TWENTY YEARS AS HAUB
A Look at SJU’s Approach to Business Education

INSURING SUCCESS
Maguire Gift Benefits Top HSB Program
When I enrolled in Saint Joseph’s College in 1966, business courses were an integral part of the institution’s educational profile. I took finance and accounting as an undergraduate and majored in what was then called management/marketing. I went on to teach some of those courses when I returned to Hawk Hill in the late 1970s. In 1981, the College of Business Administration was formalized.

It was a little more than a decade later, in 1997, when Erivan K. Haub, then managing chairman, CEO and sole managing partner of The Tengelmann Group, one of Germany’s largest retailers, and his family generously offered their confidence, resources and name to Saint Joseph’s, establishing the Erivan K. Haub School of Business. The naming of the school was a pivotal moment for the business school and for the University.

When I returned home in 2000 to serve as the Haub School’s 26th dean, the enthusiasm within the school was palpable, and I knew that we were on the brink of major growth. Since then, I’ve had the pleasure to work alongside an outstanding team of faculty and administrators to cultivate programs, students, and our reputation to levels beyond my wildest dreams. Together, we watched the Haub School grow from 1,300 undergraduate students and 600 graduate students to 2,700 undergraduates and 1,150 graduates with 14 additional programs — and we aren’t finished yet.

We continue to experience growth, thanks in part to investors that value our approach. This fall, James Maguire ’58 and his wife Frannie made a $50 million commitment to the University, a portion of which will support the students and faculty of our top-ranked risk management & insurance program and its supporting academy. Like the naming of the Haub School, this gift is a historic moment for Saint Joseph’s.

The Haub School continues to lead the charge in business education in both the Philadelphia region and nationwide. In this issue of Haub School Review, you’ll learn about how our faculty partners with local professionals to predict industry trends; you’ll get a glimpse into how our cutting-edge curriculum prepares students to make meaningful contributions early in their careers; and you’ll see the many things that have set Haub apart over the past 20 years — and perhaps get a sense of where we’re going in the next 20.

Joseph A. DiAngelo Jr., Ed.D. ’70
Dean, Haub School of Business
Saint Joseph’s University
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Haub Partners with the United Nations Initiative on Sustainability Dashboard

Last year, Saint Joseph’s joined 650 academic institutions from over 85 countries as a signatory member of the Principles for Responsible Management Education (PRME) initiative. Launched at the 2007 UN Global Compact Leaders Summit in Geneva, PRME is the largest organized relationship between the United Nations and business schools. Core to the initiative’s mission is a commitment to fulfilling the UN’s 17 Sustainable Development Goals (SDGs) through high impact management education. In collaboration with PRME, Haub has piloted a new data analytics tool to capture, measure, and report on schools’ performance on fulfilling the SDGs — the PRME SDG Dashboard.

On July 18, 2017, HSB Dean Joseph DiAngelo Jr., Ed.D. ’70, Associate Dean Vana Zervanos ’07 (MBA), and Associate Director of the Pedro Arrupe, S.J. Center for Business Ethics, David Steingard, Ph.D. presented the pilot results for 12 schools of the PRME SDG Dashboard at PRME’s Global Forum during a special session for university presidents and business school deans from around the world. Created by Steingard, with support from Assistant Professor of Decision and System Sciences Kathleen Campbell Garwood, Ph.D., the Dashboard “provides powerful analytics to business schools so they can assess their impact on educating future business leaders to positively impact humanity and the planet,” says Steingard.

“The pilot study and its results were enthusiastically embraced by university leadership and faculty alike,” says Steingard, adding that Haub looks forward to its continued collaboration with PRME and hopes to offer the program to an additional 100 business schools worldwide in the coming year.

On October 11-13, 2017 Saint Joseph’s will host the Mid Atlantic Association of Colleges of Business Administration’s 2017 Conference, during which Steingard and Jonas Haertle, head of the PRME initiative, will present the SDG dashboard.

Vana Zervanos Named Associate Dean, HSB Graduate Programs

Vana Zervanos ’07 (MBA) was named Associate Dean of HSB Graduate Programs this June. Zervanos will take on this role in addition to her oversight of the Haub Degree Completion Program, the Pedro Arrupe Center for Business Ethics, the Dean’s Leadership Program and HSB’s External Relations and Development efforts. Zervanos succeeds Stephen Porth ’80, Ph.D., who served in the role for 17 years, helping to grow the school’s offerings and assisted HSB through two successful accreditation reviews. Porth will return his full focus to his research and classroom instruction as a master teacher. “Steve has been a major part of the initiatives that have helped the Haub School rise in the national rankings and I am grateful for his leadership and loyalty,” says Dean DiAngelo.
HSB Students Win National Competitions

National Grocers Association Case Study

A team of five food marketing students won the top prize of $4,000 in the 2017 National Grocers Association (NGA) Student Case Study Competition. Sarah Trabattoni ’17, Madie Smith ’17, Chris Lazzarotti ’18, Albert Wunsch ’18 and Kara Wilson ’18 worked collaboratively for over two months under the mentorship of Sara Williamson, Ph.D., assistant professor of food marketing. This is the second year in a row that students from Saint Joseph’s have won the national contest, competing against 13 other teams. The 2017 NGA Show took place in Las Vegas, Feb. 12-15.

Members of the winning team: Kathleen Campbell Garwood, Ph.D., Devin Irish ’18, Julia Alspach ’18 and Miranda Mazzio ’18

Spencer-RIMS Risk Management Challenge

During the annual Risk Management Society (RIMS) Conference and Exhibition held in Philadelphia April 23-26, a team of four Saint Joseph’s students delivered the winning presentation in front of industry leaders from across the nation in the Spencer-RIMS Risk Management Challenge. Risk management & insurance students Alyssa Cominsky ’17, Andrew Grieco ’18, Morgan Bui ’17 and Nick D’Orazio ’17, competed against students from 23 other universities who spent three weeks developing solutions to a case study. Nine of the teams were selected to attend the RIMS conference.

“None of this could have been achieved without the support of our mentor, Mike Angelina (executive director of the Maguire Academy of Insurance and Risk Management), and the Academy board members,” said the team in a statement.

John & Johnson Case Study

HSB’s first appearance in the prestigious Johnson & Johnson Collegiate Case Study Competition this past April ended in victory. A team of six HSB students earned first place in the annual challenge, which invites students to create a holistic business strategy that solves a real-world business challenge. Coached by decision and system sciences faculty members Associate Professor Kathleen Campbell Garwood, Ph.D., and Professor Ronald Klimberg, Ph.D., the team included marketing and business intelligence & analytics major Julia Alspach ’18, international business and physics major Miranda Mazzio ’18, business intelligence & analytics and risk management & insurance major Devin Irish ’18, pharmaceutical marketing & healthcare major Shannon Alexander ’17, finance major Coulton Terry ’19 and accounting major Matthew Ackerman ’19.

