

HIGH YIELD

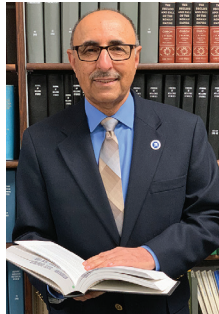
School of Business Alumni Newsletter

State University of New York at Fredonia

Spring 2019

Interim Dean's Update

Welcome to the 2019 issue of High Yield, the School of Business annual newsletter for its alumni. A lot has happened since the last issue of High Yield was published back in 2008. Here are some major items to bring you up to speed with your Alma Mater:



- The biggest news is that in July of 2017, the School attained the highly prestigious and coveted accreditation by the Association to Advance Collegiate Schools of Business (AACSB) for its quality programs in Accounting, Finance, Management, and Marketing. This puts us among the top 777 out of 19,000 (5%) business schools in the world.

- The school is now comprised of three departments: Business Administration, Economics, and Applied Professional Studies. The APS department is the new addition which offers B.S. programs in Music Industry and Sport Management plus all the courses in Physical Education.

- Thanks to our alumni and friends, we have tripled the number of school-wide scholarships to 18.

- There are now four additional student organizations – American Society for Quality, Sport Management Club, Beta Gamma Sigma Honor Society, Music Industry Club, and the Student Advisory Council, which every semester publishes the online newsletter, **Business Matters** for the student body.

- Students are now required to have an internship experience before graduation.

- The School is fortunate to have an active **Advisory Board** comprised of local business leaders eager to provide advice on curriculum, experiential learning, and program development.

- There has been some turnover of faculty and staff. You may want to [click here](#) to see if your favorite professors are still teaching at Fredonia.

- Dr. Moj Seyedian

Entrepreneurship Fair



From left to right: Josh Koespell, Breanna Damiano, Lara Burke – presenting their business idea, “Act or See.”

The Business Administration Department's Annual Entrepreneurship Fair was held on Monday, December 10th at 7:00 pm at Fredonia Technology Incubator. As a final assignment, every fall the student groups in Dr. Sue McNamera's Entrepreneurship

(BUAD 354) class must develop a creative business idea and present them before a panel of judges comprised of business leaders from the local community. Eight student groups showcased their innovative business ideas to a full-room of faculty, business persons, alumni, and students at the event. The following is a list of projects and the entrepreneurs:

Leading the Future (leadership curriculum for high school) - Lindsey Clark, Kailey Falk, Jon Morrison

Outdoor Adventures (guided hikes) - Zach Rose, Brandon Sciandra, Avalon Watson

Stress Free Fredonia (stress reduction program) - Samantha Larson, Caitlyn Croft, Lauren McMurray, Pinar Uz

Buffalo Landscape List (website to find new landscapers) - Eli Salman, Andrew Hauber, David Totaro

Safe Ride (service to drive you home with your car) Alexis Terruli, Luke Rivera, Jim Morgan

Act or See (game involving drawing and charades) - Josh Koespell, Breanna Damiano, Lara Burke

Office Fight (card game involving strategy and action) - David Notaro, Andrew Hauber, Liam Lipsky

Based on the judge's rating of each group in terms of value, table presentation, and pitch, the project, Buffalo Landscape List, won the first place with Act or See and Safe Ride projects placed second and third, respectively.



From left to right: Eli Salman, Andrew Hauber and David Totaro – presenting their business idea, “Buffalo Landscape List.”

Business Person of the Year Award



Left to right: Alexis Witkowski, Ashley Hagler, Brooke Lewis, Mayor Wilfred Rosas, Stephanie Akselrod, Louann Laurito-Bahgat, Sham Bahgat, Emily Buck, Nicole Guidone, Chantel Perez, and Professor Linda Hall

Sham Bahgat and Louann Laurito-Bahgat, of Bahgat & Laurito-Bahgat, Certified Public Accountants, were honored by the Business Club as the recipient of its Business Person of the Year award at a dinner held on Friday, March 23, 2018, 6:30 p.m., at the Clarion Hotel, 30 Lake Shore Drive East, Dunkirk.

