

# College of **BUSINESS**

NEWSLETTER | SPRING/SUMMER | 2023 | ISSUE 2

## MESSAGE FROM THE DEAN



Business continues to move onward and upward at MU!

Highlights of spring and summer 2023 which you will find in this newsletter:

- Student engagement in business internships and consulting with a new business incubator, student field trips and conferences to New York City, Philadelphia, Scranton, and Harrisburg, and funded summer research with business faculty.
- A new entrepreneurship camp for high school students in summer 2023.
- The return of our Sigma Beta Delta induction ceremony and dinner to recognize our outstanding student and their accomplishments.
- Our Speaker Series with FedEx executive Pat Charles.
- Engagement with our business advisory council members on campus or promoting our new programs.
- Faculty accomplishments and our collective team effort in achieving IACBE reaccreditation of all our business programs through 2030.
- The welcoming of our two new faculty members for this fall

**We look forward to a great academic year in 2023–2024!**

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

## *Speaker Series*

### **PATRICK CHARLES: "LESSONS FROM AN INTERNATIONAL SUPPLY CHAIN LEADER"**

We were very pleased to have **Patrick Charles**, Vice President, International Sales, at Fed Ex Services join the Misericordia College of Business on April 20, 2023 as part of the Mark J. and Lorraine S. Alles Distinguished Speaker Series. Patrick shared his insights about the culture of Fed Ex and what it values as a Company and what Fed Ex looks for in recruiting and retaining top talent. FedEx, with \$90 billion in annual revenues and 530,000 employees, is a premier leader in the supply chain industry and business services.

Patrick, a 38-year-career veteran, today leads a sales organization with over 500 FedEx employees based across North America and Europe. He shared his leadership experiences with over 100 students, MU faculty and staff in the Mary Kintz Bevevino Library, and shared the one FedEx culture, and how it empowers its employees to

deliver great results. The FedEx culture is one where its employees take care of each other, commit to do good, each own and pursue "outstanding" in their work, drive business results, and create what's next. He then aligned in his presentation a side-by-side comparison of the FedEx culture with the culture of Misericordia University and its core values of mercy, service, justice and hospitality. Patrick also provided that in any professional position, you have three dimensions of your development, your professional area of expertise, your management skills and your leadership skills. Patrick provided insights into all three dimensions and their criticality in the business world and inspired students to understand the importance in their careers for developing all three dimensions. It was a great presentation by Patrick that was well received by all the students.



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**

*Founded by the Sisters of Mercy*

# Spring 2023 Events

## HEALTHCARE SYMPOSIUM

Students from the Misericordia University Chapter of the American College of Healthcare Executives (ACHE) attended the 26th Annual University of Scranton Healthcare Symposium on Thursday, March 30, 2023. The Eastern Pennsylvania Chapter of ACHE, Geisinger, and Commonwealth Health sponsored the event, which the University of Scranton hosted. The symposium included a panel discussion titled: *Bedside & Administration - A Strategic Alliance*. Those in attendance included Healthcare Administration students, administrators, executives, and healthcare clinicians from throughout Northeastern PA.



## PRE-LAW PROGRAM ATTENDS VILLANOVA

On March 31, 2023, as part of the Pre-Law Program at Misericordia, Associate Professors **Joshua Winneker** and **David Gargone** took students to Villanova University's Charles Widger School of Law. At Villanova, the students met with Misericordia alumnae and current Villanova Law students, **Dani Clifford '20** (Sport Management), and **Alexa Monro '21** (Accounting), along with two admissions officers from the law school for a question-and-answer session on law school applications. Afterwards, the students attended a Sports Law Symposium hosted by the school's Jeffrey S. Moorad Sports Law Journal. The well-attended symposium had several current and former NFL players as panelists along with sports agents and lawyers.

