College of BUSINESS

NEWSLETTER | WINTER | 2024 | ISSUE 3

MESSAGE FROM THE DEAN



Fall 2023 commenced a new year of activities by MU students and faculty both on and off campus in a myriad of exciting and cutting-edge business areas. Our winter Newsletter highlights students engaging with professional sports executives at NY Yankee stadium; receiving an economics briefing from a research economist at the Philadelphia Federal Reserve; hearing the latest developments in artificial intelligence from an accomplished AI thought leader and chief operating officer; setting up an entrepreneurial retail operation on campus; participating in the sport sales combine at Arizona State University, and developing videos to support the mission of four critical nonprofits in the area.

In addition, we established a Misericordia College of Business Dean's Fund to benefit student engagement. The purpose of the fund is to support student applied learning opportunities, promote a new business honors program, and other opportunities to encourage outstanding student achievement. Please contact **Mark DiPippa** or me if you would like to support our students! We look forward to further exciting and great learning opportunities in spring semester, and we wish all our students and friends of Misericordia much success in 2024!

James J. Pierson, J.D., CPA
Dean, College of Business

Speaker Series

CARL J. WITKOWSKI, CHIEF OPERATING OFFICER FOR BERKSHIRE HATHAWAY GUARD INSURANCE COMPANIES

The Fall 2023 **Mark J. and Lorraine S. Alles Distinguished Speaker Series** attracted over 120 students, faculty and staff on Friday, December 1, 2023 in the McGowan Library Room. We were pleased to have **Carl J. Witkowski**, Chief Operating Officer for Berkshire Hathaway GUARD Insurance Companies, serve as our distinguished speaker, who presented "Lessons from an Artificial Intelligence (AI) Thought Leader."

Carl provided an excellent overview that included discussing the components of AI, such as natural language processing and machine learning algorithms; governance issues including privacy, security, and climate impacts; use cases such as code generation and embedded copilots; challenges such as human oversight and continuous improvement, and the recent Administrative Executive Order from President Biden regarding artificial intelligence and addressing standards, testing, and addressing critical vulnerabilities.

Carl's presentation enlightened and informed our business students in this critical technology as AI will greatly impact their current studies and will have a dramatic impact over the trajectory of their careers.



Dean Jim Pierson, Greg Collins '82 – Board of Trustee Vice Chair, Carl J. Witkowski – COO of GUARD Insurance Companies, Dr. Deborah Smith-Mileski '75 – Board of Trustee Chair.



The Mark J. and Lorraine S. Alles Distinguished Speaker Series was established through a generous gift from Mark and Lorraine with the purpose to annually host renowned lecturers and scholars so that they may share their experiences and knowledge, and provide valuable insights to inform, enlighten and prepare students to live a life of consequence and to make a difference in the world around them.

MISERICORDIA UNIVERSITY

Fall 2023 Events:

HEALTHCARE PROFESSIONALS DAY

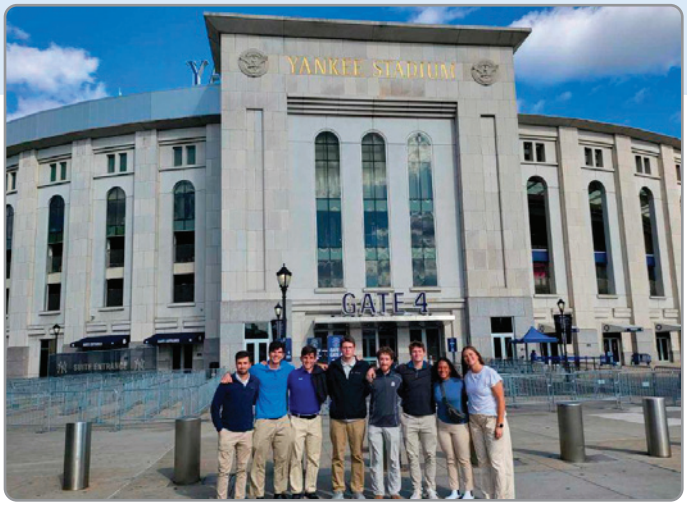
Healthcare Professionals Day was held on November 1, 2023. This annual event provides area high school students who are taking AP science courses an opportunity to experience all that Misericordia has to offer. The College of Business is an integral participant as the healthcare industry in the United States comprises almost 20% of the economy. This year, we engaged nearly 50 students from six area high schools. Our business Healthcare Administration Program had a JENGA activity to facilitate team building and collaborative thinking that was well received by students and provided for a spirited school competition. The take-home point was that without healthcare management and administration, healthcare organizations cannot function, efficiently or effectively.