The award, now in its 40th year, recognizes local business professionals for their hard work and dedication to the community. The husband-and-wife team are 1988 graduates of Fredonia and operate Bahgat & Laurito-Bahgat, an accounting firm in Fredonia that provides financial services to individuals, small and large businesses and other agencies.

Ms. Laurito-Bahgat is an accounting lecturer in the School of Business and a member of the Fredonia College Foundation Board of Directors.

The reception featured guest speaker Wilfred Rosas, mayor of the City of Dunkirk, as well as Fredonia faculty and staff, members of the Business Club, and local business owners.

Hail! Fredonia Records Hosts 2nd Annual Dog Walk

Hail! Fredonia Records, as part of the Student Record Label class in the Music Industry Program

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Dog Walk, continued from page 2

at Fredonia, organized its second annual dog walk, "Lend a Paw for Autism: Star Paws," on Sunday, April 22, 2018 from 11 a.m. to 4 p.m., on campus.

Proceeds of the "Star Wars"-themed dog walk will benefit the Institute of Autism Research at Canisius College. Fredonia students, staff, and community members were invited to register for the walk, either individually or as a team. All registrations came with a free commemorative T-shirt that was provided at the event. Upon conclusion of the walk, a reception took place in the outdoor amphitheater, that included music performances as well as the sale of food and refreshments.

"The Student Record Label class is unique in that it offers students the chance to apply their learning to real events at a professional level", stated Professor Armand Petri. Students of both the Music Marketing and Promotions and Student Record Label classes organize numerous charitable events every year involving the Fredonia community.

'El Nasser Way' Named on Campus

A public event including family, friends, alumni and administration was held May 9, 2018 for the formal naming of "El Nasser Way" by President Virginia Horvath in memory of Dr. Marwan El Nasser, who was a Professor Emeritus of Economics.

The walkway is located in front of Fenton Hall and connects the campus to Central Avenue.



A public event including family, friends, alumni and administration was held for the formal naming of "El Nasser Way" on campus by President Virginia Horvath in memory of Dr. Marwan El Nasser, who was a Professor Emeritus of Economics.

A reception was hosted by the School of Business at the Williams Center, including speakers, following the ceremony.

Dr. El Nasser graduated from high school in his home town of Amman, Jordan. Soon after, he attended the University of Alexandria in Egypt and in the late 1950s earned a bachelor's degree in Agricultural Engineering. He returned to Jordan for a short period, but soon his unquenchable thirst for learning led him to the U.S. for the first time. As an immigrant student, he found a home in the early 1960s at Ohio State University. It was there he thrived intellectually and met Joanne Gerber, who became his devoted wife of nearly 50 years. In 1970, he left Ohio with a Ph.D. in Economics, and he, his wife, and son, moved to Fredonia, where Dr. El Nasser became a professor in the Department of Economics. He remained a faculty member in the department for the next 47 years until his death in December 2017. Dr. El Nasser also served as department chair and as official Mace Bearer for Commencement, representing the most senior faculty member in years of service. In 1976, as part of his commitment to bridge his Eastern upbringing with Western education, he led his family to Egypt for six months on a Fulbright Fellowship and in the process, passed along his passion for travel to his sons. He continued with several more trips in the



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'70s and '80s, escorting students and educators to Egypt. He resumed his work abroad in the late '90s, traveling to the newly-opened Central Asian States. From 1998-2004, he established himself as one of the pioneers of Western education in the country of Uzbekistan. It was said, that in all his work and travel, he never stopped teaching and mentoring.

In addition to his wife, he is survived by sons, Farris (Kim, Laith, Rami), of Boulder, Colo.; Omar (Dilafruz, Zaid, Salman), of Buffalo, and Alexander (Layla), of Tampa, Fla.; his sisters, Fatima and Fatheyeh; and his brother, Adnan, as well as grandchildren, 36 nieces and nephews.

The Dr. Marwan El Nasser Scholarship has been established with the Fredonia College Foundation to support the recruitment of an incoming community college transfer student. Preference is given to a Jamestown Community College student. The donor of the fund developed the scholarship in an effort to recruit and financially assist incoming transfer students, who must be enrolled full-time but can have any major, and must be in good academic standing, be ambitious, and show promise.

Fredonia Students Chalk Up Big-league Internship Experience at Super Bowl

In Super Bowl jargon, it's "one for the thumb" for Fredonia!

