

# Ventures

WINTER 2020

SIGMUND WEIS SCHOOL OF BUSINESS  
AT SUSQUEHANNA UNIVERSITY

## GUARANTEED INTERNATIONAL INTERNSHIPS

A Promise of Global Aptitude | *p.6*

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Alumni Award Recipients *p.16*

Interns at NY Fashion Week *p.18*

## DEAN'S CORNER

### A CONVERSATION WITH MATTHEW ROUSU



It is an exciting time for the Sigmund Weis School of Business. The cover story is about our new guarantee to provide international internships. This is unique; to my knowledge, we are the only business school in the world to guarantee our students internships in foreign countries.

Of this year's senior class, 56 students — or 38% — will graduate having completed an internship in a foreign country. We expect that number will increase annually over the next few years. During this academic year, Sigmund Weis School of Business

students have completed or are about to complete work experiences in Australia, England, Germany, New Zealand, Singapore, South Korea, Spain and other locations. New opportunities in Cyprus and Italy will be offered for students in 2020–21.

While amazing overseas opportunities abound, our students spend most of their college career on campus in Selinsgrove — and things here also are going well. Four new (and fantastic) faculty members joined us in the fall to teach marketing, data analytics and economics. Other school highlights include the following:

- We are seeing increased demand for our two new majors: management and international business.
- We are providing new classes to help prepare students for life after Susquehanna.
- Our seniors are already accepting job offers and our juniors are accepting internships.
- A group of alumni and friends created a scholarship fund for business students in memory of **Andrew Jarzyk '09**.

The Sigmund Weis School of Business faculty is committed to improving the lives of students every day. Thankfully, we have a lot of support from alumni, parents and friends. If you are looking to help but are not sure how, there are several things you can do.

Financial donations help provide additional opportunities for our students. Further, some of our national ranking statistics are tied to how many alumni give, not the dollar amount. By making a gift of \$10 or \$20, you will help to improve Susquehanna's national rankings — which is helpful for both current students and for alumni.

You also can help by providing jobs or internship opportunities for our students. Please contact me or our valuable partners in the university's Career Development Center to start a conversation about how you or your company can expand options for tomorrow's business leaders.

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# Ventures

WINTER 2020

Dean of the Sigmund Weis School of Business

**MATTHEW ROUSU**

Editor

**JENNIFER YURICICH '00 SPOTTS**

*Director of Strategic Communications*

Contributing Writers

**AMANDA O'ROURKE**

*Communications and Media Specialist*

**KATE ANDREWS '03 WELLER**

*Web Content and Social Media Manager*

**BRUCE BEANS**

**DESTINY WERTZ '22**

Design

**JOSIE FERTIG**

*Director of Design and Digital Marketing*

**ERICA HOOVER**

*Graphic Designer*

Lead Photography

**GORDON WENZEL**

**HEATHER NECESSARY**

Copy Editor

**BETSY K. ROBERTSON**

**SIGMUND WEIS  
SCHOOL OF BUSINESS**

Susquehanna University

514 University Ave., Selinsgrove, PA 17870

570-372-4455

As one of the few undergraduate-only business programs in the world to earn AACSB accreditation, we pride ourselves on our highly qualified faculty, rigorous curriculum, and continuous assessment and improvement processes.

**SUSQU.EDU/BUSINESS**





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# STEIN FELLOWS GAIN BUSINESS EXPERIENCE AROUND THE GLOBE

BY KATE ANDREWS '03 WELLER

Seven students from the Sigmund Weis School of Business lived and worked abroad this summer with the support of the Eric Stein Fund for International Experience, an endowment established by the late **Eric Stein '69**.

“I would like to thank the Stein family for their generous donations to the Sigmund Weis School of Business to allow Susquehanna students to travel abroad and complete an internship every year,” says **TYSON THRUSH '20**, who interned in Melbourne, Australia.

At the recruitment firm Adecco Group, the finance major from Bloomsburg, Pennsylvania, reviewed and authorized invoices, processed staff and supplier expenses, and reconciled supplier statements.

“The internship was an incredible opportunity to develop cross-cultural experience in an international corporate setting,” Thrush adds.

## **GARRETT DEYLE '20**

A business administration major from Palmyra, Pennsylvania, Deyle interned at Bamboo, a meal ordering service in Dublin, Ireland. His experience spanned customer support, general operations, marketing and sales.

“Being a startup, they needed all the help they could get,” Deyle says, “and I performed a variety of daily tasks.”

## **SHERRI HUFSTEDLER '20**

Hufstedler got more than a peek inside the early days of a startup company in London, England — she received

a job offer and will start work as marketing director after graduation.

