



Summer 2017 | Volume 8 | Issue 2

IN THIS ISSUE:

EXCALIBURS 2

NEW KEY POLICY 2

SAM GIVES BACK 3

NEW STAFF 3

SHARON COSENTINO 4

BE #UBMGT 4

Appelbaum, Tubisz receive SUNY Chancellor’s Awards



Above: Gwen Appelbaum. (Photo: Tom Wolf)
Right: Cheryl Tubisz. (Photo: Meredith Forrest Kulwicki)



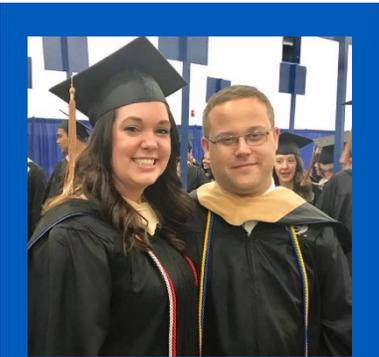
This summer, two School of Management staff members received the highest honor for professional staff in the State University of New York system. Gwen Appelbaum, assistant dean and director of the Career Resource Center, was recognized with the SUNY Chancellor’s Award for Excellence in Professional Service, while Cheryl Tubisz, administrative assistant for the Organization and Human Resources Department, was awarded the SUNY Chancellor’s Award for Excellence in Classified Service.

They will be honored at the [Celebration of Faculty and Staff Academic Excellence](#) at 3:30 p.m. October 26 in Slee Hall. Registration will open in late August.

A School of Management alumna, Gwen leads the CRC team to establish partnerships with employers, promote experiential learning and ensure students are career-ready. In addition to her strategic oversight, Gwen has created a full range of personal branding resources for

the school and delivers presentations to students, alumni and professionals that convey a concise framework for personal brand awareness. Recently, Gwen also led the revision of our career curriculum to improve students’ career readiness and provide comprehensive skills and search strategies.

Cheryl has been a UB staff member for more than 35 years. In her role, she supports 14 full-time faculty members, along with numerous adjunct faculty and graduate students, and the Center for Leadership and Organizational Effectiveness (CLOE). Cheryl was integral in organizing CLOE’s social innovation conference last spring. Always willing to go beyond her defined duties to assist others, Cheryl coordinates the school’s Hospice bouquet sale and holiday giving trees, which donated 60 gifts to Western New York families last year.



New Alumni

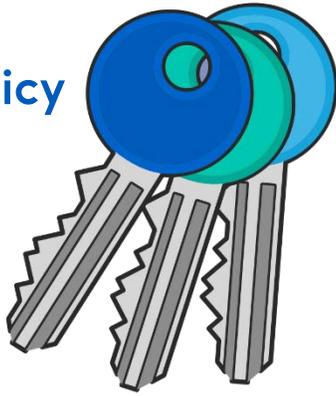
Katie Andrews, recruitment and marketing coordinator in the Center for Executive Development, joined the ranks of School of Management alumni this spring when she earned her MBA in the school’s Professional MBA program. She’s pictured here with her boyfriend and fellow PMBA grad, Peter Fox.

Tech Tips

New key policy

BY DENISE ADAMSKI

This spring, we instituted a new Key Policy and Procedure for better control and accountability.



Under the new procedure, Dave Costello or I will help you sign out or return an office or classroom key, and you won't need to go to the mailroom. (Judy Bain may assist if we're away.) To make requests simple, we have created a new form under Internal Resources: bit.ly/mgtkeysrequest. When you need a key, complete the form and we will contact you to schedule a time for pickup.

Along with the new procedure, we have created a database to keep track of keys. When signing out a key, you will no longer sign a binder. Instead, you must now provide the name, UBIT, phone number and department for the individual using the key, along with an expected return date for the key.

You may not sign a key out in your name for someone else. We require this same information for PhD students, adjunct faculty, student employees and other UB community members. Similarly, if you need a key for an outside vendor or another individual who does not have a UBIT name, we require their contact information along with yours.

Requiring this information increases accountability. Many times, keys have not been returned, and the school has incurred a cost to change locks or have additional keys made. As a result, if you lose a key, your department is now responsible for the cost of having that lock changed and creating new keys.