“The judges were blown away by the SJU students who participated, To quote them: ‘This team has really set the bar high for future competitions.’” – Kathleen Campbell Garwood, Ph.D.
Accounting Major Earns Scholarship from Pennsylvania CPA Institute

**Rising senior** and accounting and business intelligence & analytics major Elizabeth Fuentes earned $7,000 in scholarship funds from the Pennsylvania Institute of Certified Public Accountants (PICPA), recognizing academic excellence, leadership and an intent to pursue an accounting career.

The Conshohocken, Pennsylvania, native’s first introduction to Saint Joseph’s University was through the Ignatian College Connection (ICC), an SJU program that offers talented, motivated high school students from underrepresented populations an additional source of pre-collegiate guidance and an introduction to the SJU campus.

“Through the ICC, I learned about the business school at St. Joe’s, and I knew it was where I wanted to be,” says Fuentes.

A member of business honor society Beta Gamma Sigma, Jesuit honor society Alpha Sigma Nu, co-ed honor fraternity Phi Sigma Pi and business intelligence honor society Alpha Iota Delta, Fuentes is also a Sutula Scholar, an honor granted to exceptional students studying accounting. She also volunteers with the VITA program, which prepares personal tax returns for low-income residents.

Fuentes completed a summer internship at KPMG’s Philadelphia office. After graduation next spring, she plans to obtain her CPA license and pursue a career in accounting.

“I feel very prepared for my future career,” says Fuentes. “The Saint Joseph’s Jesuit education focuses on developing well-rounded individuals, offering enriching exposure to the arts and sciences, while the accounting curriculum is really tailored to making sure students have the necessary skills and experiences to compete in the job market.”

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**SJU Welcomed into CFA Institute University Recognition Program**

This past November, Saint Joseph’s was welcomed into the Chartered Financial Analyst Institute’s University Recognition Program. Haub’s undergraduate finance major has been acknowledged for incorporating at least 70 percent of the CFA Program Candidate Body of Knowledge (CBOK) within the program and placing emphasis on the CFA Institute Code of Ethics and Standards of Practice. According to the CFA Institute, this approach positions students to obtain the Chartered Financial Analyst® (CFA) designation, the most recognized investment credential worldwide.

Through participation in the CFA University Recognition Program, Saint Joseph’s is eligible to receive a limited number of student scholarships for the CFA Program each year. Since November, three of Saint Joseph’s senior finance majors were awarded the CFA Program scholarship.

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**Graduate Marketing Program Offers Two Exciting Specializations**

**Ranked No. 13** for its graduate marketing programs, the Haub School is continually innovating and adapting its programs to offer a best-in-class education. This summer, Haub introduced the Master of Science in Marketing, a graduate program designed to develop essential marketing competencies in consumer behavior, analytics, research and strategy. Formerly the Master of Science in International Marketing, the ten course MS in Marketing offers two specializations for students to choose from: International Marketing and Customer Analytics & Insights. The International Marketing specialization prepares professionals for the global marketplace with a curriculum that covers international product development and brand management, global marketing and analytics, and includes an international study tour. The Customer Analytics and Insights specialization prepares students to become experts in understanding customers in the era of big-data. Course topics include digital marketing, predictive analytics, marketing research methods and consumer behavior.

For more information, visit sju.edu/ms/marketing
A staple of the Philadelphia gourmet scene, Di Bruno Bros. has been spreading a love of cheese for over 75 years. On March 23, Bill and Emilio Mignucci, third generation owners of Di Bruno Bros., came to Saint Joseph’s to present the spring 2017 installment of The Initiative for Family Business and Entrepreneurship’s Legacy Speaker Series. Along with Hunter Fike, merchandising analyst for Di Bruno Bros., the cousins spoke about how they have grown the business into one of the most recognized specialty food retailers in the country, while preserving the legacy of original owners, brothers Danny and Joe Di Bruno. The presentation and Q&A were facilitated by Associate Professor of English Tenaya Darlington, M.F.A., author of Di Bruno Bros. House of Cheese: A Guide to Wedges, Recipes & Pairings.

Educating the Food Industry: SJU’s Annual Food Summit

On Tuesday, October 11, Saint Joseph’s University’s Food Marketing Department hosted the 11th annual Food Industry Summit, with a topic of “Frontiers in Food: The Future of Fresh Prepared and On-the-Go.” The event combined moderated discussions with panels of experts, workshops and lectures from speakers including Gary Fechter, vice president of operations for Wegman’s Pennsylvania division, and Chef Jessica Foust, director of culinary innovation at McDonald’s corporation.

“More than ever, consumers want fresh products and experiences that feel more authentic and less artificial,” says Emily Moscato, Ph.D., associate professor of food marketing, who helped organize the event. “At the same time, consumers are seeking convenience, and shifting household compositions have resulted in greater demand for fresh-prepared foods on the go.”

This year’s food summit, scheduled for October 10, will explore the topic of “Disruptive Innovation in Food Marketing.”

HSB, Beta Gamma Sigma Welcomed Vice President of Panama

Saint Joseph’s University welcomed Vice President of the Republic of Panama Isabel Saint Malo de Alvarado, a 1989 graduate of Saint Joseph’s, to campus on Monday, April 10. Saint Malo is the first woman in Panama’s history to be elected vice president. After graduating with an international relations major from SJU, she embarked on a career of public service and consensus building. She worked as a business consultant and held a variety of embassy positions, serving as an alternate ambassador from Panama to the United Nations in New York.

During her visit to Saint Joseph’s, Saint Malo met with administrators and faculty across campus, including University President Mark C. Reed, Ed.D. and delivered a lecture titled “Panama: A Critical UN Partner for Sustainable Development Goals.” The event was sponsored by the Haub School of Business and the SJU chapter of Beta Gamma Sigma, the business honors society.

For more information, visit sju.edu/panama
Not all that long ago, the insurance industry was facing a hiring dilemma, relates veteran insurance exec Michael E. Angelina, ACAS, MAAA, CERA, the executive director of Saint Joseph’s Academy of Insurance and Risk Management since 2012.

“There was a talent gap,” he says. “Because of competing employment sectors, people were graduating and going to work on Wall Street, for Google, Apple — you name it — and not going into insurance. Companies were faced with promoting junior executives without qualified replacements coming up behind them.”

Acutely aware of the human resource drain, James J. Maguire ’58, the founder and then chair of Philadelphia Insurance Companies, knew the time was right to begin a risk management and insurance (RMI) program in SJU’s Haub School of Business (HSB).

In 2003, he approached Timothy Lannon, S.J., who was then president of the University, and HSB Dean Joseph A. DiAngelo Jr., Ed.D. ’70, with the proposal to create a board of insurance executives to serve as the brain trust for the nascent program. This cadre of high-powered executives formed the backbone of what would become SJU’s Academy of Insurance and Risk Management.