During her internship at Deployed, Hufstedler reported directly to the CEO and managed social media platforms for the tech company that creates automated statement of work software.

“I made my interest in becoming an entrepreneur known, and my boss started giving me more work that related to the business end of the company,” Hufstedler says.

## **OWEN MADDEN '20**

The finance major from New Rochelle, New York, interned at Winson Capital in Wan Chai, Hong Kong. He ran reports used by financial advisors, clients and bankers, communicated with financial services firms, assisted clients — and even helped onboard a new intern.

“The ability to gain experience in various cultures is a soft skill that cannot be taught in a classroom,” Madden says. “I now have the confidence to walk into any business meeting around the world.”

## **CIARA MIDDLETON '20**

Middleton, of Malvern, Pennsylvania, lived in Santiago, Chile, and interned with Magma Partners, a venture capital investment firm that provides support for early stage Latin American companies.

“I was constantly in the midst of a technical, advanced market within an emerging economy,” says Middleton.



**RACHEL SWEGER '20**

In Sydney, Australia, Sweger combined her business administration major with her passion for athletics at Sports Camps Australia. She created content for the company's social media platforms and assisted with setup for athletic camps.

"The culture largely encourages healthy lifestyles and it was awesome to be a part of that movement," says Sweger, who lives in Elizabethtown, Pennsylvania.

**DANIEL YIM '20**

Yim, of Warrington, Pennsylvania, interned in Seoul, South Korea, alongside the marketing team of social media app Doongle.

"SU prepared me with a great business background and mindset for this internship," says Yim. "I feel like this internship may open job opportunities for me in South Korea or in other Asian countries." ■

I now have the confidence to  
walk into any business meeting  
around the world.  
—Owen Madden '20



CONTINUED FROM COVER:  
**A CONVERSATION  
WITH MATTHEW ROUSU**

Another way to help is by sharing with others the great things happening in the Sigmund Weis School of Business. Share our news with family and friends, on your social media networks or with prospective students. While this might not seem important, it really is, as it helps strengthen our brand.

If someone asks what is special about Susquehanna or the Sigmund Weis School of Business, you can help improve the reputation of our school by confidently responding, "They guarantee international internships to their students — something that simply doesn't happen elsewhere," or "It is one of only 10 private, undergraduate-only business schools with the top accreditation (AACSB)."

Each year we have hundreds of alumni who give back in these and other ways, and that is part of why I love serving as dean. If you haven't helped recently, I hope you'll consider it.

I hope you enjoy this issue of Ventures and I look forward to seeing you back on campus soon! ■

*Matthew C. Rousu*  
Dean, Sigmund Weis School of Business

# BUILDING THE RANKS

BY DESTINY WERTZ '22

Four new business school faculty members were welcomed at the start of the 2019–20 academic year, bringing experience in economics, management and marketing.

## **LYUDMYLA ARDAN**

### *Assistant Professor of Economics*

Ardan earned a doctorate in economics at Clemson University, and was an assistant professor of economics at the State University of New York at Oswego. A labor economist interested in researching health economics, Ardan notes her primary focus of research is evaluating early investments and interventions on children's health and well-being. She is teaching Principles of Microeconomics and Health Economics. Originally from Ukraine, she has lived in the U.S. for more than 14 years.

## **ANJEE GORKHALI**

### *Assistant Professor of Management*

Gorkhali is a former web developer and programmer, performing marketing analysis for electronic commerce sites. In addition, she has experience teaching simulation, Excel programming, decision analysis, statistics and international business. Healthcare analytics, big data analysis, enterprise architecture and national culture are among her research interests. Gorkhali earned a doctorate in business administration from Old Dominion University, and she is teaching multiple courses on data insight and visualization at Susquehanna.

## **JOANNA PISHKO**

### *Assistant Professor of Marketing*

Pishko earned a doctorate in marketing from the C.T. Bauer College of Business at the University of Houston. Her research focus is on language use and perception in marketing communication, including the language of luxury branding, brand communications strategies on Twitter, and the relationship between marketing language and consumer engagement. This spring, she is teaching a variety of marketing courses, ranging from the general course to those in luxury brand marketing and management. Prior to arriving at Susquehanna, Pishko taught undergraduate courses in marketing research at the University of Wyoming and marketing strategy courses at the University of Houston.