At the end of each semester, if you have keys out that are due back, you will receive an email reminding you to return them to Dave or me by their expected return date. Appointments are required; contact us at mgt-keys@buffalo.edu to schedule a drop-off. (Except for vacations, Denise is generally here 7 a.m. to 3:30 p.m., and Dave is here until at least 5:30 p.m.)

With this new policy, you should plan ahead and not wait until the last minute, as we cannot guarantee our availability at the time you need. Make your request early through [the web form](#).

Communications team honored



Manne, Ghosen and Biddle at the Excalibur Awards. (Photo: Mark Gruber)

The Communications Office was lauded in June by PRSA Buffalo Niagara at the organization's Excalibur Awards, which honors regional communications and PR professionals and their work from the past year.

Matt Biddle accepted the Ann R. Carden Rising Star award, which recognizes an outstanding PR newcomer who has demonstrated leadership potential through service to PRSA and the community. Matt joined the School of Management in 2014.

Jackie Ghosen received the Board of Directors' Distinguished

Service Award in recognition of her significant service to the chapter. The current membership committee co-chair, Jackie previously served as the chapter's president and treasurer, among other roles.

Finally, Kevin Manne won a Gold Excalibur in the Published Articles category for his Buffalo Business cover story "[Conquering the C-Suite](#)," and the team won a Silver in the Reputation/Brand Management category for promoting faculty research to enhance the school's reputation.

MacDonald named SUNYCUAD treasurer



In June, Hailley MacDonald, associate director of alumni engagement and external relations, began a three-year term as treasurer for SUNYCUAD, which supports more than 800 advancement professionals across the SUNY system.

"I wanted to be part of something great happening in our industry," she says. "I've already developed new skills and ideas and met colleagues across SUNY who I can call on for advice or assistance."

In the spirit of our staff retreat, this new recurring column will showcase our staff's impact on Western New York through community service and other activities. Want to suggest a colleague? Send an email to Matt Biddle at mrbbiddle@buffalo.edu.

In Good Company

Destination Imagination



Samantha Calabrese, admissions and special events coordinator for undergraduate programs, has been involved with [Destination Imagination](#) since she was 13. “This organization truly formed me into the person I am today,” she says. “It creates leaders in our community and gives young people a sense of fulfillment and independence.”

The cause

Destination Imagination empowers kids to develop life skills by solving complex, open-ended challenges – without any parent or teacher involvement – and presenting their ideas at local, regional and state tournaments. The top teams go on to the global finals, which Sam participated in at 17.

Her work

After coaching teams in college, Sam returned to Western New York and became a Challenge Master for the Project Outreach theme, a role she's had for seven years. “Project Outreach engages students in public service to address real-life community issues,” she says. “I brought forward the idea of a ‘project briefing,’ where students, prior to their formal presentation, present their solution to community members to prepare them. They've now added this component to the global problem students complete.”

Get involved

Each spring, the regional competition is held on UB's North Campus; to volunteer, send Sam an email at scalabre@buffalo.edu. In addition, she encourages parents to check if their school district has a program and to reach out to her if they don't, as she's helped schools launch one before.

Trio of new staff

Meet the School of Management's newest staff members:

Jackie DeMarco,

Assistant to the Dean

In her five years at UB, Jackie has worked in five buildings, thanks to job changes, promotions and department moves. She first joined the Facilities Central Store, transferred to Facilities' Finance and Administration Department and was promoted to the State Accounts Payable Department. Now assistant to our dean, Jackie says, “The School of Management is a perfect place for me with my love for business.” She has an associate's degree in business administration and is studying online at Empire State College for her bachelor's. Recently married, Jackie enjoys riding her horse, hunting, fishing and spending time with her dog and family.



From top: Jackie DeMarco, Bobbyjo LaDelfa and Jennifer Musone.

Bobbyjo LaDelfa, Associate Dean for Academic Programs

Bobbyjo last served as vice dean for strategic planning and operations in the UB Law School, working closely with the dean, senior staff and each department to develop new programs, initiatives and enrollment management plans. She's no stranger to the School of Management though, having previously worked as director of credit-bearing internships and projects. Bobbyjo holds a doctorate in higher education from UB, a master's in career counseling from the University at Albany and a bachelor's in psychology from SUNY Cortland. Outside the office, she and her husband, Dan, spend their free time cheering on their daughters, Sadie and Ellie, at the soccer field.

