leadership conference on May 19 at the Buffalo Transportation Pierce-Arrow Museum. Titled "Leadership 2.0: New Frontiers in Organizational Effectiveness," the event will feature national and regional executives. Keynote speakers Jim Parker, former CEO of Southwest Airlines, and Paul Green Jr., director of the Morning Star Self-Management Institute at the Morning Star Company, will share their expertise with local leaders in business, health care, higher education and nonprofits.

Tech Tips

Teach a man to phish—or rather not to be phished

By Julia Cohan

Recently, I received an email instructing me to log in to Blackboard for an update about my next session. (UB has customized Blackboard for use by faculty, staff and students; we call it UBlearns.) Several clues alerted me that this was a phishing attempt—that someone was trying to get my UBITName and password.

- The "From" address was "Blackboard <saundersjp@earthlink.net>." UB, however, would send it from ublearns@buffalo.edu.
- There was nothing in the "To" field. UB would address a message about sensitive information directly to my email address.
- The path of the "Sign In" hyperlink, visible when I placed my cursor over it without clicking, did not lead to a UB Web page—not even close.
- And the most important tip-off that this was a phishing attempt was an instruction to "view this update form regarding your next coming session section." I do not have an upcoming session, and I have no reason to use Blackboard or UBlearns.

This time, the clues were very obvious. But cybercriminals are getting smarter, and the clues are more difficult to spot. So, protect yourself: The UB Information Security Office offers phishing information on its website. The service guide shows how to recognize a phishing attempt, what to do when you get one and what to do if you give personal information to a phisher.

UB Information Technology indexes recent examples of phishing attempts on another Web page. Each example is labeled with clues the sender is phishing for personal information.

As always, if you have questions about a particular message, contact your IT staff at mgt-it@buffalo.edu.

Welcome New Staff Members

Katie Andrews is recruitment and marketing coordinator for the Center for Executive Development. She promotes the Executive and Professional MBA programs by implementing recruitment strategies targeted at local and regional professionals and assists in developing the center's marketing plan. Katie last served as digital marketing specialist at Mainstreethost for more than four years. A new mom to six-month-old Aiden David, Katie holds a bachelor's degree from Niagara University, where she also played Division 1 softball. She continues to coach softball in her spare time.

Matthew Biddle joined the School of Management in January as assistant director of communications. He works on Buffalo Business magazine and supports the communications, public relations and media relations needs of the school. Previously, Matt served as assistant editor of Western New York Heritage, a quarterly regional history magazine and nonprofit organization. He is also a freelance writer for several local and regional publications. Matt graduated magna cum laude from Ithaca College with a bachelor's degree in journalism.

Sharon Cosentino is Marketing Department secretary and provides administrative support to its faculty and PhD students. Sharon is no stranger to UB—before coming to the School of Management, she served for 13 years as senior keyboard specialist and secretary to the chair in the Economics Department in the UB College of Arts and Sciences. Sharon holds a Master of Library Science degree and a bachelor's degree in history, both from UB.

Sarah Gilson serves as executive director of the Center for Leadership and Organizational Effectiveness (CLOE), a new School of Management initiative that strives to create stronger leaders and organizations (see page 1). She also is an adjunct assistant professor in the School of Management. Previously, Sarah was vice president for organizational development at First Niagara Financial Group. She has earned her Senior Professional in Human Resources certification and holds a bachelor's degree and an MBA from Canisius College.

Kevin Hartman is a multimedia technician for both the School of Management and Network and Classroom Services. He records classes in 106 Jacobs that students, both on campus and in the UB program at the Singapore Institute of Management, can view on UBlearns. Prior to joining UB, Kevin spent 13 years at WGRZ-TV, most recently as director of the 11 p.m. newscast and a commercial/topical editor. Kevin earned his bachelor's degree from SUNY Fredonia and enjoys spending time with his wife, Danielle, and 18-month-old son, Jack.

Final Round of Panasci Competition

Now in its 14th year, the Henry A. Panasci Jr. Technology Entrepreneurship Competition is always one of the most exciting spring events in the School of Management.

In the final round, student groups present their business plans before a panel of industry experts. This year, the live competition and judging will be held from 3 to 7 p.m. on April 2 in the UB Center for the Arts Screening Room.

Last year, three School of Management students won $25,000 to start their business, DIMIEN LLC, as well as in-kind office space and legal, accounting, business development and human resources services.

For more information, visit mgt.buffalo.edu/entrepreneurship/panasci.

See you there on April 2.

Welcome New Staff Members (continued)

Caitlin McNulty came on board in October as assistant director of alumni and external relations and is responsible for planning and running events involving alumni, the business and nonprofit sectors, and School of Management faculty and staff. Caitlin last worked for the Amherst Chamber of Commerce as director of operations and special projects. She coordinated its signature events and all public advocacy efforts, including drafting its annual legislative agenda. Caitlin holds a bachelor's degree from UB.

Erin O'Brien was named assistant dean and administrative director of graduate programs in September. She is responsible for the full cycle of MBA, master's and PhD students, including marketing, recruitment, admission and enrollment. She also coordinates academic services and events from a student's first time on campus through graduation. Erin last served as director of business relationship management at HealthNow New York Inc. and previously worked 14 years at IBM. She earned a bachelor's degree and an MBA from UB.

Amy Phillips joined the staff in October as assistant to the dean of the School of Management. Most recently, she worked for the UB School of Medicine as assistant to the Department of Surgery chair and chief of surgery, Kaleida Health System. Amy holds a Bachelor of Science in psychology from Brigham Young University and enjoys spending time with her husband and three children. Her motto is "Keep calm and carry on!"