**HUALU ZHENG**

*Assistant Professor of Marketing*

Prior to joining Susquehanna University, Zheng was a visiting assistant professor of marketing at the University of Connecticut, where she also earned a doctorate in agricultural and resource economics with a concentration in food marketing. Zheng’s research interests include marketing analytics, social media marketing, and marketing and public policy. She has also been published in the Journal of Public Policy and Marketing, as well as other academic journals. This semester, she is teaching Consumer Behavior and Strategic Marketing and Analysis. Prior to her academic career, Zheng gained hands-on experience as a marketing analyst for Home Market Foods. ■

**ONLINE COURSE FOR ALUMNI**

**Game Theory: Explore a Different Way of Thinking About the World**

with **Dr. Matt Rousu**

*Professor of Economics and  
Dean of the Sigmund Weis School of Business*

Throughout this online course, you’ll be introduced to Game Theory, helping you think differently when analyzing political situations, decisions by sports coaches, bargaining and other strategic issues.

**MARCH 25, APRIL 1, 8 AND 15  
7–8:30 p.m.**

*Recordings will be available following the classes.*

**COST: \$45**

Register by March 23 at:  
**[susqu.edu/gametheory](https://susqu.edu/gametheory)**



**SPOTLIGHT SNIPPET: SIGMUND WEIS SCHOOL OF BUSINESS ANNUAL AWARDS**

**Award for Outstanding Teaching and Advising**

This year’s honor went to **Emma Fleck**, associate professor of entrepreneurship and chair of the Department of Management and Marketing. Her nominators noted her willingness to discuss future plans with any student, exceptional mentoring in the classroom and on real-world ideas and projects, and excellent

teaching in marketing and entrepreneurship classes. For two years in a row, she has coached students who won trips to national pitch competitions with \$250,000 in prizes at stake.

**Award for Faculty Research**

**Olu Onafowora**, professor of economics and chair of the Department of Economics, was recognized for his extensive

research. He is an active scholar who has published dozens of papers on economic growth, how to teach economics, the impact of investments and taxes on economies, and more. His research has been cited more than 900 times, according to Google Scholar.

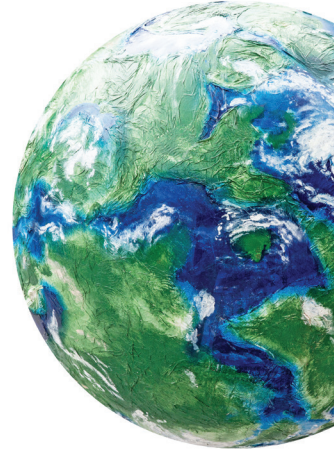
Congratulations to you both!





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OF



Susquehanna University's  
Sigmund Weis School of Business  
now guarantees an international  
internship for its students.

**BY AMANDA O'ROURKE**





# omise

## GLOBAL APTITUDE

Over the past year, Susquehanna business majors have interned in London and Chester, England; Hamburg, Germany; Barcelona, Spain; Seoul, South Korea; Singapore; and other worldwide business hubs. In addition to these locations, students will be interning in other countries — like Italy and Cyprus — in the upcoming months.

“Susquehanna’s commitment to helping its students achieve intercultural competence is a hallmark of our institution,” says University President **Jonathan D. Green**. “By guaranteeing more internship opportunities for our students when they are abroad, we are taking this promise one step further in a way that ties their global aptitude to the workplace.”

Susquehanna is one of only a handful of schools in the nation that requires a study-away experience for all students. Through the university’s nationally ranked Global Opportunities (GO) program, students study in a culture different from their own for at least two weeks or as long as a semester.

Susquehanna’s GO office coordinates international internships for students across the business school and in the School of Arts and Sciences.

“We know that intercultural competence in and of itself is a skill that many employers seek in their new hires and one that our Global Opportunities program instills through its unique curriculum,” says **Scott Manning**,



dean of global programs at Susquehanna. “Further bolstering our business students with an international internship in their field of study will help them stand out even more as they are entering the workforce.”

The business school has long had students interning around the world. These new opportunities solidify the international exposure the school provides to students at a time when global experiences are increasingly important, according to **Matthew Rousu**, dean of the business school.

“Students must understand other cultures, other environments and other economies,” Rousu says. “For business students, an international internship provides them with a tremendous experience and a major talking point when they’re meeting with prospective employers, setting them up for professional success, whether they accept a job offer overseas or work for a U.S.–based company.”

The international internship program is in response to greater interest and rising participation from students, Rousu says. Nearly 40% of the business school’s Class of 2020 have already completed internships in foreign countries.

## THREE INTERNSHIPS – THREE CONTINENTS *By Amanda O’Rourke*

Seniors **Owen Madden** and **Ciara Middleton** have clearly recognized the value of working in another country, having both interned on three continents each during their years at Susquehanna.