“I brought together 30 insurance executives from all of the top companies to weigh in on what would be important to teach,” says Maguire.

At Maguire’s behest, Fr. Lannon attended each board meeting for the first two years to emphasize the high priority the University placed on creating the program. Then, in 2005, with Maguire as the driving force, HSB opened the academy to promote the concept of insurance education and to support students who would be eligible for the insurance job market.

“Our faculty became highly engaged in the creation of this program, working in cooperation with members of the advisory board to create a cutting-edge curriculum for the RMI major,” says Dean DiAngelo.

The major went live in 2010, with its first graduates receiving degrees that year; the academy hosted industry speakers to interact with and guide students, providing scholarship support almost immediately.

“We’re the only university in the country with an insurance program board comprised entirely of insurance executives, which makes us the envy of all the other programs out there,” Maguire says of the academy board.

In July, Maguire and his wife, Frances, parents of nine children, four of whom attended SJU (with three grandchildren also attending), took their commitment to the University and the RMI program to the next level with a $50 million gift — the largest in SJU history — from the Maguire Foundation.

“I am proud to have been a part of the program’s growth and to invest, today, in its continued success,” says Maguire.

The contribution — a leadership gift made in support of the University’s capital campaign — will expand several of SJU’s signature programs, boost the University’s endowment, and create and augment student scholarships and financial assistance. The RMI portion of the gift establishes critical support for the director of the academy and RMI faculty, scholarship opportunities for RMI students, and professional development opportunities for both.

“This gift advances academic excellence
and will increase student access through an infusion of endowed funds for scholarships and financial assistance, which are top priorities,” says University President Mark C. Reed, Ed.D. “Its specific impact on the risk management and insurance program will benefit talented students who wish to pursue careers in the field, and will also directly support the program’s faculty and leadership. Saint Joseph’s has truly been blessed by the Maguires’ generosity and dedication to the University.”

“Jim Maguire’s vision and commitment to the Haub School of Business has helped to propel our national reputation — both in risk management and insurance and as a leader in business education overall,” says Dean DiAngelo. “We are indebted to both Jim and Frannie for the loyalty they have shown the University, and for the example they provide for our students — of determination, hard work and the embodiment of Jesuit values.”

Housed in SJU’s Department of Finance, RMI now has a combined enrollment of 200 majors and minors and has been consistent in its national ranking among the top five insurance programs in U.S. News & World Report, boasting a 100 percent employment rate for graduating seniors. The academy makes use of the expertise of the insurance industry’s movers and shakers; its board of governors roster includes industry stars and stalwarts who engage RMI students as interns and in co-ops; its events bring in global insurance leaders as speakers who always take the time to meet with students; and it supports motivated RMI majors who present at top conferences, walking away with best-in-show accolades.

“Our competitive advantage, which made this growth and success possible, is that we are industry focused, and that focus is guided and inspired by Mr. Maguire,” says Angelina, referring to the program’s track record for supplying the insurance sector with its next generation of professionals — and garnering lucrative job offers in commercial insurance for RMI graduates.

Angelina adds that RMI students are exposed to all of the current issues and best practices in the industry. “By the time they graduate, they know all of the industry’s nuances, and they are actively sought by employers,” he says.

“It all started with Mr. Maguire. It was always his wish to establish a strong insurance presence at Saint Joseph’s,” says Karen Hogan, Ph.D., chair and professor of finance, who, along with other HSB faculty and Dean DiAngelo were part of the initial push to get the major off the ground and have been mainstays of the program since then. “Mr. Maguire was pivotal in beginning the first classes, and the influence of the Philadelphia industry leaders he organized to sit on the academy board cannot be overstated.”

In recognition of the Maguires’ generosity and efforts in launching and supporting the program since its inception, the academy has been named the Maguire Academy of Insurance and Risk Management.

Angelina notes that overall, the gift signifies Maguire’s confidence in SJU and the direction in which the administration is moving the University. “Jim is a very talented businessman and a very tough audience,” he says. “I think he recognizes the hard work and accomplishments of everyone associated with the academy and the RMI academic program. It’s a validation of what we’ve done and a belief in our future.”
For more than 150 years, Saint Joseph’s University has been in the business of business education — producing graduates who have become leaders in the fields of accounting, finance, insurance, marketing and more. With the proven Jesuit model of education as their foundation, the business programs at SJU have been constantly evolving, innovating and expanding, reacting to the needs of the market and aligning with best practices throughout the years.

On October 7, 1997, the College of Business Administration at Saint Joseph’s was renamed the Erivan K. Haub School of Business, after the philanthropist and then-chairman, chief executive officer and partial owner of Tengelmann Group, one of the world’s largest food retailers.

“The Haub School has been strategic and proactive in responding to the market and developing programs that match industry trends. And business students at SJU are incredibly active outside the classroom attending conferences, participating in competitions, and getting essential experience through internships and co-ops. Haub graduates are the perfect combination of smart and versatile with the business acumen and practical skills to make seamless transitions to the workforce.”

Mark C. Reed, Ed.D.
University President

“The interest of a global investor showed the international scope of our programs and allowed our profile to rise not only regionally, but internationally.”

Nicholas Rashford, S.J.,
University Professor and former University President (1986-2003)

“The naming of the school was a pivotal moment in our history.”

Joseph DiAngelo, Jr., E.D.’70
Haub School Dean since 2000
All credentialed business schools teach basic and technical skills, boosting profits and cutting costs, prepping students for lives of tough competition. What sets a school apart? What’s different about the Haub School of Business?

I put the question to managers who hire Haub graduates, many at companies I’ve written about professionally, including alumni whose Hawk Hill experience is decades in their past.

It’s attracted a lot more students lately: Haub by the numbers is twice the place it was in 2000, when it was accredited under its new name and welcomed a new dean, Joseph DiAngelo Jr., Ed.D. ’70. Since then, Haub has more than doubled its undergraduate enrollment (to 2,700), nearly doubled its master’s student body (to 1,150), and boosted its full-time professor faculty by 75 percent (to 87).

Haub has grown at a rapid pace in comparison to the overall growth of U.S. business schools, as measured by the National Center for Education Statistics. Among Philadelphia-area universities, Haub is larger than Drexel’s LeBow or Villanova’s b-school, with more undergraduates than Penn’s Wharton School, and more graduate students than Temple’s Fox or Delaware’s Lerner. It is now the largest business school at a U.S. Jesuit college, with more students than the schools at Georgetown or Boston College.

Size matters — more faculty, students, alumni and revenue help build better programs. Haub’s specialized food marketing, insurance and pharma programs, its accounting and other basic business departments, often combined with other majors, are familiar to major employers. More than one in five Haub graduates surveyed in the last three graduating classes joined either JPMorgan Chase, the largest U.S. bank, or PricewaterhouseCoopers, the largest of the Big Four accounting firms.