Amit Prayag works in the Graduate Programs Office as assistant director of student services and MBA advisor. Among other duties, Amit assists MBA students with course selection, scheduling and graduation certification, and plans and executes the MBA Advantage program. Before joining the staff in December, Amit was already a familiar face around the school; he was previously a graduate assistant in the same office and earned his MBA here in 2013. Amit holds a bachelor's degree from the University of Pune, India.

Want to Participate? Join our Committee!

The internal newsletter committee is always looking for new members. Its four current members are Matt Biddle (chair), Julia Cohan, Mary Dahl and Caitlin Rush. Committee members attend occasional meetings, generate story ideas, contact staff members for input and news, write content and take photos.

If you're interested, contact Matt Biddle at 716-645-5455 or mrbiddle@buffalo.edu. In addition, we always look forward to hearing any feedback or story ideas you have.

Grammar Corner

This was written … by zombies

By Matt Biddle

Imagine the 11 p.m. news anchor reading the following sentences: "Zombies terrorized the School of Management!" "The school was terrorized by zombies!" Both present the same idea, but the first sentence packs a bigger punch.

It's all about sentence construction: Using the active voice can make your writing stronger and more concise, while passive sentences are often longer, more arduous and vague.

In an active sentence, the subject performs an action: "Seattle won the Super Bowl." But in passive voice, the subject is acted upon. So, "The Super Bowl was won by Seattle."

Detecting passive voice can be simple. If the word "by" is followed by the subject, it's likely a passive sentence. When the subject is missing, however, think about those zombies. Seriously—if you can insert the phrase "by zombies," and it makes sense, you're using passive voice. "The cake was eaten … by zombies." Makes sense, right? Conversely, "Arjang Assad leads the school ~~by zombies~~." Not so much.

Of course, rules have exceptions. First, when you want to emphasize the person or thing being acted upon, rather than the subject, employ passive voice. In the phrase, "A new discovery was made by researchers in the School of Management," the writer grabs a reader's attention by highlighting the discovery.

Also, when the subject is unknown or irrelevant, use passive voice. This appeared in a recent news release: "The application deadline for this year's program has been extended to Feb. 19." Here, the office that extended the deadline is less important and can be omitted.

CEL is Taking Care of (Family) Business

By Mary Nicoletti

The recent popularity of reality television shows like "Pawn Stars" and "Duck Dynasty" has thrust the topic of family business into a starring role in American pop culture. But family businesses have long taken a leading role on the Western New York stage. While some local family businesses struggle to transition from one generation to the next, others have flourished and, decades later, still create viable employment opportunities and invigorate the region's economy.

The Center for Entrepreneurial Leadership (CEL) has established a new line of entrepreneurial resources designed specifically for family businesses to ensure they are well prepared for these transitions and have the necessary tools to address the unique issues they face.

Through membership in the newly established CEL Family Business Association, families can take advantage of exclusive workshops and networking opportunities throughout the year. Those who want to dig deeper can participate in "Growing a Healthy Family Business," a 10-week course that incorporates the science of positive psychology, leadership development and tools for healthy communication, as well as traditional family business planning and succession tools. The first "Growing a Healthy Family Business" cohort of 14 local businesses began Feb. 12 and will run the second and fourth Wednesdays of every month through June.

These resources are distinctive from what is currently offered across the country. In fact, based on our research, the School of Management now has the only program in the world that weaves the science of positive psychology into a framework that simultaneously addresses the needs of the individual family member and the family unit.

With a successful 25-year track record, the CEL is excited for this opportunity to be taking care of family business. For more information about these resources, contact the CEL staff at 716-885-5715 or mgt-cel@buffalo.edu.

Free Tax Preparation Services Available

Once again, IRS-certified accounting students from the School of Management will provide free tax preparation services to individuals and families with incomes below $51,000. The UB chapter of Beta Alpha Psi, an international honor society of accounting and finance students, coordinates this annual service.

The IRS estimates that using such free services can save between $100 and $300 in preparation fees, so be sure to tell your family and friends about this opportunity as well.

Free tax preparation is offered on a first-come, first-served basis from 9:30 a.m. to 5:30 p.m. each session, so remember to get there early. On South Campus, the remaining dates are March 1, 2, 8 and 9 in 100 Allen Hall. On North Campus, go to 106 Jacobs Management Center (The John H. Shellum Room) on March 30 and April 5, 6, 12 and 13.

For a complete list of items and forms to bring with you, and for additional information and maps, visit http://mgt.buffalo.edu/freetaxprep.

Taking a Coffee Break with Colleagues

On Feb. 7, staff members took a break from their busy schedules to enjoy coffee, tea and baked goods organized by the Strengthening Our Sense of Community Committee (SSCC). Everybody had a great time.

Mark your calendars for SSCC's next event: Happy Hour from 4 to 6 p.m. on April 11 in 146 Jacobs. The committee will also host "Take Our Sons and Daughters to Work Day" on April 24. In the meantime, enjoy these snapshots from Coffee with Colleagues.

Photos by Caitlin Rush

Rebecca Cercone, Kirk Voskerichian, Malinda Stulba and Connie Rieck

Kate Doran and Jennifer Schultz

Marina Jarnot, Amy Phillips and Julia Cohan

Connie Rieck and Dave Costello

Amit Prayag and Hodan Isse