Their first experiences were in the U.S. before they went to work in another country, but even their domestic internships had international flavor.

Middleton, a global management major from Malvern, Pennsylvania, interned remotely for Deaf Open World, a New Hampshire-based nonprofit organization that provides services to deaf youth in Swaziland. Madden’s internship with the Nitron Group in Greenwich, Connecticut, required him to be in constant communication with suppliers, buyers and banks in Europe, Asia and the Americas.

“After gaining the confidence to work within a business environment

domestically, I felt that I was up for the challenge to intern in London,” Madden, a finance major from New Rochelle, New York, says.

Madden and Middleton completed their London internships while on their Global Opportunities program with the Sigmund Weis School of Business, which requires internships of all its students. Their experiences gave them the confidence to take their international skills to the next level with internships in a non-Westernized country.

“I realized the comfort I had while in the U.K., surrounded by Susquehanna classmates, and I wanted my [next internship] to develop my adaptive and communicative skills,” Middleton says. “I have studied Spanish for years and I have always wanted to take my studies to the next level. I knew that pushing myself to enter a predominantly Spanish-speaking workplace would facilitate that progression.”

At Avamore Capital in London, Madden researched the effects that Brexit could have on the financial real estate market by analyzing political factors and their relationship to economic factors such as net migration rates, rental vacancy rates and business relocation rates.

“This experience taught me how to use the relationships, theories and concepts I learned in the classroom to analyze and interpret current political and economic trends,” Madden says. “After learning to manage the cultural differences in London, I felt that I wanted to further step outside of my comfort zone and truly work globally in Hong Kong.”

In Hong Kong, Madden interned with Winson Capital, providing operational support for clients, providers and senior financial advisors. He assisted in the development and design of portfolios that suited his clients’ goals while maintaining their risk appetite.

Students wishing to intern abroad must have completed all their first- and second-year business coursework as described in the course catalog by the time their internship is scheduled to begin. They must also have a minimum 2.3 cumulative grade point average and not be on disciplinary probation, nor have a record of a disciplinary infraction resulting in suspension.

Almost all business students receive financial assistance to support their international internship experience. In 2018–19, every single business student who completed an international internship received financial aid, from

covering the cost of their visa (approximately \$500) to full funding of their international experience.

The **James '65** and Carole App Fund for Global Business Study, the Goldstein Fund for International Internships and the Eric N. Stein Fund for International Experience support international internships for Sigmund Weis School of Business students. ■

*Pictured far left is Ciara Middleton '20 during her internship with Magma Partners in Santiago, Chile.*

“Because of the difference in culture between the U.S. and Hong Kong, I learned the importance of adapting to different situations while interacting with clients,” Madden says. “This is a skill that holds the utmost importance in a global economy. It can be the difference between closing a deal or losing it.”

Middleton’s first international internship was for Flight Centre Business Travel in London. Her second took her to Magma Partners in Santiago, Chile, a South American hub for startup businesses. The company is a venture capital investment firm that provides support for early stage Latin American companies.

At Magma, Middleton did translation work, managed the company’s social media platforms and created content based on Magma’s podcast that promotes Latin American entrepreneurship.

Middleton and Madden both embarked on their internships in Chile and Hong Kong with the support of the **Eric Stein '69** Fund, which allows students in the Sigmund Weis School of Business to experience new cultures while interning internationally.

“The Sigmund Weis School of Business is the reason I was able to embark on a dual abroad program where I studied and interned in London,” Middleton says. “Any self-doubt I might have had was patched up by my supportive teachers, like **Basil Holobetz** and **Michael Ozlanski**. I was given plenty of encouragement to push my preconceived limits; this is what ultimately drove me to keep turning each unexpected corner.”

Madden also credits Susquehanna’s liberal arts foundation for giving him a broad knowledge base in addition to the skills he gained



through the Sigmund Weis School of Business to fully realize the potential of his international business experiences.

“An SU graduate once told me, ‘SU provides countless doors of opportunities and your ambition gives you the confidence to walk through them,’” Madden says. “I want to pursue a career in the international economy, and Susquehanna has been a perfect union between where I want to go with my career and life and the tools that will let me achieve them.”

Middleton is completing her fourth internship, this time on campus for the Center for Economics, Business & Entrepreneurship Education. ■



# SIX NEW COURSES OFFERED TO BUSINESS STUDENTS

BY KATE ANDREWS '03 WELLER

The curriculum in the Sigmund Weis School of Business constantly evolves to keep up with the changing landscape of the business world.

