Norm Snyder ’83
Accountant to Entrepreneur

TWO NEW FEATURES BEGIN THIS ISSUE:

RESEARCH YOU CAN USE
Faculty research applied to your life

and

HOW I DID IT
Alumni share how they achieved success
Dear School of Business Alumni,

In May, I will hand in my last paper and take my last exam. At commencement I will turn my tassel, shake President Jones’s hand and walk off the stage into my future. I arrived in the U.S. two days before my freshman classes began not knowing what to expect. Over the past five years I was exposed to a lot more than facts and figures and a lot more than I thought possible at the School of Business. I find that I learn more every day.

School of Business alumni contribute greatly to creating, developing and enhancing opportunities for graduates. Your support ranges from student and program sponsorships to support at the club and organization level. Alums who graduated as recently as last year and those who graduated 40 or more years ago regularly return to participate at networking and recruiting events, hold office hours and conduct presentations to organizations. The School of Business alumni network fosters a sense of camaraderie and provides for students to learn from the plethora of experiences of those of you out there in the real world.

I have been fortunate to have been awarded multiple scholarships, of which I have derived many benefits. The scholarships alleviated my financial burden, allowing me to devote my time to academics as well as extra-curricular activities. I have served as a Purple and Gold Ambassador representing the student body at university functions, and I’ve held leadership positions at two organizations, all while maintaining a strong academic standing on the dean’s list.

I primarily attribute my success to the culmination of support I have received over time. It has given me the self-confidence to thrive in a professional capacity. It has been instrumental in my securing a fulltime position at Deloitte long before graduation, as well as serving as the student representative on the board of directors on the UAlbany Foundation. Each stepping stone is the result of our combined efforts. Mine is only one story from the very many. You have helped us all.

As I wrap up my last year at UAlbany, on behalf of the student body at the School of Business, I would like to send a final heartfelt thank you along the way. Thank you for your dedication, support and encouragement. But most importantly, thank you for continuing the legacy of the School of Business. In the end, as the verse by Michael Josephson goes, “What will matter is every act of integrity, compassion, courage or sacrifice that enriched, empowered or encouraged others to emulate your example.”

Sincerely Yours,
A grateful student

Najwa Zarook ’15, ’16 will earn an M.S. in forensic accounting this spring. She previously earned a dual major: B.S. Accounting and B.S Business Administration with a concentration in management and marketing. She served as president of the Dean’s Leadership Council, secretary for Albany Business Leaders Emerging and as a Purple and Gold Student Ambassador. Zarook is a recipient of the Zelin Family Endowed Scholarship and the Elizabeth Drumm Demske ’61, MS ’63 & Edward Demske ’58 Scholarship. Additional distinctions include the SUNY Chancellor’s Award for Student Excellence, President’s Awards for Leadership: Outstanding Senior Award and the Women’s Outstanding Leadership Award, Outstanding Graduating Senior Award in Accounting, Delta Sigma Pi Scholarship Key for the highest overall GPA, Spellman Top Academic Achievement Award and Presidential Scholarship. Zarook earned a place on the dean’s list every semester of her college career. In the fall, she will begin work for Deloitte in their audit practice.
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Engineer MBA Chosen a Business Review 40 Under 40

Chris O’Connor ’08, engineering operations manager at EYP, is a 2016 Business Review 40 Under 40. O’Connor, who previously earned a degree in aerospace engineering, graduated from the UAlbany Evening MBA with a focus in new ventures. O’Connor said, “My UAlbany MBA experience was a pivotal step for me in taking the leap from an engineering-centered career to a business-centered career. I was able to get exposed to so many areas of professional development that weren’t part of my everyday life in the manufacturing arena. I’m responsible for the growth of our engineering team and for the alignment of our engineering resources across the firm’s projects. I have an entrepreneurial spirit and believe that I’ll run my own business someday, so the new ventures track was a great fit for me.”

Digital Forensics Student Named a Times Union Woman to Watch

Courtney Kanopka ’17, who works fulltime for New York State, was chosen as a Capital Region “Women to Watch” in science and technology by the Times Union. Kanopka, a single parent and first-generation college student enrolled in the new digital forensics major, is the youngest of the 10 chosen and the only student. She said, “Cybersecurity, which is a big field now, has always been my passion, and digital forensics is the program of the future. Cyber-attacks happen every day, and the number of them will grow rapidly every year. There is excellent job security in the digital forensics field.” The first class of digital forensics students graduates this spring.

Chancellor’s Award Winners

School of Business students Habeeb Famuyide ’16 and Cristian Palma ’16 are among the 10 University at Albany students who are recipients of the 2016 Chancellor’s Award for Student Excellence. Famuyide, who is completing a marketing-finance concentration, and Palma, who is completing a marketing-management concentration, are among a group of 246 who were chosen from more than 418,000 students SUNYwide. Created in 1997, this prestigious award recognizes students who have best demonstrated their ability to integrate academic excellence with accomplishments in the areas of leadership, campus involvement, athletics, career achievement, community service or creative and performing arts.

