Lafayette Ambassador Bank Wins First Societas Award

By Joyce C. Rhoads ’02

Ethical business practices and responsible corporate conduct were highlighted at the inaugural Societas Award presentation at the Forum for Ethics in the Workplace Breakfast on September 8. This annual award was designed to show how real companies incorporate ethical standards and best practices throughout their business models.

Participating companies were required to submit a detailed application package addressing recognized elements of ethical business practices such as formal codes of conduct, compliance with both the letter and spirit of the law, accountability at all levels of the organization, and good corporate citizenship.

Kevin Flemming ’97, chair of the award committee and board of directors of the Forum for Ethics in the Workplace, was pleased with the companies who responded and submitted applications for the Societas Award. Companies included ATMOS, Inc., Altitude Marketing, Lafayette Ambassador Bank, and Prudential Patt, White Real Estate.

Fr. Thomas Dailey, OSFS, ’81, director of the Salesian Center for Faith and Culture; Thomas Garrity, managing partner Compass Point, Ltd.; Larry Deal, president of the Forum for Ethics in the Workplace; and Kevin Flemming, president of Integrity Personnel, Inc. welcomed the many guests and provided information about this first-time award.

Five students—Amitabh Varma ’12, accounting and finance, Thomas Allen ’12, finance and accounting, Kenneth Ridge ’12, sport management and marketing, Deborah Lubov ’12, accounting and finance, and Mary Bielski ’12, communication and accounting—gave introductory presentations and slideshows about the nominated companies. The presentations highlighted each nominee’s ethical qualities—core values, team work, security and integrity, open communication, and community service.

Flemming explained the judging criteria for prospective companies and introduced the Societas Award judges—Fr. Daniel Gambet, OSFS, president emeritus of DeSales University, and Curtis Barnette, chairman emeritus of Bethlehem Steel Corporation.

At the conclusion of the program, Flemming presented the 2011 Societas Award to Gerry Nau, president of Lafayette Ambassador Bank.
Word From the Division Head

I hope the beginning of your holiday season went well. Thanksgiving is a great time to catch up with family and friends and it’s a great lead into Christmas. For me, it’s always a good time to reflect on the fall semester and to recharge my batteries for spring.

The fall semester was really fun—I caught up with many DeSales alumni and other members of the community who help support our programs. I could spend pages listing all of my encounters, but I think this newsletter does a great job of listing a few highlights. Terry Coleman ’82 won a well-deserved alumni achievement award. She’s a great resource to the University. Catching up with alums Frank Mancuso ’04, Nick Staats ’10, and Tom Pany ’11 as they shared their experiences with current students really brings me full circle. I remember when they were students listening to the advice of successful professionals. What this group also shares (along with many of our alumni) is their willingness to help our students with internships and job placement opportunities.

Construction of the Gambet Center for Business and Healthcare Education is well underway. If you haven’t been back to campus in a while, please come see it. The building will be quite impressive when it’s completed, with a really great trading room. One alum who was recently on campus told me it looked like we are constructing two new buildings because the space is so large. At 77,000 square feet, it will be the largest building on campus.

We also welcomed two new faculty members this semester—Michael Gallagher and William MacGregor. Martin Brett ’98 received tenure and was promoted to associate professor, and Sue McGorry was promoted to full professor.

I hope you enjoy this edition of Business Matters and I wish you and your family a Merry Christmas and Happy New Year!

Advance Your Career With a DSU Internship

By Charles G. Jobs, Ph.D.

If you’re a freshman or a sophomore and aren’t thinking about your internship because it is years away—think again. Your internship can be the single most important experience of your college career, particularly if you plan ahead. It can also be less rewarding if you limit your choices. At DeSales, we have the luxury of a small student population and many companies seeking our students. However, waiting until the last minute to set-up an internship usually limits your options.

We recently had an intern work for the commissioner of Major League Lacrosse in New York City. Another student plans to intern for both Royal Caribbean and attend the prestigious Disney University. These are certainly value-added experiences.

Alternatively, some students have lost good internships because the paperwork from their prospective employer arrived too late. The moral of the story is planning ahead tends to improve your internship experience.