SPORT MANAGEMENT ASSOCIATION EVENT WITH THE YANKEES

Dr. David Gargone, chair of the department of Business and associate professor of Business, led a group of eight Misericordia students in the Sport Management Association to Yankee Stadium on September 19, 2023. They were met by Misericordia alumnus **Alfred "Al" Santasiere III '01**, executive director of Publications, who has worked within the Yankees organization since 2003. Santasiere provided a tour of the press box, public relations section, and the radio and television broadcasting booths. Al shared his journey to work in professional sports beginning with his collegiate days and his perseverance in the job hunt as he sent out 100 letters of interest to teams for his first internship. He currently runs the Yankees Magazine, published monthly and on sale at every game.

Al also introduced the group to **Mario Oliveri '10**, another Misericordia graduate, and **Michael Margolis**. Mario is the director of Season Ticket Sales, Retention, and Service for the New York Yankees, while Michael is the team's senior director of Communications and Media Relations. They shared personal anecdotes and gave advice for breaking into the field of baseball and professional sports in general. The Sport Management Association at Misericordia University consistently sponsors trips like our fall visit to Yankee Stadium. The goal is to get students experience and connections in the world of sports.



SPORT MANAGEMENT ASSOCIATION TAKES TRIP TO PHOENIX, ARIZONA

In late October, the Sport Management Association sent seven students to attend the 1st Annual Southwest Sports Sales Combine in Phoenix, Arizona. The combine was co-hosted by the Phoenix Suns and the William P. Carey School of Business at Arizona State University. Four students participated in the competitive portion of the event and **Dr. David Gargone** served as the team advisor for the trip. In addition to the extensive training in ticket sales and corporate sponsorship development, the group attended a career fair hosted at the Footprint Center, a homecoming football game at Arizona State University, an Arizona Cardinals game versus the Baltimore Ravens, and a Phoenix Suns game versus the San Antonio Spurs.





BUSINESS PROFESSIONALS ASSOCIATION (BPA)

The Misericordia University BPA has experienced significant activity since its re-establishment in August. One of the notable achievements of the BPA is the establishment of the **Cougar Candy Company**. This student-led initiative aims to provide a platform for business students to gain practical experience in entrepreneurship and marketing. The company produces and sells a variety of delicious candies, offering students the opportunity to develop their business skills while generating revenue for the association. The Cougar Candy Company has gained popularity on campus, attracting a loyal customer base, and contributing to the association's financial success. The BPA is looking forward to further activities in Spring 2024, with guest speakers, field trips and continued business activities like the Cougar Candy Company.

FEDERAL RESERVE BREAKFAST

Twenty MU Business students joined **Dr. Jean Cupidon** and **Dean Jim Pierson** in attending the annual Federal Reserve Breakfast on October 4, 2023, hosted this year at Penn State's Wilkes-Barre campus. The event was sponsored by the Back-Mountain Chamber of Commerce, and featured **Ryotaro Tashiro**, regional economic advisor in the research department of the Federal Reserve Bank Philadelphia. Ryotaro provided an overview of national and regional economic conditions in the Federal Reserve's Third District, monetary policy, and the role of the Federal Reserve in the economy. Ryotaro's presentation provided an expert viewpoint that benefitted the MU students in their macroeconomics class and other business studies.



COLLEGE OF BUSINESS PREVIEW DAY

The College of Business held its first Preview Day for prospective high school juniors and seniors on November 16, 2023. We were happy to host 23 students from various high schools. The event included a welcome from the Dean and functional break-out sessions led by faculty and staff members **Dean Jim Pierson**, **Dr. Fred Croop**, **Dr. Zhen Ma**, **Gary Bernstein**, and **Paul Nardone**, and information sessions from Career Development, Student Success Center and Admissions. The event culminated with a MU lunch from Chick-fil-A, a tour of the campus, and a Q&A session. It was a very informative and engaging session and we look forward to continuing the tradition with future preview days!



