**School of Business Newsletter**

**Spring 2015**

**In This Issue:**
- Alumni Spotlight Grant - NOOA
- Sport Management Speakers
- WWI Exhibition
- Visual Communications Senior Projects
- Management Workshops
- DARE

**Upcoming Events**
- Research Colloquiums
- Gallery Openings
- Business Management Workshops
- Internship Information Sessions (NY State Senate & Assembly and Business Management)

@FSCBUSINESS

http://bit.do/4Ezz

---

**Alumni Spotlight: Michael J. Morgan**

Michael J. Morgan is a proud Alumni of the School of Business. As a former honor student of the Visual Communications Department, he thoroughly enjoyed his time at FSC. Post college, he successfully bumped his way from being a full-time intern at a design agency on Long Island (Curran & Connors) to a full time web designer. This opportunity came from Visual Communications professor Jack Harris. Following his job at Curran & Connors he was then hired as a user experience designer to design an IPad based curriculum for k-12 students. From then on he was hired as an interaction designer building a social network for American Express. He currently resides in the education atmosphere as a Senior Designer building an application which is geared towards helping students form better research and writing habits. The company is called “Imagine Easy Solutions”. My professors helped me grow from a cocky inexperienced designer into a more refined junior designer. They were always there to lend their careers worth of advice wherever I needed it.” Michael is the prime example of his education being a solid foundation for his career as he continues to grow on the path of success.

— Michael J Morgan

**Dean and Assistant Dean Receive Grant**

Dr. Richard Vogel, Dean, School of Business and Professor of Economics, and Dr. Nanda Viswanathan, Assistant Dean, School of Business and Professor of Marketing were awarded a grant which is part of the National Sea Grant Network from National Oceanic and Atmospheric Administration (NOAA), in the amount of $261,660. The Project Title is, “Leveraging Long Island’s Coastal Heritage for the future: Integration and Diversification of Long Island’s Coastal Industries.” This study will focus on the relationship between Long Island’s fishing industry and tourism, and recreational sectors. Using economic modeling and GIS the two year study will identify specific strategies for the revitalization of waterfront areas in multiple cities across Long Island. Undergraduate students in Business and Economics will be involved in gathering data and performing analysis for the project. In addition, benchmarking studies will be carried out incorporating other potentially similar areas such as Boston-Cape Cod, New York-Jersey shore, and the Chesapeake Bay. The project will run from December 1st 2014, through November 30th 2016.

---

Farmingdale State College

State University of New York

Boston-Cape Cod, New York-Jersey shore, and the Chesapeake Bay. The project will run from December 1st 2014, through November 30th 2016.
WWI EXHIBITION
The Memorial Gallery hosted an exhibition, “WWI Posters Propaganda” and complementary lectures in honor of the 100th Anniversary of WWI. The collection of posters, along with artifacts loaned from the Museum of American Illustration in New York were all a manifestation of our nation’s patriotic fervor and need by its people to assist anyway possible in the war effort. A wonderful collaboration brought together a lecture with George Fernandez and Thomas Germano, followed by a reception in Memorial Gallery. A third lecture was presented by Dr. Jay Winter, Charles J. Stille Professor of History at Yale University, who in 1997 won an Emmy, Peabody and Producers Guild of America Awards as co-producer of the BBC/PBS documentary, “The Great War and the Shaping of the Twentieth Century.”
— Philip Simone, Thomas Germano, George Fernandez

Throughout the month of May many of the seniors of our own Visual Communications Department had their senior pitch presentations of products, campaigns and services developed by students who graduated from the School of Business Baccalaureate program in Visual Communications: Art & Graphic Design. The projects represent two semesters worth of research and development. They integrate graphic, web, industrial and motion design to solve design questions and develop a brand.

There were three nights of Pitches. Program begins at 6:00 pm sharp. All three nights of pitches are being held in the Little Theater Auditorium, located in Roosevelt Hall.

Tuesday, April 28th (Group 1)
Thursday, April 30th (Group 2)
Tuesday, May 5th (Group 3)

CONTINUED, ON NEXT PAGE ...
CONTINUED, FROM PAGE 2...

The Hale Hall Memorial Gallery showcased the works of these same students for three consecutive weeks. The hours of the Gallery are 9 a.m. to 4:30 p.m., Monday through Friday, for all three exhibitions. Also a reception was held for each group so that friends and family can meet the students and talk with them about great their work.

April 27th – May 1st (Group 1)  
(reception: Wed., April 29th from 5 to 7 p.m.)

May 4th – May 8th (Group 2) 
(reception: Thurs, May 7th from 6 to 8 p.m.)

May 11th – May 15th (Group 3) 
(reception: Tues, May 12th from 6 to 8 p.m.)

“I was very impressed by the level of talent shown by the seniors in their pitches. Good luck with all your future endeavors and congrats!”

