

INSIDE MANAGEMENT



GLOBAL POSITIONING FOR A WORLD OF BUSINESS

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Farewell, Dean Assad

After seven years as dean of the School of Management, Arjang Assad has stepped down. Before he moves to Pittsburgh, we sat down to reflect on his time at UB and what he'll miss most.

Inside Management: What are your proudest achievements at the School of Management?

Arjang Assad: There are several. We grew the faculty substantially, particularly in research faculty over the past three or four years. There has been similar growth in staff, and the school's operating budget is at the best point it's been in a couple decades. In enrollment, we're doing very well and are a unit to which other units aspire. On the personal side, I take pride in the fact that faculty and staff have been very supportive of me as a dean. They've helped me, and hopefully as I leave, they will remember me as not just another colleague but as somebody they could relate to.

IM: What are your fondest memories from the school or Buffalo more generally?

AA: My fondest memory in the school will be our dedicated staff, who really give over and above what I've seen in other places. The senior staff is just wonderful, and it percolates down. The school has a solid support structure for things we want to accomplish, and I will miss that a lot because I know it doesn't exist everywhere.

In the city, there are good restaurants, and that's something I take some interest in. I've tried to take advantage of the cultural things Buffalo offers, and if I have a regret, it's that I should have done that more. We have good museums and cultural events, and very good literary series, poetry series and speaker series. It's a culturally rich city, and most people don't know this about Buffalo until they come here. And you'll notice, I didn't say anything about snow.



Assad at the announcement of this year's Entrepreneurship Lab winners.

IM: Many people know you're a book collector. What are you reading now?

AA: I wish I had more time to read because I am deeply into books. When I see a good book, I can't resist buying it. I like history, novels and some nonfiction, science for example. One I've liked recently is *How Google Works*, a book about corporate culture that I thought was really incisive. Now, I'm reading *The Innovators* by Walter Isaacson. I haven't finished it, but it's a good summary of a complicated history of how innovation is made.

IM: What are your parting thoughts for your colleagues?

AA: Aim high in terms of hiring the next dean. The school is in a great position and should attract a very good dean. My fondest hope is that that person will accomplish much more than I could, even though I'm proud of what I did. I'll be watching with great interest what happens to the school in the years to come.

Save the Date

June 23: Bid a fond farewell to Dean Arjang Assad from 5-7 p.m. in the Alfiero Atrium.

July 20: Spend the day on the fairway for the School of Management Alumni Association Golf Outing, starting at 11 a.m. at Lancaster Country Club.

Grammar Corner

A style cheat sheet

By Matthew Biddle

As we move to a new content management system and prepare to launch the school's new website, the Communications Office is reviewing the entire site for content, style and consistency. Below are a few handy style reminders, with examples:

Academic titles: Do not capitalize in text, unless the title comes before a name or is a named professorship.

- Charles Lindsey, associate professor of marketing
- Arun Jain, Samuel P. Capen Professor of Marketing Research

Amperands: Do not use unless part of an official name.

- Ernst & Young
- Department of Accounting and Law

Capitalization: Do not capitalize words like "center," "office," "department" or "school" unless part of the full name.

- Center for Entrepreneurial Leadership
- The center's Core program

Company names: Do not use a comma before Inc., LLP, etc. Abbreviate Co., Cos., Corp., etc.

Degrees: Proper capitalization and punctuation is below.

- Bachelor of Science in business administration; bachelor's in business administration
- Master of Business Administration; Master of Science in finance; MBA
- PhD; doctorate

Email: Spelled email, not e-mail. Also, avoid using email as a verb.

- Contact our office via email.

Numbers: Generally, spell out whole numbers below 10 and use figures for 10 and up. Exceptions include:

- **Credit hours:** A 3-credit course
- **Money:** \$2 million grant
- **Ages:** 6-year-old girl
- **Percentages:** 8 percent
- **Ratios:** 1 in 4 students
- **Starting a sentence:** Eighty undergraduates took the class.