So what should you do to begin the process? It starts in your freshman year. I ask all my advisees to think about what they want to do when they graduate and start working on their resume immediately. This makes you think about activities that support your goals and select courses to try to “find yourself.” It also makes you think about what job you might select during summer break. The goal is a mockup of what you think a good senior resume might look like and will help you fill in the blanks while moving through your undergraduate years. This way, by the time you’re a junior, you’ll be better positioned to compete for the most desirable internships.

Another important key to landing a good practical work experience is your personal network of contacts. You don’t have to be from the Kennedy or Bush families to leverage your personal network. I have seen DeSales students get perfect-fit career building internships from their fellow students’ relatives and friends. Many faculty members are well connected in the business community; however, they’re best able to help when they know you well and understand where you’re trying to go with your career. Good communication with faculty and advisors is very helpful.

I also encourage everyone to visit the career services office. Kristin Eicholtz, director of career services and internships, and Maryanne Charlton, department secretary, are great resources. They offer regular sessions on topics from resume writing to employer meet-and-greets. Another well-kept secret is they have the best free munchies on campus.

If you’re an upperclassman and are behind the curve, don’t fret, because there’s still time…and that time is now. Regardless of your rank the next move is yours. I encourage you all to take advantage of the abundant resources available to you at DeSales and to make your internship the best it can be.

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Gambet Center to Feature Wall Street Trading Room

By Joyce C. Rhoads ’02

The University broke ground for the new Gambet Center for Business and Healthcare Education on June 10, and within a short time, construction was underway. The Station Avenue intersection has changed dramatically, and that change in scenery points toward an outstanding, dynamic new campus facility in Center Valley.

When the business division moves into the Gambet Center, they will have a unique and specialized business classroom—a replicated Wall Street trading room—on the second floor. This will be an outstanding resource for our future business leaders.

Business students will enjoy a business-like atmosphere complete with a stock market exchange ticker tape on the overhead walls. The classroom technology and network will create a learning experience aimed toward promoting their future careers, and the room will even feature ergonomic classroom furniture.

The Wall Street trading room will primarily house finance courses such as Money and Banking, Personal Finance, Financial Markets and Institutions, Financial Management, Investment and Portfolio Management, and Senior Seminar. Our business faculty—Dr. Tahereh Hojjat, Dr. Amy Scott, and Bradley Barnhorst—are looking forward to teaching students in the specialized classroom.

“The trading room will be the crown jewel of the business section of the Gambet Center and it will enable faculty to demonstrate how a real trading floor works,” says Dr. Christopher R. Cocozza, head of the division.

As the Gambet Center construction moves forward, we encourage you to visit www.desales.edu/transformation to see real-time photos of the construction.

MBA Happenings

By Kimberly May Karpinski ’12

The DeSales MBA program had a busy and exciting fall due in part to the relocation of its Lansdale Area campus. The campus is now at the corner of Summytown Pike and Broad Street in Lansdale, Pa., providing easy access from the Northeast Extension of the Pennsylvania Turnpike, Routes 309, and 202. MBA classes began in August, followed by the official dedication and ribbon-cutting ceremonies held on September 27. The campus includes seven classrooms, a student lounge, and state-of-the-art technology.

The DeSales’ ACCESS program is joining us in providing services to Lansdale and Montgomery County residents. ACCESS will offer its accelerated bachelor’s degree program at the campus beginning in January 2012.

As a result of MBA partnership with Universidad Peruana de Ciencias Aplicadas (UPC) in Lima, Peru, continues to flourish. For the past year we have provided teaching, learning, and cultural experiences to UPC students, both in Lima, Peru, and through study tours in the Lehigh Valley and surrounding area. During the Spring 2012 session, MBA students will have the opportunity to apply a global perspective to their individual concentration by participating in an eight-day trip to UPC as part of our Special Topics course—a multidisciplinary class covering topics over the broad spectrum of MBA concentrations.

The Peru trip, scheduled in May, will include visits to companies and cultural excursions throughout Lima, including additional trips to Cusco and Machu Picchu. If you are interested in participating, contact Mary Ann Falk at 610.282.1100, ext. 1448, or e-mail MaryAnn.Falk@desales.edu. Availability is first-come, first-served.
Facility Spotlight: Dr. Michael Gallagher and Dr. William MacGregor

By Joyce C. Rhoads ’02

The Division of Business welcomed two faculty to the University this year. Dr. Michael J. Gallagher and Dr. William MacGregor offer many years of business experience and knowledge in the corporate sector and in academia that will strengthen students’ learning.