— Natalie Walsh

LET’S TALK BUSINESS!
Skills That Will Stay With You Long After Farmingdale

The Business Management Department is now offering Professional Development Workshops to the Business Management and Global Business Management students. Each workshop is an hour long and covers topics geared towards assisting students with their business career and employability skills. Topics include Assessing Career Interests, Goal Setting, Preparing for an Interview, After the Interview, Problem Solving and Critical Thinking in the Workplace, Communication Skills for Workplace overall Success, Researching a Company, Common Internship Mistakes, First Few Days at an Internship and Time Management at Work. The workshops are led by Michelle Kriegel, Internship Assistant for the Business Management Department and Paulette Nadel, Academic Advisor for Business Management and Global Business Management. Michelle and Paulette feel strongly that the skills obtained from these workshops are transferable and will enhance student’s resumes and their marketability. Students attending the workshops will gain knowledge and valuable skills that will help them to market themselves to potential employers and prepare them to enter the business world. Students who have attended thus far have said how valuable these types of workshops have been to them.

RSVP is required, so reserve your seat today! If you have any questions or would like to receive a schedule for upcoming workshops: Email businessworkshops@farmingdale.edu.

— Paulette Nadel, Michelle Kriegel

DARE: DARE TO RISK ENTREPRENEURSHIP

On Thursday, April 2nd Farmingdale State College hosted its semi finals Student Business Plan Competition. 25 teams from Farmingdale, Hofstra, Molloy and Stony Brook competed for cash prizes. DARE encourages students to think “Shark Tank” and come up with business ideas that can potentially grow into their very own business. A few teams already started their own business, and others were looking to jump start their businesses with financial support. The winners presented in five different categories including; Products/Services, Nanotechnology/Advanced Technology, Social Entrepreneurship/Non-Profit, Energy/Sustainability, and Biotechnology/Healthcare. From Farmingdale our winners include Popcasa (Terriq Davidson, Mohit Khurana) who won $3,000, and Hopesewn (Doris Jelinek) who won $2,500. Popcasa is a gourmet popcorn company, and Hopesewn is a website that sells hats for cancer patients. “Doing the DARE competition was a great experience. We were the youngest in the room,” said Davidson. “With the money we will buy more commercial kitchen equipment and get our custom packaging done.” The winners from Farmingdale will compete against students from ten different regions on Friday, April 24th.

The NYS Business Plan Competition is one of a kind, and awards cash prizes that are among the highest in comparison to other contests. Students may walk away more than $1.3 million in funding since the program started up. “The DARE New York State Business Plan Competition continues to grow year by year, and our student entrepreneurs from all four colleges display talent and drive,” said Dr. Richard Vogel, Dean of the School of Business. “Farmingdale winners Hopesewn and Popcasa are perfect representations of small businesses looking to expand and flourish.”

— Natalie Walsh
**FACULTY HIGHLIGHTS 2014**

**Ann Galante**—defended her dissertation proposal called Social Media Use in Classroom Teaching: A Facet-Based Analysis of Key Factors Influencing Pedagogy Employing Data Analytics.

**Dr. Jill O’Sullivan**—Information Systems, A Shop Floor Management Tool Illustrates the Success of GKN Aerospace for LowVolume High-Mix/Value Environment in Improving their Manufacturing Productivity.

**Dr. Jill O’Sullivan**—“College Students Understanding of Production Management and Master Production Schedule through Using a Real World Tool Complemented with Company Tours and In Class Visits Provides an Excellent Learning Experience at Farmingdale State College.,” has been accepted for presentation at the conference at the 9th International Multi-Conference on Society, Cybernetics and Informatics (IMSCI 2015), to be held in Orlando, USA.

---

**PRESENTATIONS 2015**


**Michael Veracka**—“Rethinking the Designed Garden: Building a Harmonious Global Community,” The 20th International Conference of the International Association for Intercultural Communication Studies (IAICS), University of Rhode Island, Providence, RI. Lecture: August 3, 2014.


---

**PUBLICATIONS 2015**

**Dr. Jing Betty Feng**, “Institutionalizing Sustainable Conflict Management in Organizations: Leaders, Networks, and Sense Making” *Conflict Resolution Quarterly* 32 (2), 155-176.

**Thomas Germano**, Published essay in Mark Priest’s *Underground Railroad Exhibition Catalog* 2015-Works by Mark Priest.


**Dr. Anthony Rosselli**, “Toward a Multilevel Framework to Examine the Underrepresentation of Racial Minorities of Golf within the United States.” *Quest* 67 (11), 44-55.

**Ira Stolzenberg and Sarbjit Singh**—“Nassau County’s decision on arena could serve as an example” *Street & Smith’s Sports Business Journal*, August 18th, 2014.


**Dr. Xu Zhang**, “A Biological Basis for the Gender Wage Gap: Fecundity and Age and Educational Hypogamy” (withSolomon Polachek and Xing Zhou) *IZA Discussion Paper No. 8570*.