The Standish Professor of Entrepreneurship, Bill Wales, provided a social entrepreneurship faculty perspective during the comparative health systems exchange visit to Costa Rica hosted by the University of Costa Rica and the University at Albany School of Public Health in January. This educational and service learning visit to Costa Rica explored all aspects of the health care system in Costa Rica including site visits to hospitals, clinics, HIV programs, home visiting programs, indigenous outreach programs, and the National Ministry of Health.

Dr. Wales with the son of a coffee plantation worker whose family is attending a free mobile health care clinic offered through the Caja, the Costa Rican Department of Social Security.
Social Media Whiz

Four years ago, Taylor Swift’s media team called Zainub Amir ’18. They had been following Amir’s Twitter handle @SimplySFans, which she used to tweet about the singer. The Delmar, New York native became one of Swift’s 10 fan-bassadors. Amir now boasts more than 113,000 followers. The finance and marketing junior also writes for the Huffington Post and MTV Voices. She is a social media intern in the University at Albany Office of Communications and Marketing, and she is president of the UAlbany chapter of the American Marketing Association. Her work as a guest services specialist at Pioneer Bank has extended to the bank’s marketing department. Amir’s work is highlighted in a UAlbany video. http://bit.ly/UAzainub

At the second Annual Massry Lecture, Mary E. Galligan, a director in the Security & Privacy practice of Deloitte, spoke on the importance of collaboration in managing cyber risk. The event is one of the many benefits afforded to the university through the Massry family’s generous support. Jeff Black ’76, vice chairman at Deloitte listens to Galligan. University at Albany President Robert J. Jones and Michelle Paulter ’09 are seated at the table with Black.

Mark R. Hunt ’82 Scholarship and Zelin Family Endowed Scholarship recipient Juan Cifuentes is looking forward to completing his degree in accounting this year. “It means keeping up the hard work and taking advantage of every opportunity UAlbany provides me,” observes Cifuentes, who participates in several groups on campus, such as the EY Lead Scholars program, and volunteers with the Riis Settlement House, which provides educational resources to immigrant students.

When he’s not studying or volunteering, Cifuentes enjoys spending time by the fountain, a place that “brings people together and represents what UAlbany is about.”

Cifuentes is very grateful for the scholarship support he has received at UAlbany. To his benefactors, he says: “Thank you for helping me during my academic development. You have given me confidence to continue believing in my capacities to move forward and achieve my life goals.”

Those goals include earning a master’s degree and completing the academic requirements for his C.P.A. license. Cifuentes plans to work as an auditor in public accounting and help his family’s business.

For more information about the positive impact your support has on the lives of University at Albany students, or to make a gift online, please visit www.albany.edu/giving.
HOW I DID IT

THE PATH OF A SUCCESSFUL ENTREPRENEUR:
Luck, Hard Work and the Right Opportunity
Norm Snyder’s career in accounting started in the usual way. He earned an undergraduate degree, was snapped up by a Big Eight firm and started on the path to partner. Things soon changed. After he completed a two-year partner-track assignment in Venezuela, he returned home to a recession and few opportunities.

Snyder ’83 said, “Not everything we do is scripted. For the majority of us, things kind of happen.” A chance conversation with a colleague brought a new job, as chief financial officer of one of the four business units of the National Football League. After a couple of years, the writing was on the wall. The units would be consolidated and the NFL would not need four CFOs. Snyder knew that he could last for a couple of years but also wanted to do something entrepreneurial. A former boss at the NFL had started a beverage company specializing in healthy noncarbonated teas and drinks, a new market. Snyder moonlighted at the South Beach Beverage Company while maintaining his NFL position by day, until South Beach had evolved enough to need a full-time CFO. Snyder left the NFL.

“In entrepreneurship, it’s not ‘I want to do this now.’ Instead, it’s ‘This is the right time to do this.’” Professionally (he had some money in the bank) and personally (no family yet), it was a good time to make the jump.

There were doubts. Snyder had enough to live on for 18 months, thinking if it didn’t work out, he would have earned a “street MBA.” It took 24 months, but by 18 he and his partner believed it was do-able. He said, “We knew we had something, but like many startups, we were undercapitalized.” Snyder came up with a plan to obtain the necessary resources and presented it to shareholders, who not only approved it but offered to put up the funds. That development was key to the future of South Beach. Snyder said, “Since we were able to raise the money internally, we could maintain the environment and autonomy we wanted. Not all money is the same.”

Production, distribution and suppliers expanded, and South Beach became SoBe. Snyder advises that although entrepreneurship is glamorized, it is not for everyone, noting that more than 90 percent fail. He said, “It’s not something that you can elect to do. It takes more than a degree. Part of it is walking a tightrope. You eat what you kill and if you don’t kill anything, you’ll go hungry. Not everyone is an entrepreneur.”