That's the number of times Fredonia students have scored real-world experience in the national sports industry through internships at the Super Bowl, undoubtedly the premier sporting event in the world. Super Bowl LIII, in which New England defeated Los Angeles, 13-3, on Feb. 3, brings the Fredonia tally to five.

Severe Arctic-like temperatures and heavy snow in Western New York sacked the scheduled Jan. 30 flight out of Buffalo, but this year's contingent made alternate travel arrangements and was able to make the



Students who were part of the Fredonia Super Bowl contingent included (first row, from left): Kaitlyn Melendez and Kayla Connolly; (second row): Elaina Brownell, Kaitlyn Valenza and Quinn Bankoski; (third row): Joe Alessi, Ryan Langhorne, Ryan Cervola and Brandon Haase.

most of their three days in delightfully warm Atlanta, home of the Mercedes-Benz Stadium, where the game was played.

The 2019 Super Bowl internship went well and the students, all majoring in Sport Management, learned a lot, reported Penny Hite, assistant professor and coordinator of the Sport Management program. This year's Fredonia contingent included: Joseph Alessi, Xavier Arjune, Justin Axelrod, Quinn Bankoski, Elaina Brownell, Ryan Cervola, Kayla Connolly, So-ban Faisal, Brandon Haase, Ryan Langhorne, Kaitlyn Melendez, Zachary Sierra, Kaitlyn Valenza, Christian Villafane and Logan Warren.

"This is the fifth year that we've gone, and it seems like each time the experience gets better and better," added Jason Becker, adjunct lecturer. "We were still able to do two events that we were assigned to on Friday and Saturday. It was a great experience, and the weather was great."

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Students served as “wayfinders” at Super Bowl Live, a showcase of assorted attractions and events designed to enhance the fan experience, held in Centennial Park. They also worked at a large indoor venue in the same capacity. This is always a critically important assignment, given the tens of thousands of fans the game attracts every year. Students gave directions to interactive games, pep rallies, contests, concerts and separate parties for fans of both teams.

“During the event we directed traffic and helped make sure the fans had a great experience. We also did some work in the volunteer headquarters where we welcomed people to the area and helped to make sure everyone knew where to go,” explained Ms. Bankoski, a junior from Dunkirk. “We met a lot of people from a lot of different places!”

In some years, Mr. Becker noted, students see famous people – celebrities, athletes, sports executives and nationally known business leaders.

The highlight of the trip for Becker, who’s been on all five Super Bowl excursions, is always seeing students have an experience at a national event that they can list on their resume and describe in job interviews. Students take what they’ve learned in course work in areas such as event planning, marketing/promotion, sales and strategic planning and apply it at a national sporting event.

“Prospective employers have a sense that Fredonia students have been on a pretty big stage and know something of how an event of this magnitude is run,” Hite said.

Students also gain valuable experience working in huge crowd settings, while staying calm and thinking quickly, or “doing things on the fly,” Bankoski noted, when assigned locations are changed in the middle of a work shift.

“Seeing it all come together at a major sporting event is truly rewarding for them,” added Becker, who accompanied the students along with Hite. “They really enjoyed it. It’s always great to see students get this experience.”

Students typically earn 1 internship credit hour for SPMG 400, Super Bowl Host Committee Intern. They gain knowledge in the processes that are involved in the promotion and marketing of grand events such as the Super Bowl, added Tracy Collingwood, director of Engagement and Career Development.

Time is also made available for sightseeing in the host city. Students gathered at their hotel on Sunday evening to take in the game on a big-screen television.

Fredonia has sent students to Super Bowl festivities five times in the last seven years, visiting nearly every part of the U.S. along the way. Their first Super Bowl was in 2013, when the game was played at Mercedes-Benz Superdome in New Orleans. After a two-year hiatus, Fredonia returned to big game festivities in Santa Clara, Calif., home of Levi’s Stadium, in 2016, and went every year thereafter. These included Santa Clara, NRG Stadium in Houston and U.S. Bank Stadium in Minneapolis.

“All indications are that students really enjoyed it,” Becker said. “When I asked students in one of my classes who wanted to go next year, all hands went up.”

- Roger Coda

Why Study Ethics?

