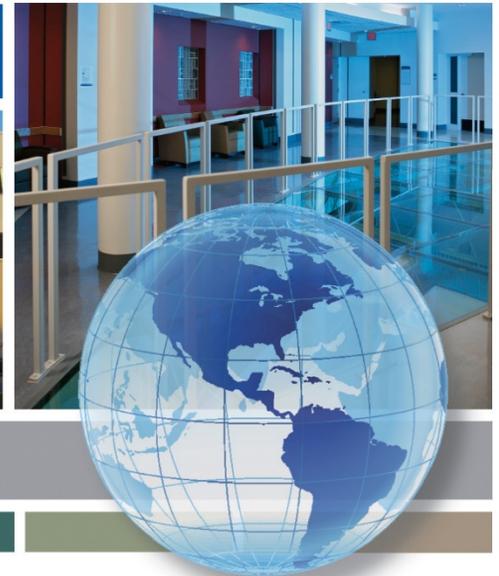


INSIDE MANAGEMENT



GLOBAL POSITIONING FOR A WORLD OF BUSINESS

December 2014 | Volume 5 | Issue 5

INSIDE THIS ISSUE

SURVEY SAYS	2
E-CYCLING TIPS	2
YULETIDE GRAMMAR	3
HOLIDAY PARTY PHOTOS	4



Inside the MBA Program's Top 40 Ranking

Business Brief

In 1933, the UB School of Business Administration (later renamed the School of Management) awarded its first MBA degree to Harold A. Baker.

By now you've heard the news: The School of Management catapulted 18 places to No. 39 in Bloomberg Businessweek's ranking of the nation's best full-time MBA programs, the highest the school has been ranked since the ranking began in 1988.

But what you might not know is the methodology used to determine this ranking. Bloomberg Businessweek ranked 112 full-time MBA programs based on student satisfaction (45 percent), recruiter satisfaction (45 percent) and intellectual capital (10 percent).

To determine student satisfaction, Bloomberg Businessweek surveyed 21,833 MBA graduates from April to June 2014. For a school to be ranked, at least 30 percent of its class and at least 25 students had to respond to the survey. Students were asked the extent to which they agreed with statements like "I know how to think like an entrepreneur" and "I feel equipped to work internationally." New for 2014, the survey included questions about a school's climate for women, gays and those of varied socioeconomic backgrounds.

On the employer satisfaction component, the School of Management fared particularly well, ranking No. 19. The 2014 employer survey

was broader than past years, taking opinions from recruiters at many levels, rather than solely those at the highest level as in previous years. Overall, 1,320 recruiters from 614 companies participated.

Recruiters were asked to select five qualities they considered most important and which schools' graduates offer those qualities. Of the 14 qualities they could select from, eight were LeaderCORE™ competencies, including strategic thinking, global mindset, communication skills and creative problem-solving.

Employer scores were based on the average employer rating (a measure of the school's quality) and the number of good ratings it received (a measure of the school's reach). To adjust for bias, alumni opinions of their own schools were excluded from the latter number. In another change this year, each school's final employer score was determined from only 2014 data (previously, three years of biennial scores were used).

Lastly, the intellectual capital score was based on the number of articles published in 20 top business journals by tenure or tenure-track faculty members.

Tech Tips

Recycling Old Electronics

By Denise Adamski

With the holidays approaching, many of us are buying new electronics, and the last thing we're thinking about is what to do with the old ones. Whatever you do, don't throw them in the trash. Instead, consider recycling them.

E-cycling benefits us in two ways: First, electronics contain valuable metals that can be re-used in other manufacturing processes. You're also helping the Earth because e-waste has hazardous materials that, if not properly disposed of, can pollute our environment.

Step 1: Erase your personal data

The most important step is to erase all of your personal data to help prevent identity theft.

For computers, UB uses DBAN, a [free software](#) that deletes the contents of a hard drive. For iPhones and iPads, visit <http://bit.ly/1ux0L3T> to learn how to back-up and erase your data; Android users should visit <http://cnet.co/1sfQC1h>.

Step 2: Recycle or donate item

Several local agencies recycle electronics. The closest drop-off site to UB is the Highway Department's office at 1042 North Forest Rd., open Monday through Friday from 7 a.m. to 7 p.m. For other local e-cycling options, visit <http://bit.ly/1pHsvld>.

If your electronics are still in good shape, consider donating them to an organization like [Computers for Children](#), which refurbishes old computers for use in schools.

What can be recycled?

Generally, the following items are recyclable, but remember to verify specific policies with the organization you choose.