In the early days of SoBe, a short day lasted 12 hours and making payroll was difficult. Snyder took a pay cut to join the company and, like many startups, the company burned through cash. The work paid off. PepsiCo bought the business in 2000, four years after its start. It was time for Snyder to move on. He said, “As much as companies say they want to tap into your experience, it’s not the case.”

With 20 years in the business, Snyder is known as a beverage industry expert, having worked for Rheingold, the High Falls Brewing Company, Adina for Life and now, Avitae, a flavored, caffeinated water. He said he owes his success to hard work and doing his homework, adding, “Luck plays a bigger role than most people will admit.”

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**HOW TO BE AN ENTREPRENEUR**

1. Choose the right time.
2. Over research your product and market.
3. Know that not all money is the same.
5. Be successful!
Ask Don’t Tell

No one likes to be told what to do. The research results of assistant professor of marketing, Dr. Ioannis Kareklas ’03, indicated that asking may work better than telling. He and his colleagues found that asking a specific question leads to a change in behavior more readily than telling someone what to do.

Their meta-analysis considered more than 100 studies over 40 years and involved more than 2 million participants. In one study, an insert accompanying a pay stub asked the question, “Are you going to sign-up for a free health and fitness assessment?” Employees registered in droves.

Asking works less well for routine behaviors. Asking your 10-year-old, “Will you pick up your toys?” or your husband, “Will you take out the garbage?” will garner less of an affirmative response than asking both of them, “Will you go bungee jumping with me?” It’s not just due to the fact that bungee jumping is more fun than cleaning up. It’s because bungee jumping is a novelty, while cleaning is routine. Kareklas said, “If it is not something you usually ask for, the results will be stronger. We become desensitized to hearing the same thing many times, such as flossing your teeth.” Bungee jumping, like a free health assessment, is considered novel. It does not happen every day.

A question that can be answered “yes” or “no,” such as “Will you vote in November?” results in a higher voting rate, than a complex question with a variety of answers, such as, “When will you vote again?” or “Who will you vote for?” or “Will you vote in the primaries, the general election or both?” Kareklas said, “A middle option creates apathy.” It does not encourage behavior change.

Why does asking work better than telling? Asking a question forces the listener to face discrepancies regarding how far their behavior is from the ideal. To resolve this internal dissonance, changes have to be made.

Asking works best when the goal is a “socially beneficial behavior,” such as voting, recycling and even exercising. It works less well for consumer-related questions. Since “Will you buy a computer this year?” does not have a socially conscious dimension, it is less effective than, “Will you eat more vegetables?”

You can use this technique on yourself. It works just as well. Be specific and you can motivate yourself to meet your own goals. After you ask, you might want to ask again. The effect dissipates over time, tending to persist six months to a year.

The School of Business is Kareklas’s next subject. Maria Khazova ’16 of the student chapter of the American Marketing Association is heading up the effort to test his hypothesis by posting signs in the school asking “Will you recycle today?”

Kareklas is an alumnus who earned a dual major from the University at Albany, a B.S in business with a concentration in marketing and a B.A. in communication. This research, “A Meta-Analytic Synthesis of the Question-Behavior Effect,” was published by the Journal of Consumer Psychology. Kareklas’s collaborators were Eric R. Spangenberg, Berna Devezer and David E. Sprott. Their research was covered by more than 135 news outlets across the globe.
Students and alumni made contacts and exchanged ideas at the 9th annual Network NYC at the Fashion Institute of Technology. The panel, covering a wide range of knowledge and expertise, spoke to students about taking advantage of opportunities, projecting confidence and broadening their worlds.

Network NYC is not your typical alumni event. Co-founder and CEO of Careers On The Move Richelle Konian '95 said that the event is a bridge to the professional world. “Students have the opportunity to ask questions in an informal and one-on-one basis during the reception,” Konian said.

Konian not only has the perspective of a sought-after career expert, she is also an entrepreneur. She is a Network NYC veteran, having participated on the panel all nine years that the event has been held. Recent graduate Justin Strumph '14, '15 provided the perspective of a recent hire at a Big Four accounting firm. As a student attending the event, he learned that it is important to keep an open mind to people and opportunities. He said, “It is important for current students to be open to all ideas that are presented to them and not shy away from any potential opportunity. Your first job out of school gives you a chance to meet people from a multitude of backgrounds and can help to grow your network for the future.”

Strumph advised students, “Come to work every day with a positive attitude. Coming to work with a positive mindset is something that your colleagues notice and are appreciative of.”

Konian encouraged students to get out into the world. She said, “Get affiliated with professional organizations and engage in conversations with business professionals. Take the opportunity to get to know your professors and advisors. Join professional organizations and clubs and lead them. Go out on the town in NYC or Boston or wherever you are. Travel or study abroad and see what it is about. Meet new people from all over the world, enjoy cultural events, try new cuisines and expand your horizons.”