“Our new courses in economics, management, marketing and sales allow students to gain skills that will be relevant for the first positions they accept after graduation, and throughout their careers,” says **Matthew Rousu**, dean of the Sigmund Weis School of Business.

In these new courses, tomorrow's business leaders will engage with a former CEO, learn to make decisions based on data, master digital marketing, study the economics of the health care system, polish their presentation skills, and understand how to make sustainable business decisions.

## » CEO Challenge

This is a unique opportunity for students to gain insight from former Aluminum Bahrain Chief Executive Officer **Tim Murray '93**. Murray shares his expertise from working in global executive management for 20 years in the Middle East.

“CEO Challenge brings real-world CEO experiences into the classroom. The class teaches valuable critical thinking and presentation skills not found in textbooks,” Murray says.

Taught in an MBA-style format, the CEO Challenge course requires

students to work in groups to solve the kinds of problems a chief executive officer might face, and make recommendations to a board of directors.

## » Data-Driven Decision Making

Microsoft Excel is the focus of a new two-credit course required of all business majors.

In addition to strengthening their skills in critical business software, students enhance their practical statistical knowledge and develop skills to manipulate quantitative data and provide meaningful insights. They also learn how to present data to improve business and economic decision-making.

## » Digital Marketing

As more consumers look to the web to socialize, shop and conduct business, digital presences and digital marketing plans are a must for companies to succeed.

“The growth in digital markets creates a need for marketing practitioners who understand digital and social media marketing. The new course is designed to give the students the tools they need to excel in this space,” says **Joanna Pishko**, assistant professor of marketing.

Reflecting Susquehanna’s commitment to gaining real-world skills through project-based learning, students learn digital data analysis through Google Analytics Academy, completing the Google Analytics Individual Qualifying Exam. Pishko plans to add résumé-building certifications in social media and advertising in the future.

“Students who complete this course won’t just know about digital marketing

– they will be digital marketers,” Pishko says.

## » Health Economics

A new economics course will examine domestic and international health care, health insurance markets, policies, the pharmaceutical industry and more. Students work with publicly available health data to analyze health indicators on both the national and local level.

“Knowledge of health economics is becoming increasingly important in many related professions given the magnitude of the health care industry in the U.S. and its massive expenditures,” says **Lyudmyla Ardan**, assistant professor of economics.

## » Professional Selling

Whether or not students plan to go into sales, Professional Selling hones their presentation skills, essential in any business.

“I stress that whether they realize it or not, all people sell. Students with superb selling skills demonstrate confidence and authority with their audiences, and gain trust and credibility as well,” says instructor **Darrell Wilson ’78**, who recently retired from a successful 40-year sales career.

The class focuses on selling externally to clients and internally to colleagues, senior management and boards. Wilson brings real-world examples from his career and asks students to use them to role-play through the sales process.

## » Sustainability Management

Susquehanna’s first management course on sustainability looks at the powerful impact businesses can have on our planet.



“Many people view individual or governmental solutions to the climate crisis and other environmental challenges as the way forward, but these solutions miss the massive potential for businesses to do good,” says instructor **Derek Martin**, Susquehanna’s sustainability coordinator.

Designed for management students, as well as those studying environmental sciences and environmental studies, the course takes a critical view of real-world sustainability efforts, preparing students to enact meaningful change at corporations. ■

# SCHOLARSHIP MEMORIALIZES ANDREW JARZYK '09

BY AMANDA O'ROURKE

Apfelbaum Hall was the setting for a poignant ceremony during Homecoming 2019 that marked the establishment of Susquehanna's **Andrew Jarzyk '09** Memorial Scholarship, an endowed fund that benefits students in the Sigmund Weis School of Business who have demonstrated financial need.

Jarzyk graduated from Susquehanna in 2009 with degrees in business administration and economics. He was working as the relationship manager/assistant vice president at PNC Financial Services Group in Woodland Park, New Jersey, when he died unexpectedly in 2014.

The Andrew Jarzyk '09 Memorial Scholarship was endowed by Steve and Myra Wilkerson in the amount of \$52,250. Steve Wilkerson, a former lecturer in management with the Sigmund Weis School of Business, was one of Jarzyk's professors who became his mentor and friend.

"He was such a positive influence anywhere he went ... and couldn't the world use a little bit more of that," Wilkerson said. "Andrew was very special to Myra and me. We decided in 2014 that we really wanted to do something, and we knew there were a lot of students who would want to contribute to Andrew's memory."