Other big Haub employers of recent grads include food companies – Aramark, E&J Gallo, Hershey, Nestle, Pepsico; video and Internet giant Comcast; PwC’s rivals, including Deloitte, Ernst & Young, Grant Thornton and KPMG; big insurers including AIG, Chubb and Tokio Marine (Philadelphia Insurance); investment giants SEI and Vanguard; and retailers such as Target, Wawa and Wegmans.

But all the good business schools recruit nationally. What’s different here? “Mostly, from all the strong MBA and undergraduate business schools, you get the core business acumen that you need to be successful,” says Dan Gallagher ’94, ’99 (M.S.), senior vice president, operations at Comcast. “The Haub School thrives in three differentiators: Critical business skills, that’s an important part of Jesuit education, and it is achieved in these unique niche programs; strong

The naming of the Haub School kicked off a series of major moments for the college, including:

- Dual accreditation from the Association to Advance Collegiate Schools of Business (AACSB) in 2000, an honor held by only 10 percent of business schools worldwide
- The creation of several new niche programs (read more about their contribution to Haub’s success on page 23) and specialty centers
- The expansion of online degree options
- The continued rise of HSB programs in U.S. News & World Report rankings
communications skills – one of the hardest abilities to master, to get large groups of people to work in concert; and super-grounded values,” says Gallagher, who was the Hawk mascot in his undergrad days worked with the business school on its executive education program.

At Haub, “they’ve grown the school. But they haven’t lost sight of who they are. That’s no easy thing to do,” says Norman Solomon, Ph.D., dean of Fairfield University’s business school and frequent visitor to Saint Joseph’s as a member of the AACSB continuous improvement review accreditation team assigned to Haub.

“They’ve reinforced it with the Arrupe Center, infusing ethics in marketing and management and finance, putting their resources where their values and ethics are,” Solomon added. “It’s more of a vocation than just the bottom line.”

In Haub, the philosophy isn’t that ethics courses and service work ensure a lifetime of honest work and avoiding trouble — its that by offering curriculum infused with and framed by ethics, HSB graduates become young professionals and managers who are receptive to corporate codes of conduct, and who see beyond profit margins. To Gallagher and other bosses, this is clear.

“The Haub School’s academic philosophy, grounded in ethics and community service, translates into graduates that are well-prepared to address real-world business challenges,” aligned with Johnson & Johnson’s credo,” says Daniel J. Jonaitis, senior finance director at the pharma and medical-device giant.

Several Haub-watchers used an old-fashioned term – “grit” – to describe the hands-on, practical approach they say marks the grads. “Haub graduates possess grit; they are passionate and persevere” and aren’t “intimidated by hard work,” says Gerianne Tringali DiPiano ’92 (MBA), a veteran pharmaceutical executive who serves on the boards of both Saint Joseph’s and Drexel universities and has taught in Haub.

To DiPiano, that means continual improvement: “Living greater is embedded
in our DNA,” with the goal to “serve God by serving others,” she adds, echoing the Jesuit formula Ad majorem Dei gloriam.

Striving for more is a Jesuit value that Kelly Farrell, a campus senior recruiting associate for PwC, says she sees in her interviews with Haub students. “I am always impressed with how focused and driven they are,” she says.

That’s part of why “Hawks who intern at PwC always do exceptionally well,” adds Farrell. “They are not only prepared academically; they are polished. Their professional maturity is extremely impressive, and that continues to carry over when they start with us full time.”

For top Haub internship candidates, “what is really impressive is not just the grades — to get into our interviews they had to be high – but that many had double majors — finance, or accounting, combined with leadership and organizational sustainability or, business intelligence and analytics — and ethics, which is very particular to St. Joe’s,” says Joe McGinley ’91, vice president of corporate development for mergers and acquisitions at Comcast.

Philadelphia city government prizes Haub interns, managers there told me. “Conscientious, customer-focused, diligent, thoughtful and results-oriented,” says Vongvilay Mounelasy, deputy director of the Department of Human Services. A recent hire showed showed technical and project-management skills plus “the ability to translate complex practical problems into viable solutions,” says city HR director Pedro A. Rodriguez. St. Joe’s graduates show up as “smart, dedicated, hard-working individuals” who combine “academic proficiency and strong moral direction,” says Amy Mader, executive director of human resources for the First Judicial District of Pennsylvania, which covers the city.

David Benglian ’92 (MBA), a graduate of Penn’s competitive Wharton school, found “a much different culture” at Haub when helping set up the school’s specialty programs. A non-Catholic, he found Saint Joseph’s secure enough in its Catholic core beliefs and Jesuit practices to be “welcoming and open to other religions and cultures.” In his work with regional human-resources executives, “we heard time and time again from employers how open-minded, outgoing and expressive Haub graduates were,” Benglian adds.

Benglian sees two alumni – AIG CEO Brian Duperrault ’69, an early patron of the risk management and insurance program, and Philadelphia Insurance magnate James Maguire ’58, who sold his share in the company he built for $1 billion in 2009 and has helped finance the University’s expansion, including a recent $50 million gift to its programs and endowment, — as exemplifying Haub students: rising to success with a spirit of determination and grit, and a strong value set to match.

“This is our ultimate goal,” says Dean DiAngelo. “To provide the education and resources our students need to become impactful, global business leaders.”

Mandeville Hall, opened in 1998, was named in memory of Owen A. Mandeville, a trustee of the Connelly Foundation and husband of Josephine Connelly Mandeville, then president of the foundation. The building’s Teletorium, an amphitheater with laptop ports and broadcast equipment, was named for alumnus and benefactor J. Eustace Wolfington ’56 and designated spaces in the building were dedicated to Henry A. Quinn ’56 and William A. Conway ’43 — among others.

Haub’s network of alumni, parents, corporate partners and friends is far-reaching and includes:

- Haub Board of Visitors, comprised of 23 executives and industry leaders
- 8 advisory boards supporting academic programs and academies
- 4 alumni affinity groups, including the Haub School Alumni Chapter
- 50 active co-op partners (learn more about co-op on page 24)
- 27 Haub Hall of Fame recipients (information about this year’s on page 25)
The social media footprint of Corey Jones’ ’16 isn’t just comprised of Facebook posts and photos on Instagram. It’s also filled with elaborate and engaging infographics — charts and graphs detailing complex data on topics ranging from Apple’s sales in the past ten years to the Philadelphia 76ers “Trust the Process” timeline.

Jones has mastered Tableau, a revolutionary and interactive data visualization software that has taken the academic and business worlds by storm. Tableau takes the information in databases and spreadsheets and produces visually appealing and understandable graphs, tables and dashboards, turning large amounts of data into works of art. Users have incredible capabilities at their fingertips — a set of tools that allows them to quickly transform complicated concepts into easily digestible charts, images and graphics.