DREXEL TRIP: On October 24, 2023, Associate Professor and Pre-Law Director, **Joshua Winneker** and **Dean Jim Pierson** took a group of pre-law students to the Drexel University "Philly Law Fair," in Philadelphia, PA. The Philly Law Fair consisted of representatives from the admissions' offices of 70 different law schools from across the country, including University of Pennsylvania, University of Michigan, Duke University, Notre Dame University and many others. The pre-law students had a chance to ask questions and gain insight into the admissions process at numerous law schools.

NEW MU FUTURE BUSINESS LEADERS OF AMERICA CHAPTER

Misericordia University established a new chapter of the Future Business Leaders of America (FBLA), led by organizers **Kaitlyn Marley '27**, who will serve as president and **Kimberly Powell '27** as vice-president. FBLA is the largest business career and technical student organization in the world, helping more than 230,000 members prepare for careers each year. We look forward to the opportunity to participate in state and national competitions and business conferences and believe this will provide additional experiential learning opportunities for MU Business students.

MASS COMMUNICATIONS

Instructor **Dan Kimbrough's** Video Production 1 class made final presentations on December 12, 2023 on the MU campus to the leaders of four nonprofit organizations that the students teamed up with to create free videos to benefit the nonprofit and provide students with valuable practical experience. The organizations were: Junior Achievement, Big Brothers Big Sisters, Equines for Freedom, and Parenting Autism United.

UPCOMING SPRING 2024 EVENTS

- SPEAKER SERIES EVENT
- SIGMA BETA DELTA HONORARY DINNER
- STUDENT BPA TRIPS
- ALUMNI NETWORKING EVENT
- STUDENT CASE COMPETITIONS (TECBRIDGE & IACBE)
- GRADUATION CEREMONY

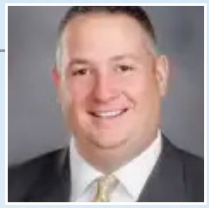


Faculty Highlights



Dr. John Ash, assistant professor of business and program director Healthcare Administration, was recently recertified as a Fellow of the American College of Healthcare Executives (FACHE), the nation's leading professional society for healthcare leaders. There are only about 8,900 health care executives who have attained this designation, which requires meeting academic and experiential criteria, continuing education, community involvement, passing a comprehensive examination, and ongoing recertification requirements.

Dr. Ash was also recently published in the Pennsylvania Economic Review for his research paper on "The Death of Volunteerism in America and the True Cost to Society." The paper addresses the volunteer crisis facing fire and emergency medical services (EMS) organizations in the United States. In his article, Dr. Ash notes the consensus and efficiency for regionalizing departments to provide service, but highlights its limitations in rural areas due to the increase in time and distance in a regionalized area for an emergency response.



On November 8, 2023, Associate Professor **Joshua Winneker**, Associate Professor and Chair **David Gargone**, and Misericordia Alumna **Dani Clifford '20** published a research paper with the New England Law Review entitled: "Pitcher-Victims of Major League Baseball 'Illegal' Sign Stealing Should Have Viable Tortious Interference with Contractual Relations Claims Against the Opposing Teams." The paper argued that MLB pitchers who were cut or waived because of poor performance due to having their signs illegally stolen should be able to bring a tort lawsuit against the offending parties.



Gary Bernstein, a Sport Management and Business Instructor in the College, moderated a panel at the NEPA Learning Conference 2023 on September 21, 2023, in Scranton, with panelists **Sandy Insalaco**, Trustee Emeritus, and **John Thalenfeld**. The title of the session was "Unlocking Donor Perspectives: Insights and Advice from Generous Contributors," and attracted the largest audience in the session.



Dean Jim Pierson was appointed this fall as a special advisor to the Uniform Law Commission's (ULC) drafting committee on virtual currency customer protection. This committee is charged with developing a new act to replace the Uniform Supplemental Commercial Law for the Uniform Regulation of Virtual Currency Business Act (USCL). Jim is serving as a special advisor on behalf of the Civil Rights & Social Justice Section of the American Bar Association. Jim recently attended the drafting committee's fall drafting session on December 8th at the Harvard Law School.