Welcome our new colleagues



Jenilyn Kramer joins the Center for Entrepreneurial Leadership (CEL) as senior program coordinator, charged with coordinating and recruiting for the Startup CEL, High-Tech CEL, Family Business and 43North Mentor programs. She also plans and secures sponsors for the CEL's graduation ceremony. Jenilyn comes to us from the Hyatt Regency Buffalo, where she served as sales manager, and holds a bachelor's in tourism/hospitality management from Niagara University. In her free time, she enjoys yoga, arts and crafts projects, and spending time with family and friends.

Also new to the CEL is **Jenna Roessler**. As operations and administrative coordinator, Jenna oversees logistics for all CEL programs and offers administrative support for the CEL office and alumni association. Most recently, Jenna was director of first impressions for the Rochester branch of Northwestern Mutual. She holds a bachelor's degree in communications from SUNY Brockport. This summer, you'll find Jenna at country music concerts, biking with her boyfriend and trying out new Pinterest ideas.



Michelle Zglinicki joins our North Campus staff as student HR specialist. She oversees student employee payroll, as well as scholarships, awards and fellowships. Michelle spent the past 18 years at UB's Department of Chemistry, most recently as graduate studies coordinator, responsible for tracking academic progress, payroll and scholarships. She is a notary public and has an associate degree in legal administration. Outside the office, she enjoys going to cruise nights, showing her 1970 Chevelle ragtop at car shows and spending time with her husband and two kids.

Congrats!

Staff awards and achievements

This spring, several staff members received well-deserved recognition for their hard work.

On May 20, **Jackie Molik Ghosen**, assistant dean and director of communications, will accept the SUNY Chancellor's Award for Excellence in Professional Service, the highest SUNY staff honor, given to those who transcend the normal definition of excellence by seeking to improve themselves, their campuses and the SUNY system.

At the same ceremony, **Samantha Calabrese**, undergraduate academic advisor, will receive the Professional Staff Senate Outstanding Service Award, which recognizes professional excellence and service beyond one's job description. Sam volunteers with such organizations as the Make-A-Wish Foundation and Destination Imagination.

In addition, Sam also was honored on Business First's 30 Under Thirty list.

Melissa Ruggiero, senior associate director of the Career Resource Center, was named Educator of the Year by the Buffalo chapter of APICS, an organization of supply chain and operations management professionals. A board member since 2006, Melissa acts as a liaison between APICS and UB's SCOM Club; created and administers a mentorship



From left, Joost Vles, EMBA '00, APICS Northeast District manager; Melissa Ruggiero; and Matt Bartels, APICS Buffalo president.

program for students; and promotes student attendance at conferences and competitions.

The Communications Office received two Best of Category awards from the SUNY Council for University Advancement (SUNYCUAD). Buffalo Business was lauded atop the magazines category, and **Kevin Manne**, assistant director of communications, was honored for feature writing for "Hacked."

Two staff members graduated this May. **Angela Reeves** earned her MBA from the School of Management, while **April Anthony** completed her bachelor's degree from Empire State College.

Summer at UB

Compiled by Caitlin Rush

There's so much to see and do at UB this summer. With a wide variety of options, we're confident you'll find something for you. The Strengthening our Sense of Community Committee invites you to the following summer events:

UB on the Green

UB's free outdoor performance series celebrates the summer season in the South Campus neighborhood. Save these dates for 2015: July 15, 22 and 29, and August 5.

Warm Weather Wednesdays

Held every Wednesday afternoon, these free events, sponsored by UBThisSummer, are open to UB students, faculty and staff, as well as their families and the community. Highlights include UB Chalkfest, yoga,



Ride for Roswell, June 26-27

The annual Ride for Roswell kicks off at UB. Last year, more than 8,200 riders raised \$4.4 million for cancer research and patient care. Support this fantastic cause by joining UB's Spirit Team or sponsoring our colleagues **Dave Costello**, **Jackie Ghosen** or **Hailley MacDonald** (click their names to visit their personal ride pages). Let's show Western New York how much heart we have in the School of Management!

canoeing, kite-flying and more. For a complete schedule, visit <http://bit.ly/1P6FObV>.