Data has never been so exciting or in-demand in the corporate world. Increasingly, businesses operate on data-driven decision models, requiring them to find ways to make sense of the vast amount of information arriving on their digital doorstep with each passing second. This is where robust business intelligence
tools like Tableau come in. Thanks to Haub's cutting-edge academic business intelligence & analytics (BIA) program in the decision and system sciences (DSS) department that is closely aligned with industry needs, Saint Joseph's University graduates like Jones are in the middle of the action, being recognized as influential in the space, and are quickly getting hired by leading companies looking to benefit.

Long before graduation, Jones was recruited to an associate financial analyst position at Johnson & Johnson. He has since been recognized as a Tableau ambassador.

“I am constantly getting emails from companies seeking students with a Tableau skillset,” says Katherine Campbell Garwood, Ph.D., assistant professor of decision and system sciences.

“Data is hot right now in business,” says Ronald K. Klimberg, Ph.D., professor of decision and system sciences. “Thanks to advances in technology, the variety, volume and velocity of data we are able to access and analyze today is unbelievable. Companies want to use analytics to their benefit.”

Students in SJU’s BIA program learn how to help organizations understand data and use the information to make strategic business decisions and identify trends. While all Haub students are first introduced to Tableau in the business analytics course DSS 220, those in the BIA major continue to learn and master the software in advanced classes, says Virginia Miori, Ph.D., associate professor of decision systems and sciences.

“In the last academic year, we saw the biggest surge in Tableau use,” says Miori. “Our department took the time to build institutional knowledge around the use and value of the software, and we now have full faculty support and reach.”

Jones, who was an accounting and business intelligence & analytics double major, first developed a deeper interest in Tableau during his senior year. Along with classmate and fellow Tableau enthusiast Thomas O’Hara ’16 and graduate student Amarendranath (Amar) Reddy Donthala ’17 (M.S.), he created a weekly Tableau User Group — an SJU community dedicated to exposing new users to the software that provides an opportunity to drop in and create a data set alongside seasoned users. They also participated in “MakeOverMonday,” a challenge that invites Tableau users worldwide to create a new data set each week in a captivating way.

“The Tableau User Group was a huge success. We had undergraduates and graduate students, professors, alumni and individuals from the Jesuit community show up,” says Campbell Garwood, who facilitated the group. “One of the students or alumni gives an introduction about Tableau and then leads a 30-minute lesson on how to use the software.”

Under Campbell Garwood’s direction, students created visualizations for several different organizations including SJU’s Kinney Center for Autism Education and Support and CBRE real estate company. In addition, the success and popularity of the Tableau Student Group paved the way for a weekly speaker series of Tableau experts, including several SJU alumni: Robert Lage ’16 from Quest Diagnostics; Cassandra Beck ’12, ’15 (M.S.) from Johnson & Johnson; and Zachary Leahan ’09 from PwC.

The creators of MakeOverMonday took notice of the group’s engagement and activity. “I’m especially pleased that a university is taking a leading role in educating its students not just on the concepts of analytics and business intelligence, enabling them to learn the right skills in their course so they are equipped when they enter the workforce,” wrote Eva Murray, Tableau evangelist for EXASOL and co-founder of MakeOverMonday, in a blog post about SJU. “With this kind of multiplier effect, the next generation of knowledge workers in the data and analytics industry looks like a force to be reckoned with.”

“People don’t want to get lost in numbers; they want to see and understand what the data are telling them,” says Campbell Garwood. “Our students have a real advantage: They can build a comprehensive portfolio before they graduate and showcase their Tableau expertise to potential employers.”

Like Jones, O’Hara and Donthala were sought by their employer, Comcast, specifically for their skillset in data visualization and mastery of Tableau. Other recent graduates from the program have been hired at companies including Optoro, PwC and Lincoln Financial Group.

“At J&J, we are trying to bring a more standardized approach to how we analyze key financial metrics across the company,” says Jones. “Tableau is helping the company become a more efficient financial organization and uncover valuable insights in our data. Data analytics is becoming a skill many more industries are seeking out. SJU deserves a lot of credit in recognizing Tableau’s importance and giving students opportunities to master it.”

SJU will host the Philadelphia Tableau User Group meeting on October 25 from 6:30-8:30p.m. If you know Tableau and would like to present, we would love to grow our network. Please email: kcampbel@sju.edu

Data visualizations created by Corey Jones ’16:
https://public.tableau.com/profile/corey.jones#/

“We don’t want to get lost in numbers; they want to see and understand what the data are telling them.”

Katherine Campbell Garwood, Ph.D.
Real Estate Survey Pushes SJU to the Forefront of Market Research

Kathryn Smith ’15

Whether buying your first home, working in construction or leasing space for a small business, a knowledge of the real estate market, as well as its practices and trends, is pivotal—and can be hard to come by. Few programs connect academic study and real-world application more effectively than the Haub School of Business’ Real Estate Finance program.

With the Philadelphia real estate industry booming, SJU’s recently launched real estate finance minor is already a leader in market research and offers students a hands-on understanding of the field. Built on the foundation of a longstanding and wide-reaching alumni affinity group and developed by a faculty with industry expertise, the program is gaining momentum — both in the form of student enrollment and industry participation — and producing research.

At SJU’s annual Real Estate and Construction Advisory Board Luncheon this past December, HSB faculty surveyed professionals to better evaluate the Delaware Valley real estate market. In collaboration with members of the alumni group’s advisory board, Karen Hogan, Ph.D., chair and professor of finance, Dan Jubinski, Ph.D., assistant professor of finance, and Rajneesh Sharma, Ph.D., associate professor of finance, authored the survey. They connected with 117 respondents ranging from real estate agents to construction specialists, property owners, bankers, project managers and more, representing 134 professions in 10 areas of commercial real estate. The resulting report contained 2016 year-end results as well as expectations for the market in 2017.

“In the 10th year of the Saint Joseph’s Real Estate and Construction Alumni group, we are thrilled to have collaborated with the faculty of the Haub School of Business for this inaugural report,” says
“Our goal is to become a resource to the community and to explore ideas that are on the cutting edge of real estate development.”  - Joseph DiAngelo, Jr., Ed.D. ’70

Real Estate and Construction Alumni Board member Joseph Kessler ’79 of Dilworth Paxson LLP, who sent three children to SJU.

The report launched a new series of annual research in real estate out of the Haub School of Business.

Hogan hopes the report will make vital market information more accessible to the community and serve as “a weathervane for the local real estate and construction industry and that professionals will look to the survey to guide them in the future year’s projects.”

Responses were collected from roughly 30 percent of the annual luncheon’s 475 attendees, the majority of whom conduct business in Philadelphia and its suburbs. Over time, the authors will compare the respondents’ expectations with actual performance.