Gallagher teaches financial accounting to undergraduates and international accounting to graduate students. MacGregor teaches management and organizational behavior to undergraduates and he teaches in the MBA program.

Gallagher received his Ph.D. in higher education with an emphasis in accounting and research from the University of Toledo and his M.B.A. and B.S. in accounting from Lebanon Valley College. He is also a certified public accountant.

As an accountant, Gallagher has been the assistant controller at Lebanon Valley College and he was the budget manager for the Office of International Studies at the University of Notre Dame. In this position, one of his projects was to help students interested in international studies. He used his accounting expertise to revise the university’s billing system and improve the process so that more students could participate in summer, semester, and year-long programs in more than 39 countries. In coordinating this global project, Gallagher had the opportunity to travel to Ireland, England, Scotland, Spain, Germany, and Poland.

Additionally, Gallagher has teaching experience at Defiance College in Ohio and at Dickinson College in Pennsylvania.

Gallagher’s research interests are the relationships between the U.S. economy and the countries in the European Union; he is currently studying housing trends and the debt crisis. He also studies the financial statements of colleges and universities in Pennsylvania and Ohio.

Outside of the classroom, Gallagher plays and coaches basketball. As a student, Gallagher played basketball, so when his children took an interest in the sport, Gallagher stepped in and coached junior high school, CYO, and AAU basketball. Each year, if time allows, he attends one of the NCAA March Madness basketball games, and he also enjoys following football and baseball.

Gallagher and his wife, Karen, have three children. His son Michael is a current DeSales student, his daughter, Katie, is a master’s degree student in environmental engineering at Villanova University, and his daughter, Emily, is in her junior year at Southern Lehigh High School.

Bill MacGregor began teaching in the M.B.A. program in 2006. He’s taught management and human resource courses at several of our campuses. This past January, MacGregor became a full-time faculty member, teaching management courses in the day program.

MacGregor has extensive training in human resource systems and organizational behavior and has facilitated management development at well-known companies. He also launched Pep Boys University through a creative partnership with the Dale Carnegie Leadership Institute and Peirce College in Philadelphia. Business students and management majors will learn a great deal in MacGregor’s classes.

MacGregor received his Ed.D. in psychoeducational processes from Temple University, his master’s degrees from Villanova University and Cal State Bakersfield, and his B.A. from St. Charles Seminary.

For more than 14 years, MacGregor has volunteered for Canine Partners for Life (CPL), which trains and places assistance dogs with individuals with mobility impairments. He got involved in CPL when his daughter, Claire, was diagnosed with cerebral palsy and CPL provided a dog to help her.

MacGregor has contributed time with other CPL volunteers by maintaining kennels, raising puppies in his home, and handling obedience and social training classes. MacGregor said puppies also are sometimes given to qualified prisoners for training and companionship for a brief time. Later they are transferred to volunteer homes so they become acquainted with home and family life.

To learn more about Canine Partners for Life, visit www.k94life.org.

If you have a chance, please take a moment to meet and welcome Gallagher and MacGregor. Their offices are in the business basement suite, Room 10.
By Richard G. Hayek, CPA ’80

Wow, it’s hard to believe it’s been 31 years since I graduated from DeSales.

At that time, Bethlehem Steel Corporation was a world-class steel manufacturer, everyone shopped at Sears, and Kodak was a dominant player in the photo industry. In 1980, these three companies plus 27 other blue chips made up the Dow Jones Industrial Average (DJIA)—30 stocks with the size, market strength, and business outlook upon which we measured our nation’s overall economic well being.

Fast forward to today. Another Wow! Two-thirds of the companies that made up the DJIA in 1980 are no longer included in the average. Some no longer have the market presence they once had while others went out of business. Bethlehem Steel, my first employer after college, filed for bankruptcy in 2001. The weekly “onsale at Sears” circular was swallowed up by Wal-Mart’s “every-day low pricing” strategy, and Kodak film simply lost its relevance in the marketplace.

Among the companies still included in DJIA 31 years later are IBM, Proctor & Gamble, DuPont, Alcoa, and General Electric—each finding ways to maintain their relevance and strength in the marketplace. Today’s composition of the DJIA also includes new powerhouses such as The Coca-Cola Company, Microsoft, and JPMorgan Chase.