Unbeknownst to the Wilkersons, Jarzyk's friends also contributed funds to the endowment. A surprise announcement from **Pat McElroy '07** revealed that \$40,000 was raised by Tau Kappa Epsilon, the fraternity of which Jarzyk was a member and past president. That inspired nearly \$15,000 in additional donations after Homecoming–Reunion Weekend, bringing the total scholarship to over \$100,000.

Jarzyk is still remembered by his classmates as a good friend, one who literally gave **Brittany Bunting-Specht '09** the coat off his back shortly before he was crowned homecoming king.

"This weekend we celebrate the homecoming theme of Our Susquehanna Stories, and while we may feel pages of our book are missing because we don't have Andrew physically here with us, let's take full advantage of this opportunity to write new chapters for future Susquehanna students," Bunting-Specht said. "Their stories will certainly 'cover many a book,' as the alma mater says, and each one will give quiet tribute to our dear friend, our classmate and our fellow alum Andrew Jarzyk." ■

# WELCOME TO THE SIGMUND WEIS SCHOOL OF BUSINESS

ACCOUNTING <<  
BUSINESS DATA SCIENCE <<  
ECONOMICS <<  
FINANCE <<

AACSB  
ACCREDITED

>> INTERNATIONAL BUSINESS  
>> LUXURY BRAND MARKETING  
& MANAGEMENT  
>> MANAGEMENT  
>> MARKETING



*Pictured above: Friends of the late Andrew Jarzyk '09 established a scholarship in his honor.*

*Pictured right, Steve Wilkerson, a former lecturer in management with the Sigmund Weis School of Business*



“ ... and while we may feel pages of our book are missing because we don't have Andrew physically here with us, let's take full advantage of this opportunity to write new chapters for future Susquehanna students.”

— Brittany Bunting-Specht '09

# ACCOUNTING AND LIBERAL ARTS A FOUNDATION FOR PROFESSIONAL SUCCESS

BY BRUCE BEANS

**Judd Wright '98, Gerohn Lanns '04 and Matthew McNelis '05** all demonstrate how the power of an accounting degree from the Sigmund Weis School of Business helps speed the path to becoming partner in a firm.

While touting Susquehanna's strong accounting and business fundamentals, all three believe that the university's small class sizes and strong liberal arts emphasis made a huge difference in their ability to achieve partner status at their respective firms.

"The foundation of my success is my ability to build relationships, which Susquehanna fortified with its small classes and opportunities to form personal relationships with professors" says Wright, who leads Grant Thornton's Atlantic Coast Asset Management Audit Practice in Philadelphia. "Every day I cursed the liberal arts courses that I thought weren't relevant. But I realize now that having that well-rounded background has allowed me to be agile in conversations I have with prospects and clients."

Lanns, who has been with Ernst & Young since graduation, agrees. "To be successful in business, you have to get to know people," he says.

A year after earning his degree, Lanns was a key member in an initial public offering. Now a partner in EY's Baltimore office, he is growing its financial accounting and advisory services practice. The Sigmund Weis School of Business Executive Council member learned early at

SU that "the key was understanding how a business operates, then being able to translate that into a story that resonates with stakeholders using financial information."

Associate Professor **Jerry Habegger**, head of the accounting department and London Program executive director, also considers the liberal arts essential.

"It gives our graduates a better ability to understand problems and issues from different perspectives, to think critically and to enhance their ability to understand and lead people," he says.

Habegger also notes that the Sigmund Weis School of Business is one of the few business schools that enables students to complete 150 credits in just four years, which qualifies graduates to immediately take the CPA exam.

In addition, McNelis, who returned home to run an expanding tax services practice at Baker Tilly Virchow Krause's Wilkes-Barre office, cites his semester abroad in the London Program.

"It really opened my eyes regarding how to make connections and get along with people unlike me," says McNelis, who made partner three years ago. "Officially I am a tax partner, but I joke that I'm almost a psychiatrist for our clients. If your clients feel comfortable with you, they will approach you with any issues beyond taxes that arise."





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**“THE FOUNDATION TO MY SUCCESS IS MY ABILITY TO BUILD RELATIONSHIPS, WHICH SUSQUEHANNA FORTIFIED ...”**

— *Judd Wright '98*

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Assistant Professor of Accounting **Michael Ozlanski '05**, a classmate of McNelis who has also directed the London Program for a semester, adds that all business students take liberal arts courses, including a laboratory science course where they learn to apply the scientific method. He says, “All business professionals must evaluate evidence and make judgments.