Josh Landau '95 also brought a wealth of experience to the panel. He is head of global banking coverage for the financial institutions groups of ANZ. His advice to students was to differentiate themselves. He noted that the fact that UAlbany students are not spoon-fed makes them more attractive to employers. He said, “The firms recognize that the students from UAlbany are hungrier. They had to work harder.”

Landau advised students to display a level of confidence without arrogance.

Wisdom Imparted
Secrets Disclosed
Courage Provided
A freshman reception for direct admit students sponsored by EY, Theresa Lefebvre ’14, ’15, decided where she wanted to work and what she wanted to do. Lefebvre went on to earn dual degrees in business and accounting and an MS in forensic accounting and was hired by EY.

Lefebvre, who works in IT risk assurance, said, “The direct admit program gave me the chance to meet with recruiters as early as my first semester on campus, and the connections I made as a freshman opened more doors throughout the rest of my time at UAlbany. Without these relationships, I never would have been able to earn my dream position at EY in Rochester.”

Since 2006, the School of Business has admitted business-oriented students with the most promise, those with the highest SAT and grade point averages, to the Direct Admit program. It is by invitation only.

Ten years of Direct Admit has welcomed 1,116 students into the school as freshmen, bringing them into the School of Business family two years sooner than most. They have the advantage of small sections of required classes in law and accounting, the opportunity to become involved in the school through clubs and events, and are able to use the services of the School of Business Office of Career Services.

Neema Moghadam ’12, now an account executive for NetSuite, took the opportunity to join clubs as a freshman. He joined the fledgling Albany Business Leaders Emerging, became president and grew the club from 25 to 200 members. He said that his experience with ABLE and the Direct Admit program have benefited him on the job. He explained, “Along with business acumen, I learned soft skills from working with different types of people.”

Napoleon’s office estimates that they share information about the Direct Admit program proportionately more than other majors, because business is the major the undergraduate recruiting office is asked about most often.

Most students come from New York State, but the program enrolls business-oriented freshmen from across the country and the world, including Australian brothers Sam ’15 and Mike ’17 Rowley, stars of the UAlbany men’s basketball team.

According to Susan Maloney, director of undergraduate student services for the School of Business, the program attracts a high caliber of student who is “driven and focused.” Her colleague, Jason Cotugno, assistant director of undergraduate student services for the School of Business, agrees. He said, “Many are involved in the university’s honors program. They start college with 20, 30 or even 40 credits earned through advanced placement classes offered by their high schools, enabling them to earn dual and in some cases triple degrees.” Former Direct Admit student G.J. Gerner ’11, ’12, who works in Tax Technology and Data Analytic Services at EY, completed two majors. He noted, “By being able to take business classes earlier in my college career it helped me to be able to get a dual major in

**Direct Admit Celebrates 10 Years**

Alexandra Bricault ’15, Robert Wood ’07 and Aleidy Diaz-Wells ’07 ’08 at a Direct Admit event held at Deloitte in 2011.

Jeff Black ’76, vice chairman at Deloitte with Neema Moghadam ’12 at a Direct Admit reception.
accounting and business administration in just four years.” Others use the flexibility to graduate early or study abroad.

Janelle Murphy ’10, ’11, senior associate at Duff & Phelps, said that the Direct Admit program provided opportunity from the start. “It opened doors to both internal and external opportunities very early in my college career, as potential employees, professors, advisors, and the like were impressed with the nature of the program. I was introduced to contacts in the accounting industry from a very early stage, some of which I am still connected to today. I was privileged to be a part of summer leadership programs, internship programs, and various other programs hosted by the Big Four accounting firms as a freshman! I was meeting industry leaders and partners in the industry because of the connections I was able to make through the program.”

One of the goals of Direct Admit is to welcome students into the School of Business family sooner – to build connection and opportunity. Kathryn Pendergast ’13, compliance examiner I at Financial Industry Regulatory Authority, who completed the Financial Analyst Honors Program and a minor in financial market regulation, said she connected with professors even before she took their classes. “Knowing the faculty of the School of Business was helpful in that there was always someone to go to for resume help or career advice. The Direct Admit program helped make the School of Business feel like a network of colleagues and friends.”

An estimated 80 percent of students who begin as Direct Admits graduate from the School of Business. Maloney said that those who leave find another subject that appeals to them. “Students admitted to the Direct Admit program are active and interested in many subjects. They have lots of options.”

Accepted high-school students are invited to receptions held each spring. Deloitte and EY have sponsored events at their New York City offices. Typically 20 to 30 families attend.

Fall 2016 will bring a new class full of promise and youthful expectation, offering a head start to a smart, focused group of business professionals in training.


INSPIRING THE Next Generation of Entrepreneurs

This past January the University at Albany celebrated the opening of its Blackstone LaunchPad, a campus-based entrepreneurship program accessible to more than 500,000 students globally. The Blackstone Charitable Foundation selected UAlbany as one of five schools for the program’s expansion into New York State. Sharing the three-year $4.5 million grant with UAlbany are Cornell University, Syracuse University, New York University and the University at Buffalo.

