College of BUSINESS

NEWSLETTER | SPRING/SUMMER | 2024 | ISSUE 4

MESSAGE FROM THE DEAN



Spring/Summer 2024 saw many new wins and advancements for the College of Business. **First** in the Nation in NCAA Division III Baseball, represented by 28 business students (70% of the baseball team). **First** cohort of the new Misericordia Business Scholars and Leaders selected, and along with an excellent group of new Sigma Beta Delta Business Society Honorees, recognized in our COB awards ceremony in April 2024. Also, our new Future Business Leaders of America (FBLA) chapter garnered outstanding awards at the state and national leadership conferences, and our sport management club students practiced their event skills supporting the NCAA women's national championships in Cleveland, OH.

Please also see in this newsletter the many other articles highlighting our students exploring off-campus health care and pre-law trips, as well as internship opportunities. On campus, we had many outstanding speakers, including a practice leader in cybersecurity at a national consulting firm, an economist from the Federal Reserve Bank, a local women business leader during Women's History Month, and a panel of successful alumni returning to share their career insights and mentoring support for our students.

As we begin our centennial year in fall 2024, and kick off our centennial campaign to support our students through scholarships and a new College of Business building, we are excited about the future and our explosive enrollment growth in the College of Business. Thank you, and onward!

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

MISERICORDIA UNIVERSITY

Distinguished Speaker Series

2024 CYBER PREDICTIONS, ISSUES AND TRENDS.



Our Spring 2024 **Mark J. and Lorraine S. Alles Distinguished Speaker Series** featured **Jeff Krull**, partner and practice leader of Baker Tilly's cybersecurity practice, who spoke to students about "2024 Cyber Predictions, Issues and Trends." Jeff, who presented to a full audience Friday, April 19, 2024, in the McGowan Room, has led Baker Tilly's cybersecurity practice since 2020, serving a wide range of privately-held and Fortune 500 multinational organizations in a variety of industries, such as healthcare, government, financial institutions, and technology and service providers. Baker Tilly is the 10th largest CPA and professional services firm in the United States with about $1.5 billion in revenues and 6,300 employees.

Jeff's wide-ranging comments included issues such as the impact of nation states, data migration outside the U.S; privacy rules in the U.S. and in the European Union; ransomware; types of hackers, such as criminal gangs in Russia focused on stealing money, and Chinese players, who may disrupt and steal intellectual property, and emphasizing the long game hackers place in the stealth of intellectual property.

Jeff's predictions and trends included that the cyber market will be exploding in the long-term, but that in the short-term, low-end opportunities are not readily available; the cyber insurance market is struggling to understand and assess the risk; third-party management is critical (subcontractor was cause of big breach at Target); major cloud disruptions and risk need to be assessed and the creativity of artificial intelligence attacks are only beginning to be understood by industry.

Jeff provided a great overview of the cybersecurity landscape practice today and how it can have immediate impact on students in their careers whatever industry they pursue. He stressed the importance of risk management from a general business perspective.



Left to right: Professor Steven Tedford; Andrea Caladie – Baker Tilly; Jeff Krull – Baker Tilly, Assistant Professor John Ash and Dean Jim Pierson

Speaker Events

ALUMNI EVENT

Our College of Business Alumni Networking & Panel event was a resounding success! It's always a pleasure to welcome back our alumni and learn from their experiences. Special thanks to Misericordia University Alumni & Friends **Lindsey Sykes** '09, **Ron Guido** '13, and **Elizabeth Berezwick** '06 for offering their perspectives on building a successful career. Their stories are a testament to the enduring value of a Misericordia education! **#AlwaysMisericordiaProud #MisericordiaAlumni #MUBusinessAlumni**



Left to right: Dr. David Gargone, Associate Professor; Lindsey Sikes; Elizabeth Berezwick; Ron Guido; John Mellon Retired Faculty Member; Dean Jim Pierson