Other UB Events

Save the date for more events at UB.

- **June 1-7:** June in Buffalo festival
- **June 6:** UB Child Care Center Friends and Family 5K Fun Walk
- **June 7:** Girls on the Run 5K
- **June 13:** Dragon Boat Festival

Tech Tips

Skype for Business

By Denise Adamski



After my last Tech Tips column about Lync, I received several questions about the application's recent rebranding.

Microsoft has rebranded Lync as Skype for Business. The change is being pushed through with Microsoft Office updates, so if you have the Lync application installed, you'll notice the icon in the system tray change from an 'L' to an 'S' after you update Windows. Microsoft has not released new Skype for Business clients for the Mac platform or for mobile devices; those will remain Lync 2013 for now.

Don't confuse Skype for Business with Skype. Skype for Business uses existing Lync features and is part of Microsoft Office, while Skype is a separate app for video chat and voice calls. If you previously had both Lync and Skype installed, you will now see two Skype icons in the system tray: one for business and the other for personal use.

The [Lync Web Scheduler](#), which faculty are beginning to use more frequently for office hours, has not been affected by the update.

To learn more about using Skype for Business, visit <http://bit.ly/1lcQ7p2>. For information on adding contacts or joining a meeting, visit <http://bit.ly/1J0mqwK> and <http://bit.ly/1c1vZKl>, respectively.

Coffee Break with Hailley MacDonald

By Caitlin McNulty

You've seen Hailley MacDonald around the school over the last five years, but probably not in the same place or job title for long. Since joining the staff in 2009, Hailley has transitioned from part-time program coordinator in the now-defunct Office of Corporate and Community Relations, to the Office of Alumni Engagement and External Relations as part-time program coordinator, full-time assistant director and her current role as associate director of alumni engagement and external relations.

In this role, Hailley is responsible for the office's communications efforts, including correspondence with alumni and social media. She serves as a liaison to alumni engagement officers in other units and UB as a whole, as well as to our international alumni and those in the New York City region. Hailley also works with the Dean's Advisory Council and the School of Management Alumni Association board of directors' student relations, nominations and member relations committees.

Common questions Hailley receives from faculty, staff and even students—besides if she and I are sisters, related or the same person—are usually alumni-related. She's heard it all, from if she is an alumna herself, to how many alumni the school has, to where they are in the world and how to contact one.



The Alumni Twins: Hailley MacDonald and Caitlin McNulty. Or is that backwards?

For staff, Hailley is always ready and willing to help connect you to alumni in specific industries or companies, find alumni volunteers for projects you may be working on or spread word to alumni about the good things you're doing in the school.

Prior to coming to UB, Hailley worked for many years in the catering industry, primarily in weddings, and at her family-owned flower shop. She also interned for the Canadian Consulate in Buffalo and the Fergie Jenkins Foundation. Hailley received her Bachelor of Arts in communications and an event management graduate certificate from Canadian institutions Brock University and Niagara College Canada, respectively. Hailley is a dual citizen of Canada and the U.S. and lives in Canada, crossing the Peace Bridge on her way to Jacobs each day.

Snapped in the School of Management



Pictured here with her dad, Nick Battaglia, 4-year-old Samantha became a School of Management staffer for the day on Take Your Kids to Work Day.



From left, Malinda Keidel, April Anthony, Amy Tomaszewski, Julie Farrell and Amit Prayag celebrate the Bulls' historic March Madness run.



Connie Hanel and Samantha Calabrese cause some trouble at UB Accepted Students Day on March 28.

From left, Katie Andrews, Alex Madeja and Caitlin McNulty represent the School of Management at Larkin Square's Freaky Friday food truck rodeo on April 17.



Cynthia Shore and Hailey MacDonald thank our donors on TAG (Thank and Give) Day, Feb. 26.

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.