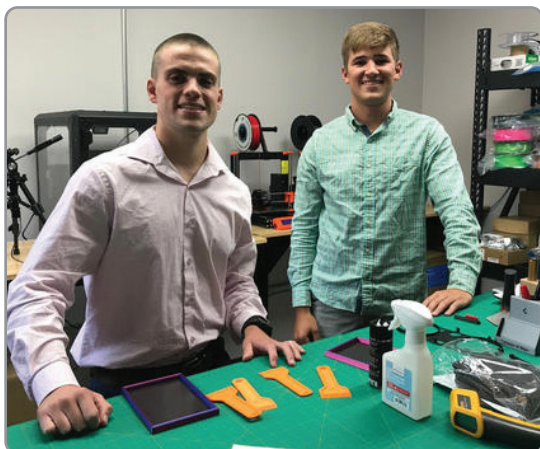


## Compass Of Nepea



## A NEW BUSINESS INCUBATOR PARTNERS WITH COLLEGE OF BUSINESS

The Misericordia College of Business is an early business partner with COMPASS of Northeastern Pennsylvania (NEPA), a new business incubator in Kingston, Pa, that is funded by a grant from the Commonwealth of Pennsylvania. Compass of NEPA is an entrepreneurial technology company that is working with our business and mass communication students to bring ideas to fruition, through research, proof of concept, finished product, and commercial launch. Joe Lubinski, CEO, is a long-time inventor and entrepreneur in the toy and gaming industry, and has been previously recognized as Mattel inventor of the year.



The touchpoints for Misericordia College of Business have been through internships for three of our students **Noah Astheimer '24** (Bus. Admin), **Collin Deckert '24** (Bus. Admin), and **Dajon Rush '23** (Mass Comm). Noah and Collin have continued on as paid interns through the summer 2023. In addition, in Spring 2023, the MBA Consulting Capstone course, taught by Dean **Jim Pierson**, undertook a semester long consulting assignment to research the costs and social media marketing benefits and limitations from various major social media players for both a hardware product and a video product. The class culminated with a site visit to Compass NEPA and consulting group presentations of findings and recommendations to CEO **Joe Lubinski**. We look forward to our continued successful relationship with Compass NEPA!

# Student Accomplishments and Awards

## PRESENTED AT THE ANNUAL AWARDS CEREMONY



**Eric Goldberg '23, '24** received one of two Intern of the Year awards during the annual recognition event by the Back Mountain Chamber. Of all the area students nominated, there was a tie between Eric and Penn State Wilkes-Barre's Taylor Sitkowski, so both were awarded. Eric gave a heartfelt and gracious acceptance speech, made all the more special by having his parents in attendance. Eric is pursuing both Bachelor's and Master's degrees in Business Administration. He interned with the Chamber since last fall and has played a big part in the "We Love MU" community partnership project. Eric is also a member of Misericordia's Men's Soccer Team.

**Brandon Porasky '23**, received the Business Administration Faculty Award and graduated with a degree in Business Administration with a specialization in Marketing. Brandon was named on the dean's list every semester during his time at Misericordia and was inducted into the Sigma Beta Delta honor society on May 2, 2023. Brandon was active on campus by and served as a Transfer Ambassador for admissions. Brandon completed an internship in sales and marketing with Berkshire Hathaway Guard in Wilkes-Barre, PA.

**Iryna Vanderbeek '23**, an Honors student, received an Academic Achievement Award and an Award for Excellence. She also served as President of Service by Design, the department's marketing and advertising group, and spearheaded a sticker sale to benefit McAuley Market food pantry. She not only coordinated the design work, but also the publicity, online pre-orders, and distribution. In addition, Iryna served as Station Manager of Cougar Radio—and was a tireless recruiter for the department. She has accepted the position of Marketing Coordinator with the Aubrey Group, a grant-based development and communication firm in New Jersey.