“Likewise, as you move through your career and start managing people, you are forced to deal with issues involving increasing ambiguity and complexity,” he continues. “The skills that enable you to handle these issues, such as ethics and diversity, and to clearly communicate your ideas, are the hallmarks of the kind of liberal arts education Susquehanna provides.” ■

## ***SERVICE TO STARTUPS, ENTREPRENEURS***

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**KEN MILANO JR. '15**

I have been working with startup companies across industries for the past four years. The startup culture is completely different than that of an established business — creating an opportunity for me to help them grow and expand by assisting in obtaining funding and telling the story behind their financials. Every day is different, and I learn something new.

I would encourage accounting majors to not be afraid to look beyond the path most accounting graduates take. The education and hands-on learning I received from the Sigmund Weis School of Business, whether it was the freshman Global Business Perspectives course or the accounting and finance electives, helped prepare me for a job that best fit my personality and how I envisioned my own career progression.

*Note: After four years with G Squared Partners in Philadelphia, Milano recently accepted a position with BDO's Pittsburgh office, where he will grow outsourcing and consulting services to entrepreneurs around the country. ■*



# 2019 ALUMNI AWARD RECIPIENTS

BY AMANDA O'ROURKE

Every year at Homecoming, Susquehanna's Alumni Association presents Alumni of Distinction awards in five categories: Achievement, Leadership, Service, Service to Susquehanna and Outstanding Recent Alumnus.

This year, three alumni from the Sigmund Weis School of Business were honored.

## **TIM MURRAY '93**

### *Alumni Award: Achievement*

Murray became chief executive officer of Aluminum Bahrain in October 2012. Aluminum Bahrain, known as Alba, is one of the largest producers of aluminum in the world and contributes roughly 10% of Bahrain's gross domestic product.

As CEO, Murray was instrumental in transforming Alba's safety culture through the implementation of the "ZERO Accident Principles." For his dedication and contributions to safety, health and the environment, he was recognized as a 2017 CEO Who Gets It by the U.S. National Safety Council. In 2015, he was recognized among the Top 100 CEOs in the Gulf Cooperation Council.

Murray retired in July 2019, after a 12-year career with Alba. He remains with the company as an advisor to Alba's board chairman. He currently chairs St. Christopher's School in Bahrain, which is considered one of the top international schools in the Middle East.

An active alumnus, he has hosted Susquehanna students in Bahrain, and previously welcomed students in Naples, Italy, while working for ARC Automotive. He has also been a Sigmund Weis School of Business guest lecturer

and executive in residence, and has provided internship opportunities for Susquehanna students.

Murray graduated from Susquehanna in 1993 with a degree in accounting. He earned an MBA from Vanderbilt University in 2003 and completed executive management courses at Chicago Graduate School of Business and Wharton Business School.

## **HEIDI HEIKENFELD '00**

### *Alumni Award: Leadership*

One of only 9% of portfolio managers who's also a woman, Heikenfeld represents a small minority within the investment community.

For more than 18 years, she worked with OppenheimerFunds. Beginning in 2013, Heikenfeld oversaw OppenheimerFunds' fast-growing Emerging Markets Innovators Fund as senior portfolio manager, looking to identify and invest in small- and mid-cap emerging market companies that have the potential for transformational growth.

In 2017, Heikenfeld spoke at the Forbes Under 30 Summit and the Forbes Women's Summit where she shared how she was able to beat the odds and carve out a successful career, and how she now uses her power and influence to improve the lives of women in emerging economies.

Her travels have taken her to six continents and 73 countries — but Heikenfeld's first international trip followed her junior year at Susquehanna, and "it sparked a passion for learning about the world." She now spends at least 30% of her year overseas, and has invested in over 30 international markets.



*L to R: Heidi Heikenfeld '00, Kara DiCamillo '99, Tim Murray '93, Sabin Mulepati '08 and Patrick McElroy '07.*

Heikenfeld graduated from Susquehanna University in 2000 with a degree in business economics. She is a CFA charter holder and earned her MBA from Oxford University in 2004.

**PATRICK MCELROY '07**

*Alumni Award: Service to Susquehanna*

As when he was a student, McElroy remains very active as an alumnus of Susquehanna University.

Since 2014, McElroy has served as a board member and special assistant of Susquehanna's Alumni Chapter of Philadelphia. He has participated on the advisory council to Susquehanna University's Board of Trustees since 2018.

While a student, McElroy was a re-founding and executive council member of Tau Kappa Epsilon fraternity. He continues to be involved with TKE's international organization and has served as Susquehanna's TKE Alumni Association president and chapter advisor.