“The overwhelming majority of respondents,” says Jubinski, “reported that business increased in 2016, and indicated that, overall, the Philadelphia and Delaware Valley’s real estate market would continue to grow.” Jubinski and the team note, however, that employment will not keep pace with industry growth, as “union and labor costs, along with various tax issues, weigh heavily on participants’ minds.”

When asked how the government can assist with industry growth, over 30 percent of participants cited lowering taxes, and 20 percent wanted to reduce bureaucracy. Similarly, these industry experts believed the largest issues facing the Philadelphia real estate community were taxes and costs, including real estate, business, and wage taxes; tax abatements; and construction, union and labor costs.

Respondents agreed that the millennial market will be one of the top strategic opportunities in 2017. “In talking to experts after the survey, we found that compared to previous generations, millennials have a stronger affinity toward city living,” cites Sharma. “This trend has possibly caused an increase in demand for urban residential housing and public transportation.”

Sharma adds that the group plans to watch this trend closely as research continues. Though only in its first year, the survey authors expect it to become a mainstay of the real estate and construction industries for years to come.

“Our goal,” says Joseph DiAngelo, Jr., Ed.D, ’70, dean of the Haub School of Business, “is to become a resource to the community and to explore ideas that are on the cutting edge of real estate development.”

Learn more at sju.edu/realestatesurvey2016

REAL ESTATE MARKET RESEARCH AT A GLANCE

Over the previous 12 months, business at your firm has ___?

- Increased 80%
- Stayed the Same 17%
- Decreased 3%

When looking at location-specific data, 81% of respondents in Philadelphia, saw business increasing during 2016. Similar percentages of 74% and 82% were reported for the suburbs and Southern New Jersey, respectively.

What Factors Affect Your Decision Making About Growth?

The top factors affecting growth are supply/demand (38% of responses), increased competition (21%), the availability of financing (13%), and labor costs (10%). Other responses are federal government (8%), lack of labor (6%), cost of material (3%), and shortage of materials (2%).
Faculty Insights

In the News

4-traders
6ABC
Advertising Age
ArkansasOnline.com
Atlantic Broadband
Aurora Advertiser
BaltimoreSun.com
BendBulletin.com
Bisnow.com
BizEd
BVT News
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RetailWire
San Antonio Express - News
SCPR.org (NPR)
St. Louis Post-Dispatch
StarTribune.com
SupermarketNews.Com
Sustainable: A Netflix Documentary
The Atlanta Journal - Constitution
The Conversation
The Daily Journal, Illinois
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The Morning Call
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George P. Sillup, Ph.D.
Michael R. Solomon, Ph.D.
John L. Stanton, Ph.D.
Stephanie A. Tryce, J.D.

On Big Pharma Using Terror Tactics in Ads…

“This has been a gradual evolution. If we compared ads over the last year with ads three to five years ago, they used to be more scientific — now they’re about convincing and persuading.”

George P. Sillup, Ph.D.
chair and associate professor of pharmaceutical & healthcare marketing

“Halloween Already? Big Pharma Marketers Try Terror Tactics to Scare Up Sales”

Ad Age, September 12, 2016

On “Adulting” and Insurance…”

“Insurance is key to protecting yourself against financial ruin. Insurance may seem like a waste of money for young adults beginning their careers, but this investment may be the one thing that protects them against financial ruin for the rest of their lives.”

Todd Erkis, FSA, CERA, MAAA
visiting professor of finance

“5 Most Important Things You Need to Know About Insurance aka ’Adulting’ for College Graduates”

Inc.com May 8, 2017
By: John Lord, Ph.D., ’71
professor emeritus

As a student majoring in food marketing who entered Saint Joseph’s in 1967, one year after the early graduating class in that very unique program, I was part of the first growth stage of niche business programs at SJU. I distinctly remember students from other colleges asking me if we had courses like “Introduction to Broccoli.” My, how times have changed.

It’s been nearly 60 years since visionary and Syracuse, New York, wholesaler James O’Connor recognized a void in collegiate offerings — not one college or university in the 1950s had an academic program to prepare food industry leaders. O’Connor enlisted the support of two Philadelphia food merchants, Herman Heim (of Unity-Frankford Grocers) and Meyer Marcus (of Food Fair Stores), to create such a program in their home city.

Drawn to O’Connor’s vision to focus the program on educating the future of the industry while addressing world hunger, the Jesuits of Saint Joseph’s approved the creation of the Academy of Food Marketing in 1960, and the four-year undergraduate major became official in 1962.

In 1986, Nicholas Rashford, S.J., came to SJU as president and immediately ordered the business school faculty to develop an Executive MBA program. Formalized in 1990, the EMBA started us on the path to executive education.

The early ’90s saw the formation of additional specialty programs: the M.S. in international marketing, the executive food marketing master’s program, the pharmaceutical & healthcare marketing master’s program and the undergraduate major in pharmaceutical marketing. The success of each program began building upon one another.

As dean of the Haub School from 1987 to 1992 (then the College of Business and Administration), I had the pleasure of working with a talented and driven collection of faculty members who brought these programs to life, and as associate dean of graduate business programs (1998-2000), I saw our graduate enrollment grow year after year.

Since that time, the Haub School has launched additional industry-focused programs in risk management & insurance; financial services; managing human capital; family business and entrepreneurship; leadership, ethics and organizational sustainability; sports marketing and entertainment marketing. In any number of these programs, students follow curricula and complete internships or Co-op education experiences designed by academic experts and industry executives to provide them with a unique knowledge and skill set.

Having taught for many years in the food and sports marketing programs at Saint Joseph’s, I’ve seen how our graduates’ understanding of the structure and operations of their industries makes them attractive to employers and allows them to excel in their careers. Students like Chris Furman ’81, whose degree in food marketing and values he derived from his experience on Hawk Hill led to a highly successful career, culminating in his appointment as CEO of Ventura Foods; and Gerianne Tringali DiPiano ’92 (MBA), president and CEO of FemmePharma Global Healthcare, who was one of the first graduates of our MBA in pharmaceutical and healthcare marketing. More recently, sports marketing major Shaun Gallagher ’13 progressed to a management role with the Philadelphia Union because of the resume he built at SJU. These three professionals represent only a fraction of the hundreds of niche program success stories.

At a time when many small and medium-sized private schools are struggling for students, the Haub School remains the largest Jesuit business school, and continues to thrive. The scope and variety of educational opportunities we offer and our willingness to take risks and offer these programs has been a key part of that success. I’ve enjoyed being a part of that.
How much should a company or government influence consumer decision-making? Should there be no interference? Or is it OK when it’s for the sake of the common good? What about just a small “nudge” in the right direction?

“The average American makes millions of decisions, small and large, every day,” says Ernest Baskin, Ph.D., expert in consumer behavior and assistant professor of food marketing. “Many of these are influenced by small environmental changes, referred to as ‘nudges.’”

A growing body of research focused on this phenomenon asserts that nudges can exert a powerful influence on behavior, specifically on decision-making and consumption.