FEDERAL RESERVE BANK

We were privileged to welcome **Dr. Dionissi Aliprantis**, from the Federal Reserve Bank of Cleveland, to Misericordia University for a workshop on "The Federal Reserve & Economic Inclusion." It was an eye-opening session that sparked meaningful discussions among students, faculty, and community members. Thank you to everyone who joined us and made this event a success. Together, we're taking steps towards understanding and contributing to economic inclusion. **#MisericordiaProud #EconomicInclusion #CommunityEngagement**



Left to right: Dean Jim Pierson; David Payne, Jr. '85, Board of Trustee; Dr. Dionissi Aliprantis; MU's President Dr. Daniel Myers; Dr. David Gargone, Associate Professor; Dr. Jean Cupidon, Assistant Professor

WOMEN'S HISTORY MONTH – WOMEN IN SPORTS

Celebrating Women in History Month is crucial as it honors the achievements and contributions of women throughout history, highlighting their significant impact on society. It also serves as a reminder of the ongoing fight for gender equality and the importance of recognizing and uplifting women's voices and experiences.

On March 26, **Gary Bernstein**, COB Instructor in Sport Management along with two of his outstanding student athletes, **Julia Warren '25** & **Mary Peters '25**, presented the compelling and significant achievements made in sports and society by former tennis player Billie Jean King.

King's legacy extends beyond her accomplishments on the tennis court, defining her as a trailblazer, a champion for equality, and a beacon of inspiration for athletes and advocates striving for a more inclusive and equitable society.

INVESTING IN WOMEN

We also celebrated Women's History Month in the business field with a "fireside" conversation by Baker Tilly's Audit Partner, Andrea Caladie on "Investing in Women: Accelerated Progress." Andrea presented on March 20th, in the Pauly Friedman Art Gallery, and shared her experience as a rising woman CPA in the demanding field of public accounting.



Spring 2024 Events



HEALTHCARE SYMPOSIUM



Several members and officers of the Misericordia Student Chapter of the American College of Healthcare Executives (ACHE) attended the 27th Annual Healthcare Symposium hosted by the University of Scranton ACHE student chapter on April 4, 2024. The program "Driving Change in Healthcare" included a panel discussion by three area healthcare leaders representing Commonwealth Health, the Lehigh Valley Health Network, and Wayne Memorial Hospital. The symposium provided valuable insights into the healthcare industry's current trends and challenges.

AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES CONFERENCE

Misericordia University Assistant Professor and Program Director for Healthcare Administration John R. Ash, Ph.D., FACHE, recently attended the 2024 Congress of the American College of Healthcare Executives (ACHE) in Chicago, IL. Accompanying him was MU's student ACHE Chapter President Quinn Lachman. They and over 5,000 attendees participated in four days of professional development, where they networked with healthcare professionals from throughout the country and attended innovative sessions on healthcare operations, leadership, and artificial intelligence. For more than 90 years, the American College of Healthcare Executives has been driven by—and devoted to—our community of 48,000 members.



PRE-LAW TRIP TO PENN STATE

Professors Winneker and **Gargone** and **Dean Pierson** took 13 pre-law students to Penn State Law in March. The students were taught a mock law school class by Associate Dean **Keith Elkin**, were given a tour by two Misericordia Alumni, **Ryan '22, '23** and **Kyle Vandenberg '22, '23**, and then met with the Director of Admissions to discuss the law school application process.

FUTURE BUSINESS LEADERS OF AMERICA (FBLA)

Our new Misericordia Future Business Leaders of America (FBLA) chapter had an excellent first year, with students participating and winning recognition at both the Pennsylvania State Leadership Conference in April 2024, in Harrisburg, PA, and at the National Leadership Conference held in June, in Orlando, Florida. In the Pennsylvania competition, Kaitlyn Marley placed first in the state in the Foundations of Communication test, and **Remember Konkle** and **Kaitlyn Marley** placed second in the state in their entrepreneurship pitch competition, where they presented a locking mailbox idea. Additionally, **Amirah Coney** placed third in the state at the entrepreneurship pitch competition event, where she pitched her clothing business idea.