**Sarah Badorf England '23**, received an Award for Excellence. Sarah served as Web Editor of The Highlander newspaper, and demonstrated her dedication by getting involved during the Covid crises when on-campus activities came to a near halt. She also managed the newspaper's social media. The newspaper won two Pennsylvania News Media Keystone Awards under her leadership. Sarah has accepted the position of Social Media Coordinator at Web FX, a digital marketing firm in Harrisburg.

**Adele Decker '23**, received the Mary Ann Thompson Memorial Student Achievement Award and the Excellence in Sport Management Award. Adele was inducted into the Sigma Beta Delta Business honor society on May 2, 2023. She was also recognized as a scholar-athlete for four years, and Adele represented Misericordia University as a member of the women's volleyball team. Adele's activities across campus and in the community are both impressive and exhaustive. A few highlights include her volunteer work with Ronald McDonald House and Patriot's Cove. Adele completed several internships, including roles with Pastime Stables in Amsterdam, NY and with the Dutchmen Baseball Team in Albany, NY.

# Faculty Highlights

**Dr. John Ash** attended the American College of Healthcare Executives (ACHE) Congress in Chicago, March 2023, and presented research on addressing health-related quality of life for persons with non-communicable diseases through Emergency Medical Services delivery of Mobile Integrated Healthcare. Dr. Ash also took Healthcare Management students and attend the Healthcare Symposium at the University of Scranton on March 30, 2023. Dr. Ash commented on the Geisinger Kaiser Permanente acquisition in the Wilkes-Barre Times Leader (April 30, 2023). Dr. Ash also presented at the PA 37th Annual Pennsylvania Economic Association (PEA) Conference at Washington & Jefferson College in Washington, PA, in June 2023.



**Dr. Melissa Sgroi** presented in Las Vegas her paper titled, "You have to acknowledge it to get past it: A Qualitative Study of the Lived Experience of Postsecondary Media Students," at the Broadcast Education Association annual Conference April 16, 2023. The paper was awarded First Place in the Open category of the Multicultural Studies Division at BEA 2023 Program in Las Vegas. The study, which describes the college experiences of media students with disabilities at schools throughout the East Coast, fills a significant gap in the literature. These students' educational experiences are particularly important because they are uniquely positioned to create realistic representations of people with disabilities in media products, which abundant scholarship shows primarily include discriminatory representations.



## WELCOMING NEW FACULTY

**Dr. Jean Cupidon:** Jean is joining us from the University of Central Florida, and has previously taught for eight years at Berea College, in Kentucky, as well as the University of Memphis. He has been awarded Ph.D.'s in Economics and Mathematics from Texas Tech University. Jean also has two years of professional experience with the Central Bank of Haiti.

**Mr. Gary Bernstein:** Gary has had a long career that has included both sport management and nonprofit management. He most recently was the C.E.O. of the Jewish Community Alliance of Northeastern Pennsylvania, and has also served in executive director roles at similar entities in Louisville, KY; Albuquerque, New Mexico, and other cities throughout the U.S. In addition, he has taught full-time Sport Management at Long Island University, as well as at the University of Louisville, KY, and Old Dominion University, Virginia.

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## Student Athletes and Accomplishments



**Ryan Vandenberg** is on the MU men's Lacrosse team. He graduated Summa Cum Laude in May 2023 with an MBA in Sport Management.



**Nicole Elliott** is on the MU Softball team. She graduated in May 2023 in Sport Management.



**Anthony DePalma** is on the MU men's Volleyball team. He graduated in May 2023 in Business Administration - Sport Management/Pre-DPT.



**Brady Madden** is on the MU Baseball team. He graduated Cum Laude in May 2023 with an MBA in Sport Management.



**Kyle Vandenberg** is on the MU men's Lacrosse team. He graduated Summa Cum Laude in May 2023 with an MBA in Sport Management.



