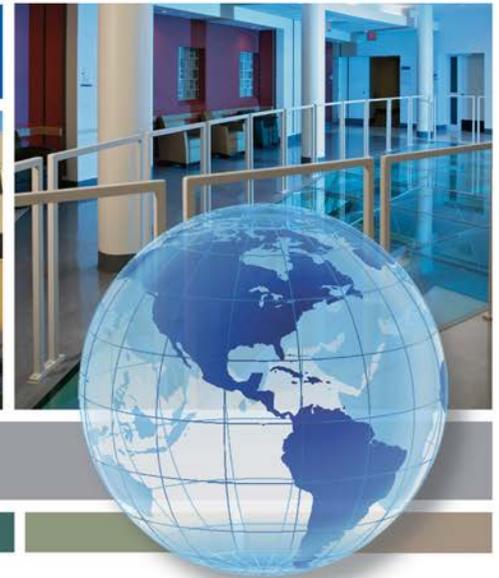


INSIDE MANAGEMENT



GLOBAL POSITIONING FOR A WORLD OF BUSINESS

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Save the Date...

June 11: At 11 a.m., UB Undergraduate Academies will present a workshop on culture shock and the student experience. Register at bit.ly/june11workshop.

July 14: The 18th Annual School of Management Alumni Association Golf Outing will kick off at 11 a.m. at Westwood Country Club in Williamsville. To register, contact Caitlin McNulty at mcnulty@c@buffalo.edu.

Farewell to Julia Cohan

By Mary Dahl

We all know Julia Cohan as that familiar smiling face walking the halls of Jacobs and Alfiero on the way to someone's technical rescue. But she didn't initially set out on a computer mission.

Julia's original career path as a math teacher ended abruptly after student teaching middle schoolers. She knew she could not face those blank stares forever, so she switched gears. She worked as a bookkeeper in accounts receivable and earned her MBA in Iowa. Next, she became a financial analyst for a contracting company, where she discovered her knack for systems analysis.

When Julia moved back to Buffalo, a friend suggested she look into positions at UB. She did an ambitious job search by walking up and down the halls until she met Ron Huefner, who offered her consulting work on research projects. After spending a year consulting, she was offered a half-time position. Julia hesitated, but then remembered what her mother always told her: "You can do anything." She accepted, and her mom was right.

At first, Julia not only worked for IT at the School of Management, she was IT at the School of Management. She remembers Jacobs being wired and consulting with the Help Desk to equip the school with desktops in the late 1980s.

Julia says the School of Management has been a great place to work. Every day brought change, and she loved the problem-solving aspect of her position.



She is also quick to admit that she learned as much from others as she taught them.

So what comes next for Julia? She has planned a trip to the British Isles this September and has a bucket list trip to Italy in her dreams. Plus, there will be plenty of visits to Las Vegas to see her son Geoff and daughter-in-law Jessi, and her grandson, Liam. She'll also travel to Madison, Wisconsin, to see her son Jonathan and his fiancée, Rachel. And Julia will be slowing down her pace as she transitions from the office to the garden to earn her Master Gardener certification through the Cornell Cooperative Extension.

"It is bittersweet to say goodbye to the place I have given 25 years of my life to," she says. "It will not be hard to leave the work problems behind, but I really will miss the people." We'll miss you too, Julia.

Tech Tips

Help troubleshoot with PrtScn

By Julia Cohan

An error box suddenly pops up on your monitor. You close the box, and later you find something has stopped working as it should, so you call IT. The conversation goes something like this:

You: "My computer isn't working right. All of a sudden, I cannot [fill in the blank.]"

IT: "Did you see any error message before the problem began?"

You: "Yes."

IT: "What was it?"

You: "I can't remember."

Oops. Bummer. Has this ever happened to you? Have I got a solution!

There is a keyboard button, PrtScn/SysRq, to the right of the function keys on most keyboards. When you press this button, it copies everything on your monitor(s) to the clipboard. To paste the image into a document, press Ctrl-V in a Microsoft Word document or an HTML formatted email message. Use Picture Tools to crop or resize the image as needed.

With dual monitors, you often capture more than you desire. To limit the capture to the active window, click on the particular text box or image you want. Hold the Alt key as you press PrtScn/SysRq to capture only the active window. Again, use Ctrl-V to paste it into your document, and crop and resize the image to suit your needs.

To solve your problem, send the image with your request for help to IT at mgt-it@buffalo.edu.

I truly enjoyed writing all these Tech Tips. I hope you find them useful and refer back to them.

— Julia

New Staff Member in Graduate Programs



Alex Madeja joined us in April as enrollment marketing coordinator in the Graduate Programs Office. Alex will serve the office's marketing needs, determine strategies to attract the best candidates and define methods for measuring the success of future campaigns.

Most recently, Alex lived in Miami, where he was account director at the Weinbach Group. In that role, he served as a consultant and communications strategist for health care clients like Susan G. Komen and the Jackson Health System. He holds a bachelor's degree from SUNY Fredonia and an MBA from Argosy University.

In his free time, Alex enjoys being outdoors; he likes cycling, stand-up paddleboarding and attending concerts. The native Buffalonian says, "It feels good to be home!" Welcome Alex at madeja@buffalo.edu.

What Are Your Favorite Movies?

By Mary Dahl

It's obvious that we at the School of Management are passionate about our favorite films. Our survey produced a diverse and fun list, including *Frozen*, *21 Jump Street*, *Now You See Me*, *The Shawshank Redemption*, *The Princess Bride*, *The Perks of Being a Wallflower*, *Old School* and *The Goonies*. Thanks for sharing your opinions, and look for more results in future issues. Here are some recommendations:

Alex Cleary: "James Bond movies starring Sean Connery or Daniel Craig, the best of the Bond actors (and most handsome)."