The Misericordia team of **Kaitlyn Marley** and **Remember Konkle** attended along with **Dean Pierson** the Collegiate National Leadership Conference in Orlando, where Kaitlyn placed second in the nation for her Foundations of Communication Test, and Remember and Kaitlyn placed ninth in the nation at the entrepreneurship pitch competition. In addition to the excellent workshops and networking opportunities at the conference, it was great to have Misericordia placing in top ten positions in the nation in its first year of competition with FBLA. We look forward to more good things to come!





SPORT MANAGEMENT TRIP

The Sport Management Association sponsored a trip to Cleveland, Ohio in early April. The event gave students an opportunity to complete volunteer service for the NCAA Division I Women's Basketball Final Four and work with the NCAA and the Greater Cleveland Sports Commission throughout the weekend in different capacities. This was an excellent opportunity for students to build their resumes, network with sport management professionals, and enhance their skills and knowledge of the sports industry.

Student Accomplishments

STUDENT ATHLETICS



Garrett McIlhenney '25 is on the MU Baseball team. He will graduate in May with an MBA in Management.



Connor Maryniak '24 is on the MU Baseball team. He will graduate December in Business Administration - Management.



Richard Billings '25 is on the MU Men's Track and Field team. He will graduate in May in GNLA with a minor in Management



Jared Piontkowski '24 is on the Men's Volleyball team. He will graduate December in Business Administration – Management

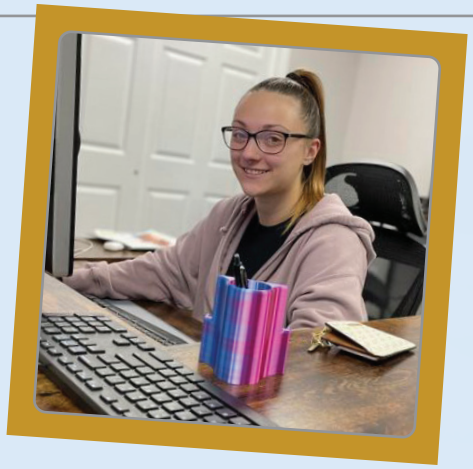
BUSINESS ADMIN HIGHLIGHT



MEET JAMES PASAKE '24,

a Business Administration major specializing in Healthcare Administration. He plans to pursue his Master's degree in Healthcare Administration. James is putting his knowledge and skills to work in an internship with The Meadows by EEI. He's a member of MU's Business Professional Association and the American College of Healthcare Executives. James also played on Misericordia University's Football Team and tutors on campus. **#InternSpotlight #CareersAtMU**

INTERN SPOTLIGHT



MEET REBECCA STICKLE '25,

a Business Administration major with a Management specialization. Rebecca is interning with the Compass of NEPA where she's applying what she's learned in the classroom to the operations of this business incubator that serves rising entrepreneurship. Rebecca is also involved in MU's Best Buddies Club!

SPORT MANAGEMENT HIGHLIGHT



MEET DIMITRI BROWN '24,

a Sport Management major with a passion for snowboarding Dimitri is right at home in his internship with Montage Mountain Ski Resort. He plans to move west to work as a ski instructor, with plans to become a snowboard coach. Dimitri also played on Misericordia University's Football Team. **#CareersAtMU #InternSpotlight**

Faculty Highlights



Josh Winneker Congratulations to our business law faculty member, Josh Winneker, for his recent promotion to full professor! In addition to his lively classroom engagement, Professor Winneker was also published in the February 2024 Denver University Sport and Entertainment Law Journal, "It's (Court) Storm Season: Replete With Potential Liability and NCAA Inaction."

