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Do good in the community

The 2018 UB Employees Campaign for the Community has begun! The School of Management has a long tradition of strong support for the campaign, which benefits the United Way of Buffalo & Erie County, along with countless nonprofits in our community. In fact, we are the only UB unit to reach our goals in each of the past nine years. To donate or respond to the campaign, visit bit.ly/UBcampaign18.

Double Platinum

Communications sweeps “best in show” awards for social media, video projects

At the annual Excalibur Awards, PRSA Buffalo Niagara honors the top public relations projects in Western New York with Platinum “best of show” awards in both the tactics and programs divisions – and for 2018, the School of Management’s Communications Office captured them both.

The overhaul of the school’s social media presence was one of the Platinum-honored projects, led by Kevin Manne. After auditing other B-schools’ social media pages, Kevin and the team established a school-wide page on Facebook, Twitter and LinkedIn, and developed a strategy that showcased the school’s successes, built pride with our alumni and friends, and engaged key constituents. In just over a year, from January 2017 to February 2018, the pages grew considerably in followers and reach, particularly on LinkedIn, where the page averages 100,000-150,000 post impressions per month.

Connect: Follow the School of Management on social media

The Two-Minute Tuesdays faculty research video series, led by Jackie Ghosen, also won Platinum honors. Rolled out during the spring of 2017, the video series highlighted the groundbreaking research conducted by our faculty – including several emerging thought leaders in their ranks – in an interesting,



PRSA BUFFALO'S 2018 EXCALIBUR AWARDS

understandable way to reach mainstream audiences. The project exceeded the team’s goals, increasing traffic to the school’s research webpage and contributing to our upward climb in rankings.

Watch: Exciting faculty research in Two-Minute Tuesdays

Also at the Excaliburs, Matt Biddle’s Buffalo Business cover story, “Partnering for Progress,” also took Gold honors in the published articles category. In addition, a short video highlighting the School of Management’s values was lauded in the video programs category.

In total, the Communications team has won 40 Excalibur awards, including another Platinum in 2016 for Buffalo Business magazine.

Meet your five new co-workers



Tara Kaye, CRM and Analytics Manager, Graduate Programs Office

Tara is building and managing a new CRM system that will help the GPO market and recruit students, capture data and analyze trends. Previously, she was an IT process analyst and release coordinator for Fidelis Care, and has four years of experience working on several large-scale CRM implementations at a local software company. A Buffalo native and mom of two, Tara enjoys being back in an academic setting: “I was once an eighth grade teacher and missed being surrounded by a dedication to learning. It’s inspiring to work every day with students, teachers and staff who all support education.”

Kristina Martin, Staff Assistant, Career Resource Center

In her role, Kristina provides administrative support to the CRC staff, supervises student staff members and assists with events. She spent the past five years in Summit County, Colorado, working as an administrative specialist for the Town of Breckenridge and teaching skiing at Arapahoe Basin. A UB alumna with a bachelor’s degree in health and human services, Kristina relocated back to Buffalo with her husband and 1-year-old son, Luca, in July. In her free time, you’ll find Kristina outside in any season; she particularly loves to ski, hike, raft and camp.



Chelsea Reinhardt, Operations and Administrative Coordinator, Center for Entrepreneurial Leadership (CEL)

Chelsea provides administrative support and oversees logistics for all CEL programs. “My favorite thing about my role is the opportunity to engage with so many passionate local entrepreneurs,” she says. A UB alumna, Chelsea holds bachelor’s degrees in English and health and human services, as well as a master’s degree in higher education administration. In her free time, she enjoys spending time with family, traveling and training for marathons.

Amanda Schiedel, Human Resources Specialist, Office of the Dean

Amanda brings several years of HR experience to her role managing the faculty appointment process, faculty and staff job postings and other HR issues. If you have recruiting or appointment questions, reach out to Amanda, who last served as HR manager for the UB Graduate Medical Education Office. She also volunteers as professional development director for the Buffalo Niagara Human Resources Association. In her free time, Amanda loves spending time with her boyfriend, family and friends. “I’m always trying to get my steps in,” she says, “so you will see me taking a walk on my lunch break.”