The Blackstone LaunchPad mentors and supports students, staff and alumni regardless of major, discipline or experience. Just two months into the program, more than 800 students have signed up for the LaunchPad. Program advisors have counseled more than 300 aspiring entrepreneurs, including a handful of alumni. Alumni are also serving as mentors alongside faculty and staff members.

The School of Business plays a significant role in the universitywide program. Dr. Sanjay Goel, chair of the Department of Information Technology, serves as the Blackstone LaunchPad’s principal investigator. He noted that the program aligns with one of the university’s core priorities: ensuring that every student has access to a meaningful experiential learning experience.

At January’s ribbon cutting for the LaunchPad’s Campus Center office, Dr. Goel told students, “This is all about you. We will work with you and mentor you in the hope that we can inspire you to do great things in life. This is an initiative for each and every student at the university.”

Mike Nash ’83, global chairman of Blackstone Real Estate Debt Strategies, also spoke at the ribbon cutting. Nash said, “My personal and professional life started here. I am happy to be representing the firm that I love and empowering young people in the way that we envisioned, whether they just have an idea or have already started a new business.” He added, “We need a new generation of thinkers.”

Two University at Albany graduates hold key leadership roles in UAlbany’s Blackstone LaunchPad. Jan Woodcock ’86, ’91 serves as the LaunchPad’s executive director. Tina Post ’81, ’95 is the program’s manager. The university is in the process of hiring an entrepreneur-in-residence who will function as a full-time advisor. Four student ambassadors, chosen for their entrepreneurial experience, introduce the program to their fellow students, assist with mentoring, and staff the Blackstone LaunchPad office in the Campus Center. The main office is supplemented by two satellite mentoring rooms in the Massry Center for Business.

One of the program’s first initiatives, the Blackstone LaunchPad Business Plan Competition, has attracted more than 60 entries from across the university. LaunchPad mentors will work with student teams to refine their ideas. The program will culminate with a final round in April, with a top prize of $15,000 awarded to the winning team.

The impact of UAlbany’s Blackstone LaunchPad will extend beyond the university. “UAlbany is proud to be partnering with the Blackstone Charitable Foundation to advance the entrepreneurial ecosystem on our campus and in the local community,” said UAlbany President Robert J. Jones. “Blackstone LaunchPad will give our students the mentoring needed to turn their ideas into new business ventures that create jobs and promote economic growth in the Capital Region.”
The newly created Center for Advancement & Understanding of Social Enterprises is working with the community to support businesses with a dual purpose, satisfying both a social and a business mission.

Social entrepreneurship is more involved than donating a percentage of profits to a good cause. Management professor Paul Miesing, the founder and director of CAUSE said, “Social enterprise allows us to turn an environmental or social problem into economic opportunity.” For instance, the first of many CAUSE conferences and forums focused on developing new assistive living technologies. ALT-1 connected innovators and entrepreneurs with an interest in developing products and services for senior citizens and people with disabilities. CAUSE is collaborating with local nonprofit Living Resources and its CEO Fred Erlich B.A. ’69, M.S.W. ’72, M.B.A. ’94 to stimulate interest in startups wanting to use this technology. See box below to see all that CAUSE has accomplished in a few short months.

The recently established CAUSE advisory council is looking to fulfill their social and business mission by working on eliminating food deserts, the lack of healthy food in low income neighborhoods.

See more stories on entrepreneurship in this issue: The path of entrepreneur Norm Snyder ’83, on page 4, the opening of the Blackstone LaunchPad on page 10 and Standish Professor of Entrepreneurship Bill Wales exploring the health care system of Costa Rica on page 2.
Unlike the traditional academic path, the life of a faculty practitioner is not publish or perish. Instead of doing the research and publishing demanded of professors, they practice their trades. The following School of Business faculty maintain practices in marketing, computer forensics, human resources, cost accounting, communication, taxation, business law and corporate finance while teaching one, two or three classes per semester. One is a surrogate court judge.

RON LADOUCEUR
POSTMKTG

The transition to teaching is natural for some. Ron Ladouceur, principal and founder of branding and marketing firm POSTMKTG, said, “Right away I found I loved it! Teaching, as it turns out, allows me to explore my coequal interests in academic research and commercial application. I try to teach both sides in my class without necessarily merging them. The business majors I teach are excited about exploring both paths.”

PAUL GLOTZBECKER ’10
Avion Management Corporation

Accounting lecturer Paul Glotzbecker said, “The best part about teaching is the mental freshness that it provides. In class discussion, students often provide a unique perspective to academic problems. Listening carefully to their perspective provides a learning experience for the teacher. Instead of becoming stale with the same approach, we are given a way to think differently.” Glotzbecker takes this broadened perspective to his position as vice president and controller of Avion Management Corporation.