His court storming article discussed the legal ramifications of fans injuring players by storming the court after their team wins a basketball game along with the NCAA's current inaction in regulating court storming, of current relevance due to the Caitlin Clark incident after Ohio State upset No. 2 Iowa. See the article here:

NEW FACULTY



Left to right: Michelle R. Conway, Instructor of Management and Entrepreneurship; Jim Ricardo, Instructor of Sport Management; Dr. Greta Blake, Assistant Professor

We are very pleased to announce that the College of Business has the following new faculty joining us in Fall 2024; **Dr. Greta Keiper-Blake**, Assistant Professor, Marketing, **Mr. Jim Ricardo '08,** Instructor in Sport Management, and **Ms. Michelle Conway**, Instructor in Entrepreneurship & Management.

Dr. Keiper-Blake joins us from Mars Hill University in North Carolina, where she was an associate professor of business. She also taught at the Art Institute of York, PA, as well as has extensive experience in retail marketing and management. She attained her bachelor's degree in Marketing and her MBA from York College, and her doctorate in Business Administration from Argosy University.

Mr. Ricardo, has served Misericordia University in an outstanding fashion for over twenty years as Head Men's Lacrosse Coach, Assistant Director of Athletics, and as an adjunct instructor in the College of Business. He is now joining the faculty full-time as an instructor in sport management. He attained his bachelor's degree from State University of New York at Cortland, and his master's degree from Misericordia University.

Ms. Conway is joining us as an Instructor in Entrepreneurship and Management. In her previous role as Executive Director of Student & Client Services at Alvernia University, as well as an adjunct in the School of Business at Alvernia, she has mentored over 30 businesses in critical areas such as business development and business planning, and is the author of "If You're in Your Twenties, Read This." She completed her bachelor's degree in marketing, as well as her MBA, with high honors, from Wilkes University, and is currently pursuing her Ph.D. in Corporate Leadership from Alvernia University.

Awards Ceremonies

SIGMA BETA DELTA CEREMONY



The Misericordia University (MU) chapter of Sigma Beta Delta, a Business Honorary Society, was pleased to hold an in-person induction ceremony and dinner for new inductees, family members, and the College of Business faculty in Insalaco Hall on April 23, 2024. Twenty-two student inductees, including undergraduate and MBA students meeting the academic qualifications and upon recommendation by faculty, were inducted this year in a ceremony hosted by Dr. Fred Croop, Professor and President of the MU Chapter. Each of the new inductees were charged to go forward in their business careers and personal lives truly embodying the essence of Sigma Beta Delta, by continually advancing wisdom, honor, and the pursuit of meaningful aspirations. We also inducted two honorary members into Sigma Beta Delta, for their contribution to Business and Misericordia University. Congratulations to Dr. Ron Petrilla and retired Assistant Professor Charles Makar, MBA.

Connor Bevan
Brandie Boyum
Lucas Brobst
Travis Burton
Daniel D'Amato
Kaitlin Hall
John Ivan
Jasmin McClary
Erin McGee
Shane Miller
Brody Muniz
Aaron Perneta
Angela Phillips
Jared Piontkowski
Riley Piontkowski
Trey Rhinehart
Noah Segal
Alexandra Snyder
Alexandria Tricarico
Deanna Willison
Lane Yergey
Nicole Zurawski

***Honorary Members* – Dr. Ron Petrilla and Mr. Charles Makar, MBA**



BUSINESS SCHOLARS & LEADERS INAUGURAL CLASS

Our first cohort of the Business Scholars & Leaders Program was selected in late spring and recognized at the College of Business awards program on April 23, 2024, with awardees, family and guests in attendance. The students were selected after review by faculty and the business Dean based upon their academic achievement, engagement activities with the College of Business, and the potential to contribute to advancing the College of Business mission. Members of the first cohort selected include: **Noah Astheimer**, **Connor Bevan**, **Matthew Coates**, **Collin Deckert**, **Jason Giambrone** and **Ethan Poor**.

The group will participate in mentoring opportunities with business executives, applied learning projects, and service activities during the 2024–2025 academic year, and will receive a scholarship in recognition of their accomplishments.

Congratulations to all our Business Scholars & Leaders. We look forward to their contributions and accomplishments this upcoming year, and in serving as role models for future cohorts!