Many factors contribute to the success or failure of a business, but let’s focus on one essential determinant of success—the strength of an organization’s values system. Corporate values are a clear and concise set of beliefs and behavioral expectations to which all team members should be held accountable. They represent the foundation of a business. All organizations have a core set of values, but those who support, nurture, and live their values, from the boardroom to the shop floor, simply do better.

In addition to the companies in the diagrams, think about the success of Apple, Google, and Zappos, and the disappointment of Enron, WorldCom, and British Petroleum. Consider how following, or not following, corporate values may have impacted their business results. For those still in the marketplace, consider how the core beliefs and behavioral expectations below will impact their ability to remain strong and relevant. In other words, how well will these companies:

- Act with integrity
- Embrace accountability
- Have courage to innovate
- Think globally
- Celebrate diversity
- Support corporate social responsibility
- Promote openness and candor
- Enable change
- Do the right thing
- Build trusting relationships grounded in mutual respect

One final question: how will you maintain your market presence, relevance, and positive outlook in your academic, athletic, professional, and personal life?

Hayek earned an accounting and business administration degree from DeSales. He was inducted as an honorary member of the DeSales University Kappa Xi Chapter of Delta Mu Delta, an international honor society in business administration.

After six years with Bethlehem Steel’s Internal Audit Division, Hayek joined The Hershey Company with progressive experience from senior internal auditor, plant manager, global supply chain transformation leader, and director of Hershey Global Shared Services—U.S., China, and Philippines. He also leads Hershey’s corporate values program.

Hayek and his wife Karen live in Harrisburg, Pa., and have four children—Jonathan, Christopher, Anthony, and Darid.

“With each year, I become more and more grateful for the values-based education, life-long friendships, and wonderful memories of DeSales University,” says Hayek. “I’m grateful to my family, teachers, and dozens of friends who, to this day, remain in touch reminiscing about our great years at DeSales.”

Division Announcements continued

as well as a life that reflects the ideals of St. Francis DeSales.

Fleming Ethics Bowl Competition 2012

The third Fleming Ethics Bowl Competition will be on March 29 in the White Pavilion of the DeSales University Center. Students from LVAIC institutions will compete for monetary awards and collegiate recognition after presenting their ethical perspectives on a case study signifying upstanding ethical business behavior.

Presentations will be critiqued by a committee of judges who volunteer their time and expertise to this day-long event.

For more information, contact Dr. Sue Y. McGorry, planning committee chairperson, at 610.282.1100, ext. 1329.

BS/MBA in Accounting Dual Degree Program

Seven traditional undergraduate accounting students plan to continue with their studies in this program during the Winter MBA session. After graduating in May, the students will take two MBA classes online in the May-June session and two in the July-August MBA session.
SAVE THE 2012 DATES

MBA Information Sessions
Details at www.desales.edu/MBA.

Tuesdays with ACCESS
Details at www.desales.edu/tuesdayswaccess

ACCESS Adjunct Appreciation Dinner
1/6 • 5:30 – 8:00 p.m.
White Pavilion, University Center

Volunteer Income Tax Program
1/30 – 4/6
Qualified individuals should call 610.282.1100, ext. 1868. You’ll receive a follow-up phone call from a student.

Admissions Academic Scholarship Competition
2/4 • 12:30 – 4:30 p.m.
Dooling Hall offices and the Skylight Lounge; Hurd Auditorium

11th Annual Lehigh Valley Collegiate Career Expo
2/15 • 12:00 - 4:00 p.m.
Holiday Inn, Fogelsville, Pa.

Career Services Etiquette Dinner
3/21 • 5:30 - 8:00 p.m.
White Pavilion, University Center.
Attendees must register in career services with a $5 registration fee.

Fleming Ethics Bowl Competition
3/29 • 8:00 a.m. – 5:00 p.m.
White Pavilion, University Center

Accounting & Finance Club Trip
April

Admissions Spring Open House
4/21 • 9:30 a.m. – 2:30 p.m.
Billera, Dooling, DUC, Labuda, Trexler, Hurd, & Residence Halls

Business Division Senior Awards Dinner
5/2 • 5:00 – 8:00 p.m.
Hurd Room, University Center