I have a long-term friend who is a dean of arts and sciences at a major university. From time-to-time, we discuss each other’s ongoing work. When informed that I was working on an article in business ethics, he joked that there is no such subject, that business is devoid of ethics, and any exploration of this subject should be brief. He thought of this subject as a simple categorization of what is right and wrong, as in “do not break the law, at least in an easily discoverable way.”



Dr. Richard Robinson

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Business ethics actually concerns the most fundamental aspects of how a business is organized, the general behavior of business interaction, the very motive for business activity in general, and the basis for logically-reasoned action in business. It is a very broad subject of such great societal importance that business ethics should be considered the most important subdivision of the broader category of applied ethics (which includes subjects such as medical ethics, sexual ethics, societal welfare considerations and the like). The subject is built upon the traditional academic area of philosophy, and even includes economics.

Ethos is the ancient Greek term for “custom.” Webster’s dictionary defines this as “the distinguishing character, moral nature, or guiding beliefs of a person, group, or institution.” Ethics is the philosophical study of morality, our useful customary system for decision making particularly with respect to what we term “good or bad,” or “right and wrong.” It is not a shallow subject. It extends way beyond simple notions of right and wrong, notions such as “Do not cheat, or steal, or harm others!” This subject has ancient roots, and it has always been centered on reasoned logic and reflective thought. It concerns both “What is right?” and “What is good?”

Notions of “the right” and “the good” form the foundational axioms for what rational people derive as the moral principles that govern our decisions. We pursue this or that action as based upon what we perceive as “right,” and/or what we perceive as “good.” It is an immutable property of existence, a law of physics that we cannot make time run backwards; that we cannot experiment so as to do over our decisions.

It is certainly better to have a set of moral principles to guide us prior to making these decisions, although reflective reasoned-thought about our problems is always one of these necessary principles. We study ethics as a preparation for moral decision making. The very practical subject of business ethics is no different. Indeed, this subject is not only of extraordinary importance for society, but it is perhaps more interestingly complex than many other business subjects.

The term “teleological” stems from the ancient Greek word “teleios,” which means “complete” or “perfected.”

It concerns the end goal of a thing, so that “teleological ethics” concerns the end goal that we seek from our ethical system. Philosophers have typically treated the subject of “what ends,” i.e. “what goals,” we should pursue as either “the flourishing life” or some notion of what is “intrinsically good.”

We can apply the idea of the “flourishing life” to either ourselves as individuals, or to our business organization, or to society. We, of course, can also link all three of these entities as interdependent. We generally define the flourishing life as meaning something well beyond mere consumption. Among the things philosophers have included as necessary for happiness are knowledge, friendship, freedom, and harmonious existence within our society. This list can be considerably extended. As business managers, “to live a flourishing life” must require that we exhibit moral leadership within our business and our society, that we not only meet certain moral standards, but that our very motivation is not narrowly egotistical, but broadly social.

We must desire that our business, its surrounding society, even our family and personal lives be organized around moral principles that exhibit fairness, respect for the dignity of others, and that rejects deception or tricking others into pursuing what we want at the expense of pursuing their own goals. This sort of motivation generates a certain nobility of purpose that is at the core of managerial leadership. This is why all business students should study ethics.

In recent years, the media has sadly reported numerous examples of ethical scandals within the business community: the Madoff scandal, the Enron scandal, and many more. There are certain common elements to these scandals, most particularly attempts to repress whistle blowers from speaking out. Moral dissenters are usually insiders who wish to exhibit what the 20th century philosopher Hanna Arendt called “the noble nature” of saying publicly “This is wrong!” This is the sort of public ethical dissent that can perhaps prevent the moral scandals we have recently witnessed. Companies involved with immoral conduct usually try to humiliate dissenters. One purpose of our academic courses in business ethics is to encourage managers

to recognize that dissent can have a very appropriate and moral purpose. Actions to humiliate others are never ethical. Having the backbone to reason through an ethical problem, and if necessary to stand up and say "This is wrong!" might be the most heroic action a business manager can do.

- Dr. Richard Robinson

THANKS A MILLION, ALUMNI, FACULTY, & FRIENDS!