TOM COLLURA
Hodgson Russ, LLP

Tom Collura, a partner at Hodgson Russ, LLP, agrees with Glotzbecker. He said, “I learn from the questions asked by my students. No matter how well you think you know something, you realize that there is more to understand when you try to explain it to others. I have solved many difficult tax problems for clients based upon something I only knew through teaching.” Collura has taught for the School of Business for nearly 20 years. He serves as director of the MS taxation program.

HEIDI REALE
Price Chopper

Many School of Business faculty practitioners work a day job and teach in the evening. Director of Shopper and Digital Marketing at Price Chopper Heidi Reale began teaching a class in digital and social marketing in August after guest-lecturing for Dr. Suraj Commuri and working with UAlbany students on the Price Chopper Innovation Competition. She said, “I balance teaching with my practice by incorporating lessons and findings from my marketing experience into the course curriculum. I am a big proponent of driving students to get hands-on experience. Every class includes current readings, case studies and a real-life marketing plan to end the semester. My big trade-off is sleep! I don’t get enough of it.”

FABIO AUFFANT II
Retired New York State Police

Fabio Auffant II has found less time to practice digital forensics as he expands his role in the School of Business. Auffant retired from the New York State Police in 2012 after a career that included a stint as a road trooper and many years fighting cybercrime. His role as instructor for the state police led to college teaching, first at Columbia-Greene Community College, where he taught information technology and criminal justice and then at UAlbany. He connected with the School of Business information technology department when the state police contacted them to test forensics tools. Within months of his retirement, he was recruited to teach in the newly created degree in digital forensics. Since the number of classes he teaches has climbed to three per semester and he now advises students as well as teaching them,
Auffant has less time for his digital forensics private investigating services firm, Second Wave Associates. He said that his roles feed each other. “Technology changes so often that lesson plans must change every few months to stay relevant.”

SUSAN PEDO '03
Communications and Public Affairs Consultant
Susan Pedo has taught numerous classes for the school since 2011 when she was hired to teach the EY communication class for accountants. She is a communications and public affairs consultant specializing in economic development, health and public safety who has done substantial work for the National Safety Council. Pedo's graduate class in presentation skills put her local contacts to work for the students and also benefited the community as her MBA students prepared a final project on an undeveloped commercial site for Capitalize Albany Corporation.

GREG COLLINS '00
Empire Financial Advisors
Empire Financial Advisors Vice President Greg Collins, who earned an MBA from UAlbany, appreciates the opportunity to work with students. He said, “I have been a teacher my entire career - serving as a trainer, educator and mentor in every role I have had. Teaching affords me the opportunity to motivate students by first removing some of the common intimidation of finance. That can be a real stumbling block, especially for courses in finance that are burdened with copious amounts of confusing equations and notation. When I was a student I always wondered how the material was relevant to me and cared about the practical applications, so I try to focus on those questions when I lecture. And I continuously underscore the importance of ethics and risk management so students can get started and make better, more informed financial and career decisions.”

MATT COTUGNO ’08
MVP Health Care
The lecturers benefit as well. The extra research that goes into preparing for a class allows them to investigate their subjects in more depth than most practitioners. Matt Cotugno who earned an MBA with a focus on human resource information systems, works for MVP Health Care. He said, “In the HR world, you need to stay abreast of changing laws and practices. Teaching these courses at UAlbany allows me to do just that and more. In addition, the course allows me to remain intimately connected with HR concepts that drive successful organizations so I can then apply those principles to my day to day work.”

PAUL MORGAN JR
Rensselaer County Surrogate Court Judge
Law lecturer Paul Morgan Jr. has been at the School of Business for a whopping 23 years. While still in law school, Morgan filled in for a class in negotiable instruments that his dad, Paul Morgan Sr., was teaching. He now teaches more than 600 students in three classes per semester while serving as surrogate court judge for Rensselaer County. Before serving as judge, Morgan worked as chief clerk in the court for more than two decades. He gets a “tremendous amount of material” from the court system, but of course not from pending cases. Even after a full day on the bench, the students keep him coming back. He said, “I love teaching. I love the students. I love going into a classroom. It's showtime!” Morgan has always been a student favorite, recently named fifth out of more than 1 million faculty ranked nationally on RateMyProfessors.com.

OUTSIDE THE CLASSROOM
This group gets involved outside of the classroom. Collins serves as the faculty advisor to the UAlbany Stock Exchange and has worked with the University at Albany School of Business Investment Group. Glotzbecker advises the Albany Running Exchange and regularly attends student ceremonies such as graduation, honors programs, academic presentations and banquets. Collura serves on the graduate affairs committee. Morgan advises MBAs on law-related research projects and undergraduates in the New York State Assembly Internship Program. Ladouceur helped the school develop its new brand – “Meet Your Future” – and launch a new graduate programs website.
Hillary Hansen was working on a business concentration in management and marketing when advisor John Levato suggested that she consider changing her major to accounting, saying, “This is your path.” Hansen listened. She scored a job at Ernst & Young, found her niche and made partner. She has indeed found her path.