**Kevin Lazdowsky** is on the MU men's Basketball team. He will graduate in May 2024 in Sport Management.



**Matthieu Brunelle** is on the MU men's Track and Field team. He graduated in May 2023 in Sport Management.

# What's going on in...

## MASS COMMUNICATIONS AND DESIGN

### SENIOR SEMINAR PRESENTATION

Nine Mass Communications and Design seniors successfully presented their final media projects at the annual department Senior Seminar presentation event, held April 27, 2023 in Insalaco Hall. The students pose in a celebratory moment after they completed this final graduation requirement.



### A DAY AT SIRIUS XM STUDIOS

Seventeen Mass Communications and Design students and volunteers on student media outlets—The Highlander newspaper, Cougar Radio, Service by Design, and MCN 87 TV — attended a trip to Sirius XM studios in New York City on April 4, 2023. The group received a tour of the multiple studios where America's top artists record their shows and podcasts — with several happening as they watched. Managers, news staff, and media coordinators also spoke with students and engaged in a question-and-answer session about how they successfully prepared for their careers.



### NEWSMEDIA KEYSTONE AWARD

Mass Communications and Design senior **Zach Phippen '23**, was awarded a 2023 Pennsylvania NewsMedia Keystone Award for his sports photo, which appeared in The Highlander student newspaper in spring 2023. This is Phippen's second Keystone Award in the sports photo category. In the photo, left to right: **Abigail Blockus '25**, editor-in-chief of The Highlander; Phippen, and **Sarah Badorf England '23**, web editor, pose at the awards ceremony, held on April 26, 2023 in Harrisburg.



### INTERNSHIP

Meet **Kobe Martin '24**, a junior majoring in Mass Communications and Design! He's currently interning with WBRE-TV. Kobe's media experience includes hosting a sports show for Cougar Radio. He also worked as a Sports Information Intern with MU Athletics and is a member of MU's Football Team and the Black Student Union! #CareersAtMU #MUProud.



# Sigma Beta Delta

## INDUCTION CEREMONY AND DINNER

The Misericordia University (MU) chapter of Sigma Beta Delta, a Business Honorary Society, was pleased to hold for the first time since COVID an in-person induction ceremony and dinner for new inductees, family members, and the College of Business faculty in Insalaco Hall on May 2, 2023. Twenty-three 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.



- MEAGHAN E. KELLY
- GARRETT KREBS
- ABIGAIL C. MACKO
- BRADY MADDEN
- MAHTAB PEIMANY
- MELISSA ANN PESTA
- SARAH ELIZABETH PHEASANT
- BRANDON PORASKY
- NICHOLAS PROCIAK
- PAUL WILLIAM SCHIELDS, JR.
- TYLER D. STUCK
- AUSTIN JAMES SIENKIEWICZ
- ERICA TAYLOR VANETTEN
- KELLY WILLIAMS
- DARNETTA L. YUSKO

- NOAH ASTHEIMER
- LAILANI M. AUGUSTINE
- PAULA M. COSTABILE
- ADELE MARIE DECKER

- REBECCA FRANKLIN
- MASON HAYWARD
- JACK C. HOPKINS
- KYLE KANE

We were honored to have **Ms. Susan Unvarsky**, Chief Claims Officer, Prudential Financial, Inc., and also a MU business advisory board member, to provide the keynote address and to be recognized as an Honorary Member of Sigma Beta Delta. Sue is a leader whose role requires her to be responsible for hundreds of associates, serve as a technical expert with testimony before the Internal Revenue Service and the Department of Labor, and leads all claims transaction matters in the United States. She is also a dedicated community service advocate and champion for diversity and support for women executives.



## Congratulations

### MR. CHARLES MAKAR!!!

We are also grateful to our retiring faculty member in accounting, **Mr. Charles Makar**, for his generous contribution to Misericordia University to cover the expenses of membership dues and awards for the inductees into Sigma Beta Delta. It was an event enjoyed by all and a great opportunity for family members and faculty to recognize our outstanding students.