The following list indicates those alumni, faculty, and friends of the School of Business whose donations were received during the 2017-2018 academic year. Please note that only the donations specifically designated by the donors for use by the **School of Business** can properly be credited. Also, be sure to notify your place of employment of your contribution as many companies have a policy of matching employees' donations.

For detailed information on giving to your alma mater, you may call Fredonia College Foundation at (716) 673-3321 or go to the website at:

www.fredonia.edu/foundation/

Please note that the gifting categories listed below are not the official ones designated by the Fredonia College Foundation:

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Do You Remember?



Business Department scholarship recipients posing for a group picture taken by Professor Olsavsky outside the Alumni House, May 2003.

Guess the Logo

American Marketing Association kicked off the fall semester with their first event, “Guess the Logo”, on October 15, 2018 at 8 PM in the Williams Center. Students teamed up to see who knew their logos best. There were two rounds, the first round was testing to see if students could tell what the brand was based on the logo with no words or details. The next round was a little harder. We wanted to test if students could identify brands by seeing the logos stripped down and simplified. Many students knew most of the logos but found some to be challenging to identify. This demonstrated which brands are doing a great job with brand recognition and which ones are doing poorly.

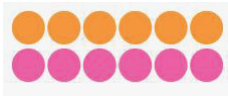
Stripped down logos students did well on:



McDonald's



Amazon



Dunkin' Donuts



Google

Logos many students did not know:



Netflix



Blackberry



HSBC



Lacoste

Meeting Dr. Linda Hall

Tell me a little about yourself.

I am originally from West Seneca, New York, and received my B.S. in Accounting from SUNY Fredonia in 1984. I received my MBA and PhD from SUNY Buffalo, and attended the University of Florida for a postdoctoral program. I spent eight years in public and corporate accounting before beginning my career in higher education. I have been teaching at the college level since 1990, and came to SUNY Fredonia in 2001.



What courses do you teach?

I teach Principles of Financial Accounting (ACCT 201), Taxation I (ACCT 304), Taxation II (ACCT 305), and Advanced Accounting (ACCT 401).

If you could teach a new class, what would it be?

If I could develop a new class, I would teach a Senior Seminar focusing on CPA exam review, since most students sign up for review courses after they graduate.

What suggestions do you have for students to be successful in school?

Make the most of your college education and approach being a student as a full time job. Reading is essential to learning; it teaches you to focus your thoughts. Engage yourself in your major courses; don't just try to get through them. Involve yourself outside of your coursework to gain experience and build your resume. Finally, build relationships on campus with your fellow students, professors and advisors.

What advice do you have for graduating seniors?

Your first job out of college might not be the job of your dreams, but you have to start somewhere in your field. Use your internship and other college and work experience as a guide to what you would like to do after graduation. Plan a career path and pursue it.

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What are your plans after you retire from teaching?

I would like to become a snowbird so I can play golf year round. I know that won't keep me busy enough, so I will most likely lecture online or as an adjunct. I will also continue to do volunteer work.

What leadership roles do you have on campus?

I help to organize the Meet the Professionals Night Career Fair for accounting and finance majors. I am an advisor to the Business Club. I also run the Volunteer Income Tax Assistance (VITA) program and I am currently the chairperson of the Business Administration Department.

Alumni Spotlight: Thomas Beral

Thomas Beral, an alum of the Fredonia Department of Business Administration, has been working his way up the ladder in the Western New York area since he graduated. He is currently employed at Freed Maxick Sachs Murphy CPAs, P.C. in Buffalo, where he has been working since 1990. The firm is now known as Freed Maxick CPAs, P.C. He started working there to gain experience in other industries as well as still be able to do both "attest" and tax work. While with the firm, he received his CPA (Certified Public Accountant) license in 1993.



Over the 26 years that he has been an employee at Freed Maxick, he has advanced within the firm from a senior accountant, to a partner of the firm. He was elected director in May 1998. Currently, Beral is the assurance practice leader. In this position, he oversees the attest practice of the firm where they provide a variety of attest engagements such as audits, reviews, compilation, etc. Also, he is involved in the firm's public company practice where he has acquired knowledge in the Securities and Exchange Commission (SEC) regulatory and account matters.

While at Freed Maxick, Beral has worked in the manufacturing, construction, and general services industries. He has also gained extensive experience in the merger and acquisition area, as well as performing numerous due diligence projects.