MISERICORDIA UNIVERSITY
INSALACO CENTER FOR PROFESSIONAL DEVELOPMENT AND LEADERSHIP

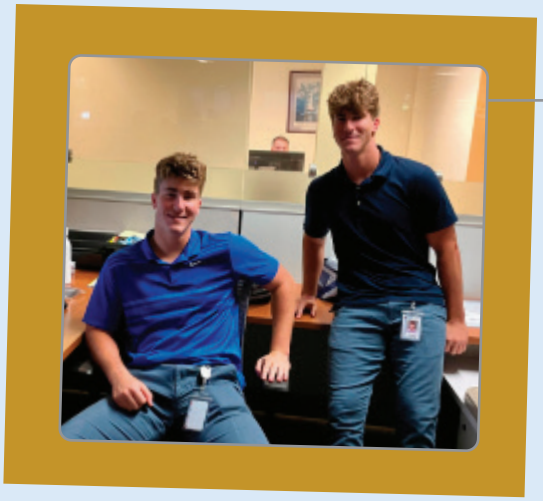
Intern Spotlight...



MEET

ABBY LUPAS '24,

A Business Administration major with a minor in English. Abby is interning with the United Way of Wyoming Valley and is applying what she's learned in the classroom to help this organization with the great work it does to improve and strengthen our community! Abby is also involved in MU's A Moment of Magic Club.



SAY HELLO TO

JUSTIN '25 AND ANTHONY '25 YARABINEE

Business Administration majors Justin and Anthony spent their summer interning with ASRC Federal in the Engineering and Programs Department. In addition to attending MU and interning together, the brothers also play together on MU's Men's Soccer Team.

Student Athletes
AND ACCOMPLISHMENTS



Adele Decker is on the MU Women's Volleyball team. She graduated Cum Laude in Sport Management in May 2023 and is now working towards her MBA.



Owen McGuffey is on the MU Football team. He will graduate in May 2025 in Accounting.

MISERICORDIA UNIVERSITY

Fall 2023 Internships

Ann Adams '23
Accounting
Metz Culinary Management

Noah Astheimer '24
Business Administration
Compass of NEPA

Connor Bevan '25
Business Administration
Back Mountain Chamber

Alyssa Black '23
Business Administration
MU Marketing & PR Department

Brock Bollinger '25
Sport Management
Wilkes-Barre/Scranton Penguins

Justin Calvarese '24
Sport Management
Mohegan Sun Arena

Emily Carpentino '25
Master of Business Admin
Geisinger

Matthew Coates '25
Mass Communications & Design
MU Marketing & PR Department

Paula Costabile '23
Accounting
The Institute for Public Policy & Economic Development

Collin Deckert '24
Business Administration
Compass of NEPA

Alexander Furlong '24
Sport Management
Wilkes-Barre/Scranton Penguins

Kyle Ganoe '25
Sport Management
Wilkes-Barre/Scranton Penguins

Emma Hein '24
Business Administration
Nimbl Digital

Jack Hopkins '24
Sport Management
Wilkes-Barre/Scranton Penguins

John Huber '23
Mass Communications & Design
The Highlander

Adam Korme '24
Accounting
PeakBot LLC

Quinn Lachman '24
Healthcare Administration
MU Esports

Dylan Lukachko '24
Business Administration
MU Marketing & PR Department

Abigail Lupas '24
Business Administration
United Way of Wyoming Valley

Kobe Martin '24
Mass Communications & Design
The Highlander

Lachlan Messner '26
Accounting
Insalaco Development Group

Stanley Moderski '24
Business Administration
Benco Dental

Alaina Paul '24
Business Administration
Susan G. Koman Foundation

Riley Piontowski '24
Sport Management
Penn State Wilkes-Barre Athletics

Michael Scarpulla '25
Sport Management
MU Football Program

Sally Smith '24
Business Administration
Epilepsy Foundation

Justin Waack '25
Sport Management
MU Athletics

Kelly Williams '24
Business Administration
MU Marketing & PR Department