- Computers, monitors and accessories (mice, keyboards, webcams, etc.)
- Scanners, printers and ink/toner cartridges
- Storage devices (external hard drives, memory cards, etc.)
- Telephones, answering machines, cellphones, pagers, PDAs and tablets
- Audio equipment (speakers, headphones)
- Cameras and video equipment
- Cables, wires, power strips and chargers
- TVs, radios, CD players and MP3 players
- Most home appliances
- GPS units
- Rechargeable dry cell batteries
- Anything else with a circuit board or cord!

The Results are in...

Last month, we issued a survey to see if this newsletter is presenting the information you need and want. Thank you to all who responded for your feedback. Here are some highlights:

A whopping 93 percent of respondents read at least most of the newsletter, and the majority agreed its length and frequency is just right at four pages and twice a semester, respectively.

When asked about the importance of our regular features, introductions to new staff members came out on top—almost every respondent rated it as important or very important. We were thrilled to learn that 90 percent were satisfied or very satisfied with those stories, too.

School of Management news, Tech Tips and Grammar Corner also rated highly on both importance and satisfaction. As

such, expect those stories to continue. To the left, Denise Adamski presents another informative Tech Tips column, and the Grammar Corner on page 3 offers a holiday-themed lesson.

Also watch for some new features. For topics of interest in future issues, respondents rated highest UB and School of Management events, department information and professional development opportunities—and those will be coming in the new year. Other top choices were staff Q&As and information about on-campus resources; below, "Coffee Break" is a new recurring Q&A feature, and the next page explores UB's fitness and wellness programs.

Thank you again for your replies! If you missed this survey, we always welcome feedback; send an email to [Matt Biddle](#) with any comments or ideas.

A Coffee Break with Alex Pelc

This was a big year for Alex Cleary Pelc, both personally and professionally. In April, she was promoted to senior program coordinator at the Center for Entrepreneurial Leadership (CEL) and, this fall, she tied the knot. In our first Coffee Break Q&A, Alex looks back on 2014 and shares her holiday traditions.

Inside Management: What were some of your favorite holiday memories growing up?

Alex Pelc: Sleeping on the landing because I was so excited that I couldn't stay in bed!

IM: Do you and your husband have any holiday traditions already?

AP: We spend Christmas Eve with Steven's family and Christmas Day with mine. Our favorite part is dinner, particularly on Christmas Day—my dad makes a sauce Steven and I both love.

IM: What holiday movies do you have to watch every December?

AP: Definitely "Home Alone"! I throw a Christmas pajama party for my friends every year, and the movie lineup usually includes "Home Alone," "Elf" and "The Santa Clause."

IM: What about Christmas music? Any favorites?

AP: I have a couple: the Charlie Brown



Christmas CD and (don't laugh) the Justin Bieber Christmas CD.

IM: Looking back on 2014, what are your favorite memories?

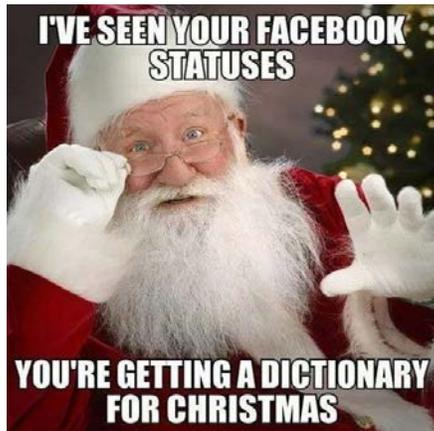
AP: My favorite memories would be getting our puppy, Kona, in April and getting married in September. It was a wonderful day.

IM: What are your proudest accomplishments from this year?

AP: I'm always proud to see our CEL classes graduate and our Panasci winners announced, but this year I was particularly proud of the Allstate Minority Women and Emerging Entrepreneurs graduating class—it was the first year I had the program all the way through.

Grammar Corner

Yuletide fundamentals



By Matt Biddle

If you haven't yet composed your letter to Santa or sent out your cards, read on to keep your holiday greetings error-free this season.

- To make most last names plural, simply add an 's.' For instance, Merry Christmas from the Biddles! For names that already end in an 's' (or x, z, ch or sh), add 'es.' As such, Merry Christmas from the Phillipses! Unless your goal is to show possession, do not add an apostrophe. (For more, see [this](#) recent Slate article.)
- Seasons are always lowercase unless part of a formal name. For example: The next Winter Olympic Games will be held in winter 2018. Also, the word "wintertime" is hyphen-free.
- The holidays that fall on Dec. 31 and Jan. 1 are written as New Year's Eve and New Year's Day. But: What will the new year bring?
- Similarly, remember to offer "season's greetings!"
- "Hanukkah" is the preferred spelling of both the Associated Press and Webster's New World.