Alex Madeja: "*The Natural*. It made everyone in Buffalo a star. Redford should film a sequel."

Amy Phillips: "*Con Air*. Entertaining, suspenseful, creative and funny, and makes me cry every time I see it."

Cynthia Shore: "*Babette's Feast*. It spends half the time showing a meal being prepared

and half the time showing people eating it! If you can relax with no action, it's great."



Jackie Ghosen: "*Little Miss Sunshine*. Love and humor triumph over depression and family dysfunction."

Julia Braun: "*This is 40*. Funny and I feel like I completely relate!"

Katie Andrews: "*God's Not Dead*. It addresses real issues Christian students are facing in school today."

Kate Ferguson: "*Crash*. A moment in time can change the entire direction of your life."

Kevin Hartman: "*The Usual Suspects*. My favorite movie ever. Great cast, well written, surprise twist at the end."

Malinda Stulba: "*Nothing But Trouble*. The movie received horrible reviews, but it brings back fond memories of my teenage years."

Get Ready for Commencement

May 16 is coming up quickly. Commencement will again be held in Alumni Arena, with the undergraduate ceremony at 1 p.m. and the graduate ceremony at 5 p.m.

Faculty and staff who are participating must report to the dance room in the arena at 12:15 p.m. for the undergrad ceremony and 4:15 p.m. for the master's ceremony. If you have questions, contact Julie Farrell at jk46@buffalo.edu or stop by 203 Alfiero.

Grammar Corner

Eliminate redundancy to write concise, tight, succinct phrases

By Matt Biddle

Great writing is concise. A strong sentence conveys your ideas clearly with no unnecessary words or ambiguities. Especially on the Web, where readers only spend a short time on a page, clear and concise messages are imperative.

Consider this: At 10 a.m. in the morning, the knowledgeable experts introduced for the first time a new innovation that possibly could completely eliminate the need for PIN numbers at the ATM machine.

Yikes. Try this instead: At 10 a.m., experts introduced an innovation that could eliminate the need for PINs at the ATM. Better, right?

An easy way to clean up your writing is to cut redundancies, or groups of words that restate the same idea.

Some redundancies can be difficult to spot because we hear them often in ads or conversation, like “tuna fish,” “final outcome” and “free gift.” But tuna *is* fish, an outcome indicates finality and a gift had better be free, so you can delete those extra words.

Repetition can be effective in some cases (see Martin Luther King Jr.’s “I Have a Dream” speech), but redundancy should always be avoided.

[Here are others](#) to watch for:

- She estimated that ~~about~~ 20 students attended.
- The roads are icy because ~~of the fact that~~ it snowed.
- We will add ~~an additional~~ three staff members.
- The chair was green ~~in color~~ and made ~~out of~~ plastic.

Give Back This Summer

By Caitlin Rush

Winston Churchill wrote, “You make a living by what you get, but you make a life by what you give.” Consider participating in these events to enrich our university and local community.

Special Olympics

On June 6-8, nearly 2,000 athletes and coaches from across the state will participate in the 2014 Special Olympics State Summer Games, with competitions in track and field, aquatics, basketball, bowling, gymnastics, tennis and more.

UB will be a host site, and all events are free and open to the public. Opening Ceremonies will be held at 8 p.m. June 6 at Alumni Arena, featuring the parade of athletes and the lighting of the Special Olympics cauldron.

Volunteers are needed to assist participants, set up or break down venues, distribute lunches, or come as fans to cheer on the athletes. For more information, visit nyso.org.

Corporate Challenge

The annual Corporate Challenge supports local charities and draws more than 10,000 participants from hundreds of companies. The 3.5 mile race starts at 6:45 p.m. June 19 in Delaware Park.

The UB team welcomes all staff and faculty to run, walk or attend for good food and fun. All participants must register at bit.ly/UBcorpchallenge.



Ride for Roswell

The 2013 Ride for Roswell was a resounding success: 8,000 cyclists raised \$4 million for research and patient care at Roswell Park Cancer Institute. And with 173 members, UB’s team raised the second largest amount among all teams.

Together, on June 28, we can again show the region how much heart we have at the School of Management.

Join your colleagues Jackie Ghosen and Dave Costello on UB’s Spirit Team. Whether you’re a casual rider or an experienced cyclist, there are eight route options from which to choose, ranging from family friendly to challenging. Register at rideforroswell.org, and contact Jackie for a free registration code for UB Spirit Team members.

If you can’t join the ride, consider making a donation to this worthwhile cause. You can pledge by credit card online for Jackie at bit.ly/jackieroswell and Dave at bit.ly/daveroswell.

Kudos to Colleagues

Staff members in the School of Management are being recognized for excellence this spring.

Cynthia Shore, senior assistant dean and director of alumni and external relations, will receive the Chancellor’s Award for Excellence in Professional Service, which is the highest award a professional staff member in the SUNY system can receive. The award recognizes individuals who have repeatedly sought to improve themselves, their campus and the SUNY system, and serve as professional role models for their colleagues. Congratulations, Cynthia!

Kevin Manne, APR, assistant director of communications, will receive the Best of Category award for Excellence in Writing, General News Writing from the SUNY Council for University Advancement for his [news release](#), “Why bullies thrive at work.” In addition, the communications team will receive a Judges’ Citation in the Magazines category for Buffalo Business.

Happy School of Management Staffers

On April 11, staff members got to unwind at a happy hour organized by the Strengthening Our Sense of Community Committee. The event was fun for all. Here are a few snapshots:

Photos by Caitlin Rush

Veljko Fotak, Julia Cohan and Marina Jarnot ▶



◀ **Natalie Simpson and Jurriaan de Jong**



Samantha Calabrese and Craig Mathis ▶

