

INSIDE MANAGEMENT



GLOBAL POSITIONING FOR A WORLD OF BUSINESS

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A rendering of the center's common area, provided by Interior Solutions. (See page 4 for others.)

What's happening downstairs?

The sounds of hammers, drills and saws are a constant in the School of Management these days as the Undergraduate Learning and Community Center begins to take shape on the lower level. Opening this fall, the space will be a destination for our undergraduates to help them be successful and foster a sense of community, particularly as students arrive on campus for the first time.

"The center will provide School of Management undergraduates a place of their own with meaningful resources and support to help them meet their goals and develop sustainable academic skills," says Connie Hanel, who started work as the center's manager in February (see page 2).

A common area will provide space for students to lounge, meet and study together. One table in the middle of this section will be equipped with [Displax multitouch film technology](#), transforming it into a high-tech touchscreen workstation. Adjacent to the common space will be three offices: one for Connie and two for private or small group tutoring. The center will have tutors in management subject areas, as well as other subjects, such as ESL.

A glass-walled breakout room will provide space for academic success workshops, small group tutoring, academic-planning information sessions, career workshops and much more. The fold-down, movable tables in the room will allow for a wide range of uses.

The new center also will have three state-of-the-art classrooms to be used by first-year seminars, a communication literacy course and other undergrad classes. The two recitation classrooms will have space for 42 and 36 people, with laptops for every student. Meanwhile, the other 40-person classroom will be equipped with movable chairs with attached desktops, allowing students to work in any configuration they need.

The project is funded by a \$500,000 lead gift by Frank (BS '66) and Marilyn Clement, with matching funding from UB's Provost Office, and an additional contribution from an anonymous donor. To watch the progress, visit mgt.buffalo.edu/ulcc for 360-degree panorama photos of the construction. More will be added as we approach the grand opening this fall.

Save the Date

April 10: Gather with your School of Management friends for happy hour from 4 to 6 p.m. in 146 Jacobs.

April 27: Bring Your Kids to Work Day.

May 21: The annual all-hands staff meeting will take place from 11:30 a.m. to 4:30 p.m. More details to come.

Tech Tips

Lync up for meetings

By Denise Adamski

Microsoft Lync is a video conferencing tool that allows users to easily host online meetings and conference calls. Faculty are starting to use it for office hours with students, and staff are using it for interviews or meetings with colleagues across campus or around the country.



What's most convenient about Lync is that there are two options for sending meeting requests—a client version installed with Microsoft Office 2010 and 2013 that embeds the feature into your Outlook Calendar, and the Lync Web Scheduler provided by UB for those without Lync installed.

Use the former option when setting up meetings with people who have the Lync client installed (including most staff members at UB). In your Outlook calendar, select *New Lync Meeting*, and a new window will open that looks similar to a new appointment window. The body of the meeting window will provide the information a participant needs to follow to join the meeting. [This video](#) provides step-by-step directions for scheduling a meeting.

Use the Lync Web Scheduler when setting meetings with people who don't have the Lync client. Go to <https://lync.buffalo.edu/scheduler> and enter your UBIT credentials. Choose *Create a New Meeting*, and fill in the subject, location and other details. In the *Access and Presenters* section, set your preferences. By default, "people from my company" are set as presenters and may bypass the Lync Lobby waiting area, but you can select from drop-down menus to change your preferences and add participants. Click *save* to create the meeting.

To share the meeting, right click on *Join Lync Meeting* and select *Copy link location* from the drop-down menu. Paste this link into an email, but be sure to add *?sl=1* to the end of the link. It will not work otherwise. When you, as the presenter, are ready to access the meeting, log back into the Web Scheduler and click on *My Meetings* to join.

For more information, along with download instructions for Mac users, visit <http://bit.ly/16KKDTE>.

Welcome, Connie!

Connie Hanel joined us in February as manager of the Undergraduate Learning and Community Center, opening this fall (see cover story for more).

Connie holds a bachelor's in industrial organization psychology from Canisius College and a Master of Education in school counseling from St. Bonaventure University, where she continues to teach graduate-level courses. She has spoken at national conferences and co-authored three books on cybersafety and cyberbullying. She also is a partner in Independent Learning Systems, a consulting firm that provides in-service training and parenting workshops for schools and families.

Outside the office, Connie enjoys camping with her husband, Scott, and 18-year-old daughter, Madison. A car lover, she's also restoring a 1979 Fiat Spider 2000.



Mary Dahl publishes first book

As program assistant in the Office of Internships and Experiential Learning, Mary Dahl advises students on internship searches and works with employers to develop internship programs, among other duties. Whether at work or at home, Mary enjoys writing and making people laugh, so much so that in January she published her first book: a self-help guide titled "Giddy as Charged: The Happy Manual."

"The book puts readers on a road to self-discovery toward living a happier life, with ideas for how to enhance their lives through humor," Mary says. "It provides an assessment to get readers to consciously think about what humors them and demonstrates ways to protect against humor barriers, such as daily negativity or gossip."

Mary's interest in comedy began with her father, who read Mary joke books from a young age, sang funny songs and introduced her to comedians. Sadly, he passed away just before Mary's high school graduation.

"I was devastated," she says. "But I coped with my grief by using his humor lessons to enjoy life again. The awareness of how well that worked was the seedling for my book."

As an adult, Mary took improv classes, accumulated more than 300 humor books and even tried standup comedy. Through writing articles and creating workshops on humor, her book naturally emerged. In 2002, she finished "Giddy as Charged" and submitted it to two publishers. When they turned it down, she tucked it away in

a filing cabinet, where it stayed until last summer.