Jennifer Musone, Academic Advisor, Graduate Programs Office

In her role, Jennifer supports the MS Finance program, Finance Academy and our joint program with Amrita University. She holds a bachelor's in communications and master's in student

affairs administration, both from UB. During her two-year master's program, she served as a graduate assistant in the UB Office of Student Conduct and Advocacy and has interned at several higher education institutions. Outside of work, you'll find Jennifer biking, doing yoga, traveling and spending time with her family, friends and two dogs.

Coffee Break

Cosentino brings humor, global perspective

BY MARY DAHL

Sharon Cosentino is the first person to greet you in the Marketing Department. She came to the School of Management in 2013 and, as the department's administrative assistant, works with students and faculty, orders supplies and textbooks, helps with recruitment and logistics for new faculty, and produces reimbursement forms and exams. She also reserves 222 Jacobs and fields a variety of questions, from students needing assistance with academics to companies wanting to market their products.

Guided by educator parents, Sharon and her family spent their summers taking extended field trips to museums and historic places. When she was 10, her father accepted an opportunity to train teachers in Nigeria, packing up the family and immersing them in a two-year adventure. In the evenings, the electricity often went out, and to maintain discipline, Sharon's mom kept the children busy by teaching them to sing. They kept this tradition alive when they returned to the U.S. and, eventually, took their show on the road to local nursing homes and churches. Today, she continues to seek opportunities to entertain others with her voice. Sharon credits her Nigerian experience for transforming her life and giving her an affinity for diversity and cultural competency, a valuable asset she uses often when helping international students and faculty adjust to American culture.

Sharon is a self-described lifelong learner, with a bachelor's degree in history and a Master of Library Science. In her free time, she's exploring quilting and enjoys making jewelry; her specialty is Kumihimo, a Japanese form of braiding. Overall, Sharon's philosophy is to find humor in everything, and she takes pride in sharing this with others, especially her six grandchildren, ages 2-16, who she affectionately taught to refer to her as "Grandma Gorgeous."



Sharon in the holiday spirit, wearing a Kumihimo necklace.

Be #UBMgt

BY KEVIN MANNE

At our staff retreat, "Mission Possible" took us to organizations owned or impacted by School of Management alumni to see how their work benefits Western New York.

We also took to Twitter to share their impact. Through this coordinated effort, we pushed the day's hashtag, #UBMgtImpact, to a regional trending topic with 1,400 mentions and a reach of nearly 42,000 over just a few hours.

[See Mission Possible highlights on Storify.](#)

It's efforts like these that help boost our messages and raise the school's reputation among our stakeholders. But, it doesn't have to be a special occasion like the retreat for you to share. Every day, great things are happening here, and we can all play a role in sharing them with the world. Here are a few ways to get involved:

Get connected

Follow our top-level School of Management social media channels at the links below for the latest news and information on your favorite platforms.



Like, comment and share

When you interact with posts on our channels, they become more visible. Simply clicking "like" or commenting on posts helps boost them up in other users' feeds, or you can share directly with your connections. When sharing, add your thoughts on the post to make it even more personal.

Use hashtags

As we saw with #UBMgtImpact, a hashtag is a great way to tie a conversation together. Hashtags are most effective on Twitter and Instagram. They work on Facebook but aren't as common, and they don't work at all on LinkedIn, so don't bother with them there. The official School of Management and UB hashtags are #UBMgt and #UBBuffalo. Use them whenever you post about the school to join the larger school and university conversations.

However you use it, social media presents a great opportunity to tell our story. Be part of it!



Campus Connector

Upstate Venture Connect has nominated Erin O'Brien, assistant dean and director of the Graduate Programs Office, for a 2017 Venture Ecosystem Award, which recognizes Upstate New York entrepreneurial leaders.

Erin is a finalist for the Campus Connector award, given to individuals affiliated with an educational institution who leverage on- and off-campus resources and connections to create opportunities for entrepreneurial students.