Andrew Swanson, Assistant Director of Assessment and Technology, Career Resource Center

In the CRC, Andrew collects, analyzes and reports data on graduate employment, experiential learning, relationship management and other areas. Before joining us, he was responsible for database management and report generation for the membership department at WNED | WBFO. He holds a bachelor’s in psychology with minors in sociology and statistics from Niagara University. At home, if he’s not outside for a walk with his wife, Karen, and son, Cillian, you’ll find him working with his church’s youth group or reading comics. Ask him who’s better: the Avengers or Justice League.

Tech Tips

5 UB tools you should know

BY DENISE ADAMSKI

UB provides many tools to help you connect with colleagues and partners, and perform your role more effectively. For more information about any of the tools below, visit the website linked from each title.

- 1 UBbox:** A cloud-based storage space similar to Dropbox that provides unlimited space for UB students, staff and faculty to store documents and files.
- 2 Cisco WebEx:** A web-conferencing tool that replaced Skype for Business. Every staff member has a unique WebEx account you can access with your UBIT credentials.
- 3 Cisco Jabber:** A software-based utility that allows you to receive, manage and place calls using a computer and headset instead of a desktop phone.
- 4 Panopto:** Software to help faculty and staff record, edit and publish videos from your computer or mobile device. (Don't miss our own Kevin Hartman in [the intro video](#).)
- 5 Cisco Self Care Portal:** Allows you to reset your voicemail PIN, forward calls, set up speed dial numbers and more.

Anderson is a Woman of Influence

Molly Anderson, executive director of the School of Management's Center for Leadership and Organizational Effectiveness, was honored by Business First at the Women of Influence awards on Sept. 18.

One of 25 local leaders recognized at this year's event, Molly was chosen in the "Inspiration" category, which honors women leaders who, through their words, actions and attitude, inspire those around them. Congratulations, Molly!



Molly Anderson

Leadership lessons

If you'd like to see Molly in action, join the School of Management Alumni Association for its next Smart Business Practices seminar on Oct. 12 in 112 Jacobs Management Center.

In her presentation, titled "Leadership Begins at the End of Your Comfort Zone," Molly will share the awe-inspiring moments that helped her and others become better leaders and lead creative, happier and more purposeful lives.

To learn more or register, contact Cindy Zenosky at cjzenosk@buffalo.edu or 645-3224.

Cheung, Labella elected to Staff Senate



Harrison Cheung



Jessica Labella

Two of the newest professional staff senators are our own School of Management colleagues: Harrison Cheung, marketing content producer in the Graduate Programs Office, and Jessica Labella, schedule manager in the Dean's Office. Over the summer, both were elected to two-year terms, representing Area II, Core Academics, on the Professional Staff Senate (PSS).

Established in 1971, the PSS represents the interests and concerns of UB staff members by cultivating collegiality, participating in shared governance and promoting professional development. As senators, Harrison and Jessica represent our area of campus in discussions and may vote on any PSS resolutions.

"I became a senator because I love UB and wanted to make a difference," Harrison says. "The PSS has made an impact by collaborating on the development of UB2020, promoting a culture of respect and growth and contributing to UB policies that protect our environment, our health and the overall well-being of UB."

Any professional staff member can get involved with the PSS by attending monthly meetings, joining a committee, participating in activities and running for a Senate seat themselves. For more information, visit buffalo.edu/pss.

Picture This

Summer in the school



An annual summer highlight is the School of Management Alumni Association (SOMAA) Golf Outing, held this year on July 18 at Lancaster Country Club.

ABOVE: *From left*, Alumni Engagement and External Relations staff members Shelby Connors, graduate assistant; Cindy Zenosky, SOMAA program manager; Hailley MacDonald, associate director; and Caitlin McNulty, assistant director.

RIGHT: Cynthia Shore, senior assistant dean for alumni engagement and external relations, on the course.

Defining the future of management



See how the UB School of Management is changing the world of business. Watch the video above — and share it to spread the School of Management pride.



Prior to our undergraduate commencement ceremony in May, the school recognized Lt. David Urbanek of University Police (pictured at right), who was credited with helping to save the life of John Miske (center), a management student whose heart stopped after an accident during lacrosse practice in January. At left, Dean Paul Tesluk delivered remarks, and UB President Satish K. Tripathi and Provost Charles F. Zukoski were present for the ceremony.



Katie Andrews, assistant director for recruitment and marketing in the Center for Executive Development, and Courtney Walsh, assistant dean for executive education, at a PMBA recruitment cocktail party, held at the Tewksbury Lodge in May.