Baskin, a contributor to this research, tested the theory for Google in May 2016, when he worked with a team of researchers from his alma mater, Yale University, in the start of a multi-year study of snacking behavior conducted at the tech giant’s New York office. The study was the first to look at how the proximity of snacks to free beverages increased food consumption and was intended to help the company “nudge” its employees to make healthier decisions.

“Across the board, companies, governments and not-for-profits are trying to influence people to make positive or healthy choices,” says Baskin. “We are seeing more and more support behind this movement.”

Last summer, Baskin met with the team working on Philadelphia Mayor Jim Kenney’s GovLabPHL initiative, a program that gathers academics together to advise on the incorporation of innovative and evidence-based practice in city government. One of the initiative’s discussions is focused on applying nudge theory to matters of local policy and civic life — encouraging people to do things like pay taxes, enroll in benefits or recycle. Using data about constituent behavior, GovLabPHL hopes to improve interactions between the government and its constituents.

In the health care sector, Baskin has compiled research on the ways a health care system can encourage employees to take advantage of free flu vaccination clinics. He found that by changing the information slightly, to include maps of the flu clinic locations, hospitals could improve vaccination rates.

Yet, even if they aren’t overly disruptive, the debate remains: How much should a company or government influence choice?

“Even if you are influencing people to make the ‘right’ choice by introducing a modification, questions of ethics can come into play,” says Baskin. “Knowledge of consumer biases is important both for governments and marketers as well as for consumers when seeking better decisions.”
When fashion designer Eileen Fisher asked customers to bring back their clothes for recycling, no one expected that they would receive eight tons of clothes in the first three months. And this was just at their Madison Avenue store. Where some see an industry that has been rife with examples of human rights and environmental abuses, Eileen Fisher sees an opportunity to do things differently.

Diane M. Phillips, Ph.D.
professor of marketing
"We’d like our clothes back please: Partnering with consumers to achieve sustainability goals" Handbook of Sustainability, Robert Brinkmann, ed., Palgrave McMillan (2017).

Sancheol Song, Ph.D.
Global Strategy Journal
Management International Review
Long Range Planning

E. Kent St. Pierre, Ph.D.
Journal of Theoretical Accounting Research
Communication of the Association for Information Systems

David Steingard, Ph.D.
Business and Professional Ethics Journal

Ahmet Tezel, Ph.D.
International Journal of Financial Research

Stephanie A. Tryce, J.D.
Title VII of the Civil Rights Act of 1964, 7th ed.

Natalie T. Wood, Ph.D.
#Share: How to Mobilize Social Word of Mouth (sWOM).

John C. Yi, Ph.D.
Sustainability
Rebecca Rosati ’17 entered Saint Joseph’s University with one primary objective: to be prepared and qualified for a stellar full-time job upon graduation.

To say that she achieved this goal would be an understatement. Thanks to the Haub School of Business’ Accelerated Cooperative Education Program (Co-op), the finance and business intelligence & analytics double major worked full-time for two companies well before her time at SJU came to an end — Porter & Curtis, LLC, a commercial and casualty insurance brokerage, and Comcast.

At her placements, Rosati says she “built lasting connections which ultimately led to a full-time job offer.”

Today, the Bucks County, Pennsylvania native is an analyst in Comcast’s Business Process Effectiveness department.

“What I liked most about the Co-op program was that it gave me a taste of the corporate world while I was still in college,” Rosati says. “I frequently balanced several projects simultaneously and presented weekly status updates to our VP, which developed my communication and presentation skills.”

The HSB Co-op program allows students to complete two semesters of paid, full-time work — one during sophomore year and the other in junior year — while still receiving their undergraduate degree in four years. On average, 60 percent of SJU Co-Op students are hired by one of their placement companies after graduation, like Rosati.

“Co-op students enter the full-time job search with significant corporate experience,” says Todd Krug, Ph.D., director of the program. “This comparatively strong start places them on an accelerated path for promotion and success.”

Rosati looks forward to continuing her to develop her career with Comcast, thanks to her strong start.

For more information about the HSB Co-op program, or to partner with us as an employer, contact Todd Krug at 610-660-1103.
Small Business Champion
Albert G. Pastino ’64
to Receive 2018 Hall of Fame Award

By Kevin Kaufman

In his more than five decades-long career, former Saint Joseph’s University Trustee Al Pastino ’64 has worked for some of the country’s most recognizable accounting and investment firms. His passion, however, resides in partnering with, advising for and investing in small companies.

A partner at Laud Collier Capital LLC, a middle-market company-focused firm in Short Hills, New Jersey, Pastino will be recognized for his leadership and positive influence on his profession and Saint Joseph’s University with the Haub School Hall of Fame Award on April 18 at the New York Athletic Club in New York City.

“From his days as the University’s third Hawk mascot to his eight years as a University trustee, Al has always been dedicated to Saint Joseph’s,” says Erivan K. Haub School of Business Dean Joseph A. DiAngelo Jr., Ed.D. ’70. “He is a valued member of the Haub School community and has been a role model for our students as he lives the credo of St. Ignatius.”

Pastino’s interest in small business stretches back to his childhood. Before his death, Pastino’s father was a business owner. Pastino’s mother and stepfather ran a small restaurant, and he worked at his uncle’s cheese company. Through his family, he developed a keen understanding of issues facing small businesses.

“I always liked working with smaller clients because they would bounce ideas off you and you’d get to know their businesses,” says Pastino, a certified public accountant who received an MBA from Fairleigh Dickinson University and completed the Harvard Business School Executive Management Program for Small Business.

Pastino started his career at Deloitte, and made partner in 1976. In his 20 years at the firm, he served as managing partner of its Emerging Business Services Practice and High Technology Industry Group in the United States. He moved to the investment banking firm Alex Brown & Sons in 1986, where he worked on mergers and acquisitions and initial public offerings. He also spent time with two private equity firms.

His professional journey began with a conversation with beloved Saint Joseph’s Accounting Professor Edward G. Sutula. The second person in his extended family to attend SJU, Pastino credits Sutula with setting him on his career path. Weighing pros and cons of Pastino’s three job offers, Sutula told him he’d “do very well at Haskins and Sells” (now Deloitte).

“It is the best career advice I’ve ever received,” says Pastino, a Northeast Philadelphia native who met his wife through a Saint Joseph’s connection. “My whole life pivoted St. Joe’s—family, career, outlook.”

His SJU education still plays an influential role in his career. “My professors emphasized ethics and standing for something,” Pastino says. “Ignatian values stick with you for your whole life.”

His desire to give back to his alma mater is evident in his support of myriad interests across the University, including the Dean’s Leadership Program, men’s and women’s basketball and the Class of 1964 Scholarship. Pastino is a member of the Haub Board of Visitors and Advisory Board of the Pedro Arrupe, S.J. Center for Business Ethics.