And, really, as you write out cards this month, don't stress: A stray comma or two won't be worse than the cringe-inducing 2004 holiday album titled "ReJoyce." Yikes. Happy Holidays!

How to Reach Your New Year's Fitness Goal

Let's face it—between all the delicious cookies and our cold weather, eating healthy and getting to the gym can be a challenge this time of year. Thankfully, there's plenty you can do right on campus to stay in shape this winter.

Amy Myszka, director of wellness and work/life balance at UB, suggests first setting SMART goals for yourself—goals that are specific, measurable, attainable, relevant and time-based. In other words, instead of saying, "I want to eat better," set realistic goals on the amount of fruits and veggies you'll eat in a day and limits on the sweets you'll indulge in.

To reach your goals, Myszka recommends making physical activity part of your daily routine. "Walking is one of the easiest ways to stay active throughout the day," she says. Take the stairs instead of the elevator, or form walking groups with colleagues to encourage each other. UB's Office of Human Resources offers a six-week Fit and Fuel program, during which departments or individuals track their steps and cups of fruits or veggies eaten, and compete for prizes. (See sidebar for other university programs.)

Myszka also offers tips for healthy holiday eating. First, keep some nutritious snacks at your desk to avoid temptation throughout the day. "We also suggest making an office pledge to lighten up dishes that are brought to share and to keep those dishes out of

sight for those trying to abstain from goodies," she says.

UB Wellness Programs

All classes are free unless otherwise indicated, but advance registration is required. Visit hr.buffalo.edu/worklife for more information.

- **Yoga:** 5:15 p.m., Tuesdays, Hadley Village Rec Center.
- **Tai Chi:** 5:15 p.m., Wednesdays, Flint Village Rec Center.
- **Resistance Band Training:** 5:15 p.m., Thursdays, Hadley Village Rec Center.
- **Wellness Walks:** Noon, Tuesdays on North Campus.
- **Exercise is Medicine (\$60):** A semester-long program with the Department of Exercise and Nutrition Sciences in which participants receive comprehensive fitness testing and group training exercises.

Faculty and staff also have access to all campus recreation facilities, except the Alumni Arena general fitness center. Other Alumni Arena facilities are open free for staff weekdays from 6-8:30 a.m. and noon-1:30 p.m., and Clark Hall is open weekdays from 7-8:30 a.m. and 11 a.m.-2 p.m. A \$159 annual pass grants access to the facilities during all regular open hours.

SEFA Campaign Update

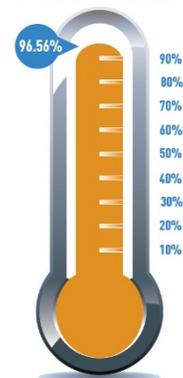
As the Campaign for the Community winds down, the School of Management is again among the top units at UB.

As of Dec. 10, the school's total pledge stands at about \$45,300—just shy of our \$46,503 goal. In total, 142 faculty and staff members have responded to the campaign, but to reach 100 percent participation, 19 more need to log in.

"Because of the school's long history of generosity during the campaign, the steering committee sets very lofty goals for our unit," says Hailley MacDonald, who, along with Cynthia Shore, represents the school on the committee. "With an extra push this holiday season, we can meet or exceed our goals for another year and give back to charities all over the community."

To respond to the campaign, visit buffalo.edu/ubcares/sefa and click "Donate Now." Contributions can be made by credit, debit, check or payroll deduction and designated to specific causes you support. To help the school reach 100 percent participation, staff members should respond by Dec. 31 (even if you elect not to donate).

2014 UB Employees Campaign for the Community School of Management



Happy Holidays!

The halls were decked and all were jolly at the annual School of Management holiday party. Thank you to the Strengthening Our Sense of Community Committee (SSCC) for organizing another fun and festive event for our faculty and staff.

Mark your calendars for the SSCC's spring semester events: Coffee with Colleagues from 9-10 a.m. on Feb. 10 in the Third Floor Atrium, and Happy Hour from 4-6 p.m. on April 10 in 146 Jacobs.

From left, Kayla Grazen, Connie Rieck, Cindy DeGeorge and Katie Andrews with her son, Aiden.



Caitlin McNulty and Beth Ranney.



Kevin Hartman and Laura Carlos were particularly festive!



Samantha Calabrese and Deidre Marriner.

Caitlin Rush, Kirk Voskerichian and Kate Doran.



Do you have photos you'd like to share with your colleagues in a future issue of *Inside Management*? If so, send them to Matt Biddle at mriddle@buffalo.edu.