Hansen said that the School of Business was a good training ground for working at a Big Four firm. She said, “Not only did we learn the basics of accounting, but we learned how to work hard.”

The University at Albany provided a variety of activities that Hansen dug into with relish. She was involved in Beta Alpha Psi, Pi Sigma Sigma, the Golden Key National Honor Society, cheerleading and recreational softball. While in school, she waitressed at the Ground Round, worked the register at Oliver’s Beverage Center, gave tours to prospective students and was an orientation assistant for freshman orientation, her favorite on-campus job. After arriving at UAlbany, Hansen barely left for the four years she was in school, prompting her mother to ask whether she was ever coming home.

One of the few times Hansen did leave UAlbany was on a college trip to Pittsburgh to learn about the dangers of hazing. She was there to represent UAlbany sororities through the Pan-Hellenic Council. Representing the fraternities was Scott Hansen ’93, a fellow accounting major she had not yet met. They immediately started dating, married six years later and will celebrate their 18th anniversary in May.

EY has been a good fit for Hansen. She is able to telecommute two days a week, while still growing her career. She said, “They allow you to add different skill sets constantly. I change my hat every hour and grow every day.” Beyond her work as the lead audit partner for many global and diverse banking and capital market institutions, she has been involved with performance management, core training instruction, counseling, recruiting and mentoring. Making partner was one of her biggest accomplishments, but she said what felt even bigger was seeing someone she had mentored make partner.

As a recruiter for EY, Hansen notes that she sees a lot more on resumes these days, leading her to encourage students to stay focused. She said, “Don’t take your eye off the ball. There is a lot of competition.” She advises graduates to think outside the box and take on challenging assignments.

Hansen grew up in upstate New York, first on Keuka Lake and then moving to the Binghampton area. She and her husband Scott live in Warwick, New York with their children, Matthew age 15, Christopher age 12 and Hallie age 9. Scott started his career at EY and now works for Production Resource Group. The family enjoys the outdoors. They are huge skiers (both water and snow), run, fish, boat, read, watch movies and love their dogs, Maggie and Chloe, and cat Tucker.

The couple established a recreational youth lacrosse league, are on several youth sports boards, and are involved in many of their children’s activities, including coaching several sports. Hansen regularly fundraises for those groups and has also raised money for many charitable organizations including over $100,000 for the Avon Walk for Breast Cancer, a two-day walk of nearly 40 miles, which she has done four times.
DEAN C. BACKER ’88
Managing Director and Partner
Goldman Sachs

Dean Backer’s fascination with Wall Street started in junior high school and continued as he worked on a business major at his first-choice school: the University at Albany.

Sports held an equal appeal. Backer played soccer and baseball through high school and continued playing soccer in college, giving it up after one season to raise his grades for entry into the School of Business.

He began his first and only internship, at Kidder Peabody, on an ominous date, October 19, 1987, Black Monday. The worldwide stock market crash did not deter him, and only strengthened his attraction to finance.

After beginning his career at Andersen Consulting, Backer was recruited by Goldman Sachs, an Andersen client. Twenty-five years later, Backer is a member of Goldman Sach’s “Quarter Century Club,” a small group that includes not only partners, but all employees who have logged 25 years with the firm, right down to the person in the mailroom.

Backer oversees and serves as global head of sales and capital introduction in the global securities service business. “Educated risk-taking” helped him get there. One decision was more significant than he could have predicted. After a year on the job, Goldman offered him a chance to prove himself. Backer was invited to be part of a three-person team establishing a trust company for Goldman in the Cayman Islands. They were successful. He returned after three years, became a managing director in 1999 and made partner in 2002.

The Cayman Islands provided more than a foundation for his career. He met his wife Anna there. They returned to New York together in 1994 and married in 1998. Backer notes that most of his wedding party were grade-school friends and college roommates.

The Goldman partner asserts that his success was a result of hard work, good luck, timing, his “first-class education” at UAlbany and the guidance of the late School of Business advisor John Levato. Levato regularly hosted Backer and his suitmates at the Italian-American Center to feast on spaghetti and meatballs and talk. He said, “John started as an advisor, became a mentor and ended as a friend.” Backer feels that Bill Roller, director of development for the School of Business, embodies much of Levato’s spirit. “There is a lot of John Levato in Bill Roller. He helps me figure out how I can be involved.”

Backer said, “I would not be at Goldman Sachs without UAlbany and the internship that John helped arrange. I feel that I owe the school a lot. They did a great job educating me at a great value.” To that end, Backer feels a strong commitment to UAlbany and the need to give back. He supports the school through the Dean C. Backer ’88 Scholarship, membership on the Dean’s Advisory Board and mentoring students.