"The material was just as timely and poignant as it was back in 2002," she says. With her 22-year-old daughter's editing, and a cover designed by MBA student Erin Dings and her friend, Greg Borowski, Mary self-published the book via Amazon's CreateSpace. So far, she says the response has been positive and has inspired her to work on another book on parenting.

"I consider this my greatest accomplishment since the birth of my kids," she says. "This was such a great writing milestone and a worthwhile learning experience. I can't wait to do it again."

Congratulations, Mary! To purchase "Giddy as Charged" on Kindle or paperback, visit <http://bit.ly/giddyascharged>.



PR team wins award



The Communications Office was honored with a bronze Accolade Award for Excellence in News Writing from the Council for Advancement and Support of Education (CASE) District II in February. The award recognized the writing quality and the impact of news releases the team produced last year, as measured by major media placements and other successful outcomes. District II has more than 675 member institutions in the mid-Atlantic region.

Grammar Corner

Choose the perfect adjective

By Matt Biddle

When writing, selecting the right words is essential to conveying your message clearly—and often getting people to read it at all. Vague adjectives clutter your work and confuse readers, but strong, precise descriptors used sparingly give your prose an extra punch. Here are some quick tips:

- **Cut meaningless descriptors:** Many words have lost meaning through misuse or overuse. Adjectives like “groundbreaking” and “exciting” usually don’t add new information, so choose another modifier.
- **Be specific:** In “Freakonomics,” the authors examine the relationship between word choice on real-estate ads and sale price. Unsurprisingly, precise terms like “granite” and “maple” correlated to higher bids, while words like “charming” and “spacious” were linked to lower prices.
- **“Very” bad:** Usually, “very” is a weak modifier and can be cut in favor of a stronger adjective. For instance, rather than “very good,” how about “exceptional”?
- **Show, don’t tell:** To tighten your copy and improve clarity, consider omitting adjectives and using an active verb or stronger noun. *Show* the scene, rather than *telling* readers about it. Call it a “crisis” rather than “major problem.” “The beats boomed from the speakers” is more vivid than “loud music.”

Spotlight on the City Collaboration Committee

By Caitlin McNulty

Did you know there is a group of School of Management staff who meet to discuss opportunities for collaboration in Western New York, Rochester, New York City and Washington, D.C.? It’s called the City Collaboration Committee, and it meets every six weeks to share upcoming events, initiatives and outreach efforts in these four cities.

The committee is made up of representatives from the Career Resource Center, Center for Executive Development and the offices of Graduate Programs, Undergraduate Programs, Philanthropy and Alumni Engagement and External Relations. The goal is to help one another maximize the impact of visits to the target cities, which were selected by UB’s Division of Philanthropy and Alumni

Engagement because of their large concentration of UB alumni. They also represent the four regions with the largest population of School of Management alumni.

At each meeting, the group focuses on what each office is doing in these locations and brainstorms opportunities to collaborate and support one another’s efforts. In addition, the committee covers upcoming UB-wide events, with specific focus on School of Management outreach plans during the same timeframe.

Since its launch in July, the committee’s efforts have already led to multiple opportunities for partnerships between all offices involved. To learn more or join a future meeting, contact [Hailey MacDonald](#).

A coffee break with Dave Costello

By Mary Dahl

Ten minutes after talking with Dave Costello for this profile, my phone rings. It’s Dave, reminding me to mention that his is merely a face for a lot of people and he wants everyone to know how amazing his staff is. Beneath his layer of offbeat humor lies a refreshing sense of gratitude.

As assistant dean and director of information technology and facilities, Dave oversees our Web servers, computers, swipe cards, ticker tape, financial database systems, software, alarms and more, and serves as a liaison for central services such as phones and UBIT accounts. Requests can come from School of Management faculty, staff and students, so there are many. On the facilities side, he manages custodial, heating and air conditioning issues, office assignments and rehabilitation and construction projects.

Dave earned his MBA from the School of Management and started his career at Barrister Information Systems handling automation for law firms. Later, while Dave worked in IT at Merchants Insurance Group, his wife, Sharon, noticed an ad for a position at UB and encouraged him to apply. Though initially unsure about transitioning to an educational setting, Dave accepted the job. Sixteen years later, he



enthusiastically says he loves coming to work every day.

What are the answers to the most frequently asked questions Dave receives? “We don’t work on non-UB computers,” he says. “Our staff is overwhelmed with the school’s computers, so unfortunately we cannot accommodate requests for personal computer assistance.” Also, he says many technical problems can be resolved by consulting the UB Information Technology website at buffalo.edu/ubit.html. But for those problems that need more assistance, contact the IT department at mgt-it@buffalo.edu.

Thanks to Dave for a job well done—that couldn’t be accomplished without Chuck, Denise, Dick, Eugene, Marina, Nick and Richard.

Inside the Undergraduate Learning and Community Center

When the Undergraduate Learning and Community Center opens this fall, it will be the new home for the School of Management's undergraduate population—a place for these students to hang out, study together, attend class and more. Provided by Interior Solutions, the diagrams and renderings shown here offer an exciting first look at the new space.

Right: The center will include two rooms for private or group tutoring, as well as an office for Connie Hanel, the newly hired manager of the Undergraduate Learning and Community Center (see page 2).



Left: The center is designed to build community among School of Management undergrads by providing a large, well-furnished common area for students to casually hang out, meet for group projects, study together and more.

Below: Two recitation classrooms will provide a collaborative environment with state-of-the-art technology for undergraduate classes, including first-year seminars.



Left: In addition to two recitation classrooms, the Undergraduate Learning and Community Center will have another 40-seat classroom. This space will be equipped with movable seats that can be arranged in a traditional lecture-hall style, in clusters shown here or any number of other formations.