# Entrepreneurship Campers...

## LAUNCH THE COUGAR CANDY COMPANY!

The College of Business held its first ever Entrepreneurship Camp in June 2023, welcoming 21 high school students from 12 local high schools. The three-day, two-night residential camp, held in conjunction with the Admissions Department, was designed for rising junior and senior high school students who expressed interest in business and entrepreneurship. The program, led by business faculty member **Paul Nardone '88 '03**, and assisted by MU student mentors **Matthew Carter '22 '25**, **Allyssa Hesthag '23**, and **Hunter Wesolowski '25**, provided a hands-on opportunity to create a socially responsible business, aptly named the Cougar Candy Company! The student entrepreneurs learned about the fundamentals of business, such as pricing, distribution, promotion, and sales, and established a 'pop-up" candy shop on campus. The Cougar Candy Company was a roaring success, selling out all of its product, and raising over \$700 in sales on campus.



The student entrepreneurs selected the McAuley market, a food pantry on the MU campus, as the beneficiary organization for the proceeds of their sales. Stay tuned for more exciting news about the Cougar Candy Company!



## IACBE CONFERENCE AND REACCREDITATION

IACBE Conference: **Jim Pierson**, Business Dean, and **David Gargone**, Business Chair & Associate Professor, teamed up to conduct a survey and to present findings at the Annual IACBE Conference, held in April in Orlando, Florida, on "Recruiting, Training, and Retaining a Talented Diverse Adjunct Workforce during the next 25 years." Survey results were presented and discussion ensued regarding perspectives and thoughts from fellow member IACBE schools. Adjunct instructors play a vital role in the College of Business and our goal is to leverage their expertise to provide an excellent academic experience for our business students and teaching experience for our adjunct faculty. We are grateful for all their contributions and excellent expertise!

IACBE Reaccreditation The College of Business is happy to report that it has received informal notification in July, 2023 of the International Accreditation Council for Business Education (IACBE) Board of Commissioners' decision to

grant Reaffirmation of Accreditation for Misericordia University's business programs. The College of Business faculty have been hard at work over the last two academic years in drafting and submitting its final self-study report in January 2023, and in preparing and hosting a site visit by peer faculty team from other IACBE universities in March 2023. The areas of review as part of the review process include integrity, curriculum, assessment, faculty, academic policies and procedures, resources, external outreach, and innovation. The reaccreditation will be valid until 2030. We are honored to be a member of the IACBE and to meet and exceed the standards set forth by the IACBE public accountability for our educational services.



# Business Advisory Council

## UPDATES

New Business Advisory Council Members - **Bernie Banas** and **Jeff Dutzer '91 '99**, joined our Business Advisory Council beginning in January 2023, and stepped right into the classrooms to share their professional experiences with our students. **Ralph Capristo '10**, current Business Advisory Council member, also shared his technical experience in promoting our new CFP program.

Bernie Banas, currently a business consultant, and a former Vice President, Innovation for the Hershey Company, with over 30 years with the Company, shared his vision with students from our undergraduate Business Seminar capstone course led by adjunct faculty Anthony Manorek. Bernie shared a brief case study on Disney and also provided a good practical case study on business practices on campus for the students to solve that created for an interesting discussion.

Business Advisory Council Member Ralph Capristo (MBA '10) shared his time and expertise with Dean Jim Pierson to film a promotional video on the benefits of obtaining professional certification and pursuing a career as a CFP. Ralph, a Misericordia alumnus, who owns his own successful firm CFP firm, Forthright Wealth Planning. The video is being used to promote our new business specialization in Certified Financial Planning, which is being offered in partnership with the Lower Cost Model Consortium (LCMC). It's a great new program, and provides a pathway for a great career!