Dr. Ron Petrilla, Assistant Professor and
Dr. David Gargone, Associate Professor

Compass Nepa

Say hello to **Noah Astheimer '24** and **Collin Deckert' 24**, Business Administration interns who have been with Compass of NEPA since its inception. Both have learned a lot thanks to this business and its founder, **Joe Lubinski**. They've also had great collaboration with other interns like **Ruland Hamad** from King's College, and Misericordia University Alumni & Friend **Julia Fawbush '22**.



Left to right: MU Alumni Julia Fawbush; Noah Astheimer, Collin Deckert; and Ruland Hamad from King's College

Summer Event:

ENTREPRENEURSHIP CAMPERS LAUNCH THE COUGAR COFFEE COMPANY!

In June 2024, we welcomed 13 high school students to participate in the College of Business Entrepreneurship Camp and the launch of **The Cougar Coffee Company!** This three-day, two-night residential camp was designed for rising junior and senior high school students who have interest in owning their own business or simply want to know more about business and entrepreneurship. Using a hands-on approach, campers learned about fundamental business principles such as product development, branding, pricing, and sales. They also explored the concept of social entrepreneurship and learned about the importance of excellent communication and leadership skills to be a successful entrepreneur.

To launch The Cougar Coffee Company, the campers set up a "pop-up" coffee shop in Insalaco Hall where they served a proprietary blend of coffee, curated in partnership with Damaini Coffee Roasters. In addition to selling bags of branded Cougar Coffee, the campers collected donations for the College of Business Dean's Fund to support student learning initiatives, raising over $250. That's a lot of beans!



Paul Nardone, summer camp instructor and Director of Adult and Continuing Education; and our summer 2024 camp students

MISERICORDIA UNIVERSITY
INSALACO CENTER FOR PROFESSIONAL DEVELOPMENT AND LEADERSHIP

Summer 2024 Internships

Cody Akins '25
Business Administration
Ken Geyer Auctions

Dalton Alexander '26
Sport Management
TK Tennis Academy

Connor Bevan '25
Business Administration
Enterprise Rent-A-Car

Brock Bollinger '25
Sport Management
6Tool

Matthieu Brunelle '25
Sport Management
Parisi Speed School

Travis Burton '25
Sport Management
Millon Events

Casey Funesti '26
Sport Management
NY Boulders Baseball

Kyle Ganoe '24
Sport Management
Hagerstown Flying Boxcars

Lilo Garrett '25
Sport Management
Ocean City Nor'easters

Max Jamieson '26
Accounting
Bozzuto

Yanet Kesete '26
Sport Management
YMCA

Adam Korme '24
Accounting
Securities & Exchange Commission

Zachary Kuhar '25
Business Administration
Frederick Living

Quinn Lachman '24
Healthcare Management
Progentec Diagnostics

Corbin Lankford '25
Business Administration
Back Mountain Soccer Club

Michael Long '26
Business Administration
Empire Management Group

Owen McGuffey '25
Accounting
Sax LLP Accounting

Jennifer Milisits '26
Accounting
Selective Insurance
Company of America

Jared Pelliccione '25
Sport Management
Long Island Lacrosse Journal

Riley Piontkowski '24
Business Administration
Scranton/Wilkes-Barre RailRiders

Ethan Poor '24
Sport Management
Watertown Red & Black

Derik Sauve '25
Sport Management
Cumberland Valley High School
Sauve Bros Athletic Express

Michael Scarpulla '25
Sport Management
U Penn Football

Noah Segal '25
Business Administration
Blue Star Cooking

Brendan Stanley '25
Sport Management
Lehigh Valley Phantoms

Trey Stasse '25
Business Administration
Logistics

Kyle Trapp '24
Business Administration
NY Boulders Baseball

Mitchell Watt '26
Accounting
Benco Dental

Hunter Wesolowski '26
Business Administration
Rising Light Ridge Summer Camp

Timothy Worthington '25
Business Administration
Carahsoft

Lane Yergey '25
Accounting
Carpenter Technology

MISERICORDIA UNIVERSITY
COLLEGE OF BUSINESS

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