Backer is a recipient of the University at Albany Foundation Excellence in Business Award. He is the board president and chairperson of Help for Children, a nonprofit that funds organizations combating child abuse. Additionally, he serves on the boards of CDI, an organization that provides free academic, career readiness and social services to public school students, the UJA Federation of New York and the Leukemia and Lymphoma Society.

The Backers live in New York City with their two daughters, Chelsea, aged 14 and Phoebe, aged 12. Both attend Friends Seminary in New York. The family travels, skis and scuba dives.
Stopping Hackers in Their Tracks

As this story was written, Apple and the FBI were going head-to-head regarding iPhone encryption. There is no doubt that the field of cyber-security continues to grow. Through the new School of Business degree in digital forensics, a new MBA concentration in cyber security, a graduate certificate in information security and other initiatives, the school stays at the forefront. The latest endeavor is a federal grant that goes beyond identifying threats to identifying potential hackers.

Information Technology Management Chair Sanjay Goel has been awarded a $1.5 million grant from the Intelligence Advance Research Projects Activity of the U.S. Office of the Director of National Intelligence. The School of Business is working with Georgia Tech and General Electric to study user behavior to detect potential threats. This program identifies likely perpetrators by testing intention. Cyber culprits can be identified before they take action, stopping them before they attack.

Bill Sheehan ’49, ’50

Former law lecturer Bill Sheehan passed away in December. He was 94. Sheehan earned a secretarial diploma from Albany Business College in 1941 and continued his education with a B.S. in commerce and an M.S. in administration from the University at Albany when it was still the New York State College for Teachers.

After graduating from Albany Law School in 1956, he started work for a local firm. One year later, as a result of a conversation he had with the dean of the Commerce Department, Milton Olson, on a city bus, Sheehan started teaching at the University of Albany. When the Commerce Department became the School of Business in the early 1960s, Sheehan was fully committed, teaching classes in business law, business math, business organizations and business English.

Sheehan received the Student Association Award for Excellence in Teaching in 1980. He was called upon to speak at the first January graduation held by the university. His advice to students was, “If you’re not happy, move on.” Sheehan must have been happy because he stayed at the university until 1985.

Alongside his teaching duties, Sheehan maintained a private law practice. After retiring from both jobs, he continued to proctor exams until 2010, often surprising stressed test-takers by encouraging them to “stand up and stretch” during the exam.

Sheehan served in the Army, worked for the FBI and also taught at Albany College of Pharmacy. His son Joe serves as law coordinator for the School of Business.
Promoted? Received an award? Wrote a book? Send accomplishments to businessalumniupdate@albany.edu to be included in a future issue.

Jim McArdle ’69, ’72 published “A Yank in Libya: Living and Working in Gaddafi’s Jamahiriya.”

Andrew Goldbaum ’83, was named chief operating officer of Thornton Tomasetti.

David Light ’86 co-founder and principal of CrossRate Technologies has announced that his firm is partnering with Nasdaq eSpeed to develop Nasdaq CrossRate.

Michael F. Poppo ’86, managing director of the Poppo Group, has been named to the School of Business Dean’s Advisory Board.

Latonia T. Spencer ’92, ’94, ’00, the director of student financial services and fiscal officer for the division of enrollment management at the University at Albany, received the New York State Chancellor’s Award for Excellence in Professional Service.

Josette Valenti ’92, ’95 was named vice president of human resources for The New York Independent System Operator.

Evan H. Margolin ’94 has been named executive managing director at Savills Studley.

Richelle Konian ’95 of Careers On The Move, was named CEO of the Month by Acquisition International Magazine.

Kareem Chin ’96 was named vice president of investor relations at Viacom.

David Helprin ’96 was named a tax principal at EisnerAmper LLP.

Damian Bazadona’s ’98 company Situation Interactive has been named one of 2016’s Best Companies to Work for in New York State, chosen by the New York State Society for Human Resource Management, the Business Council of New York, Best Companies Group and Journal Multimedia Corporation.

Stephen N. Stabile, ’01, senior vice president at Merrill Lynch, has been named to the School of Business Dean’s Advisory Board.

Mike Li’s ’04 company Pure Adapt Inc. was named to the Inc. 5000 list of fastest growing private companies in the U.S.

Joe Frigolette ’14, ’15 was featured in a TED Talk, “Tell Me No!” at TEDxSalisbury.
Purple and Gold Student Ambassadors at the Big Purple Growl represent the best of the School of Business. Peter Rodrigues ’16 (Financial Analyst Honors Program and Accounting), Jacob Wasserman ’18 (Financial Analyst Honors Program), Najwa Zarook ’15,’16 (Accounting, Forensic Accounting), Rachel Kukuliev ’16 (Accounting and Math), Cristian Palma ’16 (Marketing and Management), Destiny Anderson ’16 (Financial Management Regulation) and Adam Mrowca ’17 (Information Technology).