Before working at Freed Maxick, Beral started his career at Klynveld Peat Marwick Goerdeler (KPMG) in 1987. He worked in the audit and tax departments. At KPMG he worked in the financial institution and manufacturing area and eventually moved into corporate tax.

Beral has also been involved with the Turnaround Management Association Upstate New York Chapter as a board member and treasurer for the past 15 years. In addition, he has been on the board of the Food Bank of WNY, which supports 325+ member agencies in four counties of WNY. Most recently, he was the chairman of the board from July 2014 to June 2016.

While at Fredonia, Beral was actively involved in both the Accounting Society and Investment Club. Graduating from Fredonia in 1987 with a B.S. in Accounting and a concentration in Finance, Beral has this to say about his time here, "I have to say the education and guidance I received from SUNY Fredonia and the faculty have been an important part of my success since graduating."

Currently, he and his wife, Tracey, a 1987 Fredonia graduate in Elementary Education, live in Wheatfield, NY with their two children, Samantha and Matthew.

- Kayla Newland

Alumni Update

William Reilly, '75, retired four years ago from the mortgage industry in Seattle, Wash., and moved to Cookville, Tenn.

Paul Camp, '79, is happily married to **Roberta (Aftuck) Camp, '79** (English). They have two adult children and a two-year old granddaughter. They reside in South Carolina.

Edward Courtney, '79, represented Fredonia and President Virginia Horvath at the inauguration of SUNY Farmingdale's ninth president, Dr. John S. Nader.

Richard Lang, '82, joined Fust Charles Chambers LLP as Senior Consulting Manager in its health care consulting department.

Sue (Lawall) Cortese, '86, has art work traveling around art museums in the Circular Abstraction exhibit.

Marty Bauerlein, '93, was named Senior Vice President, U.S. Sales for CRN, a brand of The Channel Company in Clearwater, Fla.

Aaron Luce, '00, was promoted to Business Manager at Tri-County Family Medicine in Gowanda, N.Y., where he has served in various roles since 2006. Aaron lives in Cattaraugus, N.Y., with his wife, Jennifer, and five children.

Greg Presti, '01, is CEO of LocalSearchForDentists.com, a dental marketing agency for dental practices which was recognized as one of the fastest growing businesses in America by Inc. Magazine for the third year in a row.

Kyle Leikam, '10, was hired as a Wealth Advisor for Evans Investment Services, a wealth management affiliate of Evans Bank, N.A.

Kyle Badger, '11, was promoted to HR Generalist at Rich Products.

Matt Reiners, '11, named one of Forbes 30 under 30 recipients for Consumer Technology. He is Vice President of Customer Impact/Co-Founder for Eversound.

Betsy Thayer, '12, was hired as a Controller for The Resource Center.

Eric Vohwinkel, '12, joined Dopkins & Co.'s tax advisory group as a Senior Associate.

Madison Brown, '13, was named USA Hockey's Manager of Events. She joined USA Hockey in 2015 after serving as a program coordinator for the HarborCenter in Buffalo, N.Y.

Pat Harrington, '13, performed with his band, Victor Wainwright and the Train, playing guitar at the Buffalo Blues Festival. His band is releasing a new album which is being recorded in Memphis where Pat currently lives. The band will also be out on tour.

Chrissy Ortolano, '13, is on the Millennial Advisory Board at Lake Shore Savings Bank. She is the Director of Selection and Recruitment with Northwestern Mutual.

Mark Sonner, '13, was hired by Chiampou Travis Besaw & Kershner LLP as an Experienced Staff Accountant.

Michelle Cope, '16, moved to New York City and is an Associate Business Manager at PS Business Management, an entertainment firm.

Margaret Seifert, '16, was hired as a Staff Accountant at Brock, Schechter & Polakoff, LLP.

Mary Villa, '16, earned her Certified Public Accountant (CPA) designation and is a staff accountant at R.A. Mercer & Co., P.C.

LET'S HEAR FROM YOU:

Please email us at business.school@fredonia.edu to report any notable events in your career or other information you would like to share with fellow alumni. Please make sure you indicate your full name, maiden name, graduation year, and major. Thank you!