Each year, McElroy participates in the St. Jude's Walk/Run of Central PA to End Childhood Cancer with fellow

Susquehanna TKE alumni. For four consecutive years, the team has been the event's top fundraiser, with more than \$25,000 raised in 2018 alone.

He served on the Sigmund Weis School of Business Advisory Council from 2014–15, and was a co-facilitator of a three-part series on personal finance lessons for graduating seniors in 2014.

McElroy is a senior financial analyst for Financial Research Associates, where he provides litigation support through forensic accounting and business valuation services.

He graduated from Susquehanna in 2007 with a degree in accounting. ■

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*For details on the other two alumni award winners, go to: [susqu.edu/alumawards19](http://susqu.edu/alumawards19)*



# INTERNS STRUT THEIR BUSINESS SKILLS AT NY FASHION WEEK

BY AMANDA O'ROURKE

When designers' spring 2020 collections hit the runways at New York Fashion Week last fall, Susquehanna was a part of the fabric.

Five Sigmund Weis School of Business students seized a once-in-a-lifetime opportunity to work as paid interns during fashion's biggest event. From the floor, the buyers, press and A-list celebrities quietly nodded their approvals, while the interns raced to help execute the shows from behind the scenes.

"Every day something new and crazy was going on," says **Jill Pace '20**, a luxury brand marketing and management major from Branchburg, New Jersey. "I was all over the place the entire week I was there, but I still had so much fun the entire time."

All students interned as venue assistants, which gave them the opportunity to learn about fashion show production and venue preparation, including backstage dressing rooms and front-of-house seating arrangements. Venue assistants set up hair and makeup stations, and assisted with backstage check-in or helped to dress models. Some assisted with guest relations including seating, guest flow and venue tours.

**Maia Morrone '22**, a luxury brand marketing and management major from Williamsport, Pennsylvania, was one of the youngest interns there — which she says drove her to work even harder when given the opportunity to work the Moschino fashion show.

"I had the privilege of meeting the designer and while I was working hair and makeup, I was able to be around top models such as Lily Aldridge and Candice Swanepoel," Morrone says. "The whole experience was surreal. I always dreamed of working with large and well-known shows and this was the perfect way of getting my foot in the door."

## ALUMNI CONNECTION LEADS TO FASHIONABLE OPPORTUNITIES

In addition to promoting job openings and offering career advice, the business school's alumni network also serves as a pipeline for students who are interested in pursuing an internship.

The students (a total of seven from Susquehanna) landed their internships at fashion week thanks to **Sarah Derrick '18**, who works as a production assistant at LDJ Productions, the onsite production company for IMG's New York Fashion Week. Derrick started as a summer

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*Pictured left to right: Paige Koba '20, Jill Pace '20 and Kassi Jata '20, all three luxury brand marketing & management majors*

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intern at LDJ and valued her experience so much that she reached out to SU's Career Development Center about available internship opportunities.

"When I heard we were hiring venue assistants for fashion week, I wanted to extend the invite to Susquehanna students. Our interview team was blown away by their résumés and interview skills," Derrick says.

She opened the door for Susquehannans who were interested in the industry to have an internship as rewarding as her own.

"Interning on LDJ's Show Team introduced me to New York Fashion Week. Without that first experience I wouldn't have found my passion within my luxury brand marketing and management major, and I wanted others to experience it, too."

As much as they loved the energy of the fashion shows and the excitement of celebrity-spotting (Gigi Hadid, Heidi Klum, Katie Holmes, G-Eazy, Offset and Quavo, to namedrop a few), they also appreciated how their work

in the classroom provided the perfect foundation for their internship.

"The fundamentals of luxury brand marketing revolve around exclusivity and experience," says **Paige Koba '20**, a luxury brand marketing and management major from Toms River, New Jersey. "New York Fashion Week and the runway shows are the perfect example of executing these fundamentals, as NYFW serves as a marketing event for designers to display their newest collections to their most exclusive clientele."

"It was such an incredible experience seeing the ins and outs of a fashion show and how they all come about," says **Kelsey Stahlnecker '21**, a luxury brand marketing and management major from Watsonstown, Pennsylvania.

Other SU students who interned at New York Fashion Week were **Kassi Jata '20**, a luxury brand marketing and management major, of Smithtown, New York; **Ashley Kopchak '20**, a strategic communications major, of Easton, Pennsylvania; and **Kelsey McGuggart '20**, a strategic communications major from Bethpage, New York. ■

“It was such an incredible experience seeing the ins and outs of a fashion show and how they all come about.”

— *Kelsey Stahlnecker '21*



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