Jeff Dutzer '91 '99, an accomplished chief commercial officer in the environmental services industry for over 30 years, also shared his expertise and his perspective as an undergraduate and graduate alumnus of Misericordia University's College of Business. Jeff presented to the undergraduate business seminar class and to the MBA Capstone course taught by Dean Jim Pierson. Jeff relayed his business career, sharing the challenges, successes, and great satisfaction he has gained from his career. He also provided students with tips on interviewing, career success, and the benefits of having a mentor in your career.

**Thank You to Bernie Banas, Jeff Dutzer and Ralph Capristo for their engagement and support!**



## Is it Time to Ban HANDSHAKE LINES

(Faculty Highlights continued from Page 4)



Associate Professor **Joshua Winneker**, an attorney who specializes in business law and sports law, provided timely legal commentary and analysis on the topic of "Is it Time to Ban Handshake Lines," that was published in both the sports law blog of the University of Denver Sports & Entertainment Law Journal, (April 24, 2023), and in the Sports Litigation Alert, (Volume 20, Issue 10, Pg. 10, May 19, 2023). Professor Winneker addressed the issues surrounding handshake lines in light of a recent collegiate NIT basketball game, where aggression between two athletes from the University of Memphis and Bowling Green State University escalated in the handshake line, and the student-athlete from Memphis was subsequently criminally charged with assault.

# Summer 2023

## STUDENT UNDERGRADUATE RESEARCH FELLOWSHIP (SURF) PROGRAM

Congratulations to **Jack Hopkins '23** (Sport Management), **'24** (MBA), for representing the College of Business in the Summer 2023 SURF Program. Jack's research, which has been accepted for funding, is titled "Colleges Partnering with Sports books Can Greatly Benefit Fledgling Athletic Departments". Misericordia Associate Professors Josh Winneker and David Gargone are overseeing the research.

## Insalaco Center

### FOR PROFESSIONAL DEVELOPMENT AND LEADERSHIP SUMMER 2023 INTERNSHIPS

**Noah Astheimer '24**

Business Administration  
Compass of NEPA

**Jake Barnett '24**

Business Administration  
Enterprise Holdings

**Connor Bevan '25**

Business Administration  
Sherwin-Williams

**Alyssa Black '23**

Business Administration  
Black Consulting Services, Inc.

**Travis Burton '25**

Sport Management  
Millon Events

**Justin Calvarese '24**

Sport Management  
Reading Fightin' Phils

**Emily Carpentino '25**

Master of Business Administration  
Geisinger

**Matthew Coates '25**

Mass Communications & Design  
Hyannis Harbor Hawks

**Collin Deckert '24**

Business Administration  
Compass of NEPA

**Nicole Elliott '24**

Sport Management  
All Star Sport Academy

**Alexander Furlong '24**

Sport Management  
Vendetta Sports Media  
ADP (2nd Internship)

**Kyle Ganoë '25**

Sport Management  
Penn State Mont Alto Athletics

**Max Gariano '23**

Master of Business Administration  
Protiviti Global Consulting

**Emma Hein '24**

Business Administration  
Nimbl Digital

**Brett Herman '24**

Sport Management  
Bucknell University Athletics

**Jack Hopkins '24**

Sport Management  
GAP Golf

**Dawn Houser '23**

Accounting  
Moore & Associates

**Anthony Masters '24**

Sport Management  
Hersheypark Leadership  
Program

**Jacob Miller '24**

Business Administration  
Reading Fightin' Phils

**Stanley Moderski '24**

Business Administration  
DHL Supply Chain

**Mahtab Peimany '24**

Business Administration  
Grange Insurance

**Sarah Pheasant '24**

Business Administration  
Keystone Used Automotive Sales

**Michael Scarpulla '25**

Sport Management  
Enter-Sports Management

**Christopher Straub '24**

Business Administration  
Reading Fightin' Phils

**Alexandria Tricarico '24**

Health Care Management  
Geisinger 65 Forward

**Anthony Yarabinec '25**

Business Administration  
ASRC Federal

**Justin Yarabinec '25**

Business Administration  
ASRC Federal