One of his greatest contributions to the University came as a member of the SJU Board of Trustees from 2000 through 2007. As vice chair and chair of the finance committee, Pastino was integral to the team that structured the 2008 purchase of what is now the James J. Maguire ’58 Campus from Episcopal Academy.

“What I appreciate most about Al is his tenacity for healthy debates, and pushing us to be better and take some chances we wouldn’t have otherwise considered,” says Haub Associate Dean Vana Zervanos ’07 (MBA).

Pastino lives in Summit, New Jersey with his wife, Mim. Avid skiers and travelers, the Pastinos have three adult children, Lisa Pastino Sanders, Ph.D., ’87, Beth Anne Pastino Giannotto, CPA, and Gina Pastino, Ph.D., all of whom are married. The Pastinos have eight grandchildren, one of whom, Kaitlin O’Neill, is an SJU senior.

Information about the Hall of Fame registration and event sponsorship will be available soon.
Philadelphia Mayor Presents Magis Award To Ralph Galati ’70 (USAF)

On Tuesday, July 4, the Honorable James F. Kenney, mayor of the City of Philadelphia, presented the second annual Magis Award to Ralph Galati ’70, USAF, director of veteran services at Saint Joseph’s University, as part of the 2017 Wawa Welcome America Festival’s Celebration of Freedom Ceremony at Independence Hall. Magis, which roughly translated, means “the more,” is a Jesuit concept that embodies the spirit of doing more, being more and achieving more than expected. The award was created in 2016 by Kenney, who received a Jesuit education at St. Joseph’s Preparatory School in Philadelphia. Galati was recognized for his service in the U.S. Air Force, including the 14 months he spent as a prisoner of war in North Vietnam, and his service to the veteran community.

Beichl Award Presented to Maj. Gen. Charles J. Dunlap, Jr. ’72, USAF (ret.)

Saint Joseph’s University honored former deputy judge advocate general of the United States Air Force, Maj. Gen. Charles J. Dunlap, Jr.’72, USAF (ret.), with the second-ever TEC5 George J. Beichl, Ph.D. ’39 Award, created to honor Beichl’s legacy and service. Beichl, a World War II prisoner of war and Purple Heart and Bronze Star recipient, served as a faculty member and leader in the Saint Joseph’s chemistry department for over 50 years. Dunlap, now a professor of the practice of law and executive director of the Center on Law, Ethics and National Security at Duke University School of Law, served 34 years in the Judge Advocate General Corps before retiring from the United States Air Force in 2010. He was presented the award during a ceremony honoring participants in the 2017 Entrepreneurship Bootcamp for Veterans with Disabilities at SJU.

Coaching Leader Program Offered at SJU

The Center for Professional Development at SJU will host the Coaching Leader Program at its Executive Business Center during the 2017-2018 academic year. This is the only University-based coaching certificate program in the Philadelphia area. SJU is partnering with GroupWorks Consulting LLC, a management consulting and executive coaching firm with over 20 years of global experience, to deliver the program, which fulfills the International Coach Federation’s (ICF) certification requirements, and qualifies for 12 Continuing Education Units (CEUs) through the University’s International Association for Continuing Education and Training (IACET) accreditation. Sessions will be held September 14-16; and November 3-5 of 2017, and January 12-14, February 9-11 and March 9-11 of 2018.

More information and registration is available at sju.edu/coachingleaderprogram
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The Haub School dean, associate deans, faculty chairs and directors listed above are also members of the Haub School of Business Board of Visitors ex officio.

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More than 20 years separate the Saint Joseph’s experience of Anthony (Tony) DeSantis ’81, a CEO with Ironshore Insurance Services LLC, based in Wilmington, Delaware, from that of his sons, Anthony ’09 ’11 (MBA) and Alex ’16 — yet all three graduates credit Haub for their successful careers in insurance.

Tony

Q: What was your student experience like?
A: As a commuter, I worked 30 hours a week to pay for school and occasionally hitchhiked to and from St. Joe’s — often an alumnus would see me on City Ave. and offer to drive me home. I was a food marketing major. I was involved in intramural sports and was, and still am, a big SJU basketball fan — THWND!

Q: How did your education prepare you for your career?
A: The liberal arts model and the influence of the Jesuit tradition helped develop my ability to reason, think critically and communicate effectively — skills that were invaluable to me as I progressed in my career. The faculty in the business school helped me hone a skillset that I still credit with my rise to senior level, executive positions in the insurance industry.

Q: Why did you decide to get involved in the Academy of Risk Management & Insurance?
A: I was eager to get involved as one of the founding members of the ARMI to support Jim Maguire’s vision of becoming a top-ranked insurance and risk management program in the nation, which I am proud to say was recognized as the number one program in the US in 2016! I was aware of the success of the Academy of Food Marketing and realized the incredible value in educating young people to excel in insurance, a diverse and complex business.

Q: As a parent, what did you see as the HSB’s value?
A: As a student, I experienced how special the community spirit was at Saint Joseph’s. As a parent, I was also impressed by Haub’s focus on internships, its growing academic programs, the access to expert faculty and the campus’ expansion. Because of their internship opportunities and access to the insurance curriculum, faculty and ARMI network, my sons’ working knowledge of insurance coming out of Haub far exceeded what I had even two to three years into my career.

Anthony and Alex

Q: Why did you decide to enroll in SJU?
A: Anthony: SJU was always on my list of colleges because of the experiences my dad shared with me, though he never pushed me to attend. I was drawn to the strong reputation of the business school and the marketing program — I majored in marketing.
Alex: The RMI program is one of the reasons I came to SJU. It was a difficult program, but it emphasized real-world skills and I was confident it would give me an advantage when the time came to look for a job. I majored in finance and RMI. This year, I'm starting my MBA at SJU.

Q: How did your education prepare you for your career?
A: Anthony: The focus on theology and philosophy that formed a background of ethics that was then threaded through our business courses stuck with me, and the liberal arts courses and numerous business presentations developed my ability to confidently and effectively communicate.

Q: What internship opportunities did you have while at SJU?
A: Anthony: In addition to a sports marketing internship, I also had an internship with AIG insurance and was hired by Philadelphia Insurance Company immediately after graduation while I was working on my MBA at SJU. Now, I work as a primary casualty underwriter for Allied World Assurance Company in Philadelphia.
Alex: I had internships with ACE Insurance and Farmers Insurance Group. The connections I developed during those internships helped me get my first job with ACE, now CHUBB, based in Wilmington, where I am a professional associate.

Q: What was similar about your SJU experience to your dad’s and your brother’s?
A: Alex: One of the special things about SJU is that through the years, the feeling of community and of belonging to something great has remained. I remember those same feelings from walks with my dad around campus as a little kid and it still feels that way now that I am an alumnus. Like my brother, I'll be going back for my MBA in the fall and I look forward to returning to campus.
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