

## LE MOYNE NAMES NEW DEAN TO THE DIVISION OF MANAGEMENT



Following a comprehensive, faculty-led search, Le Moyne College has named Wally Elmer, Ph.D., as the dean of the Division of Management effective July 2010. Elmer has been a member of the Le Moyne faculty for 31 years with his teaching and research focused on marketing. He is an experienced administrator, having served as the chair of the Department of Business Administration for 13 years as well as the director of the MBA program from 1996 until 2003.

“Wally brings a long history of successful leadership and accomplishments

to this position.” said Linda LeMura, Ph.D., provost and vice president for academic affairs. “As both long-time business department chair and MBA program director, he has considerable knowledge of and experience with the Division of Management’s undergraduate and graduate programs. Over the years he has developed personal and professional relationships with numerous members of the Central New York business community. This combination of experience and connection will serve him well as he leads the division’s programs, now accredited by the Association to Advance Collegiate Schools of Business (AACSB), to even greater achievements and recognition.”

Elmer’s appointment will bring to a close the service of George Kulick, Ph.D., as interim dean. As an extension of his prior role as the director of the MBA program, Kulick will now serve as the associate dean of management. In that capacity, he will oversee the MBA program, the Madden Institute for Business Education and AACSB accreditation maintenance.

“I want to thank George for the outstanding leadership and service that he has provided to the Division of Management as interim dean,” said LeMura. “His collegiality and good will have been welcome and appreciated this past year.

“I look forward with excitement and anticipation to the coming academic year, when the Division of Management, guided by its dynamic new leadership team and fueled by its faculty’s commitment to excellence, continues to develop – and be recognized for – innovative programs and outstanding graduates.” ■



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## MADDEN INSTITUTE HOSTS MSNBC EDITOR AND AUTHOR

The fall Madden lecture featured Charles Gasparino, on-air editor for the MSNBC network and best-selling business author. Speaking to a full house in Grewen Auditorium, Gasparino presented his latest work, *The Sellout: How Three Decades of Wall Street Greed and Government Misman-*

*agement Destroyed the Global Financial System*. A Pulitzer-prize nominated journalist, Gasparino offered a narrative to the audience about the long-term ethical lapses found in the financial sector and how he believes that government collusion over the last 30 years has made the problems even worse. A vigorous question-and-answer session followed the presentation.

## MADDEN INSTITUTE HOSTS ONEIDA CEO

The spring Madden lecture featured Jim Joseph, '83, president and chief executive officer of Oneida Ltd. The lecture was titled "Generational Relevance: Adapting a 130-Year-Old Brand to a Global Market." During his lecture, Joseph highlighted the challenges that Oneida Ltd. faced with the erosion of its traditional market and a decline in manufacturing and how it has re-invented itself as a cutting-edge company dedicated to international marketing and branding. Joseph also offered his thoughts on ethical business practices and how his leadership style was heavily influenced by his Jesuit education.



## PROVOST NAMES NEW MADDEN PROFESSOR

Ronald Wright, Ph.D., has been named the newest Madden Professor for Business Education, which was established in 2004 through the generosity of Michael D. Madden '71. Prior recipients of this honor include Bernard Arogyaswamy, D.B.A., and Greg Lepak, Ph.D.



"As one of the founding members of the Applied Management Analysis program, Professor Wright has distinguished himself both as a scholar and an instructor," said Linda LeMura, provost and vice president for academic affairs. "His record of publication is impressive and his devotion to student engagement and community outreach is equally impressive. Through his basic and applied research focused on the development of fuzzy and rule-based systems for a variety of applications – from education to energy – Ron has become a leading contributor to evaluation research, particularly for public organizations."

Wright was the 2009 recipient of the highest award the College bestows upon its teaching faculty, the Rev. A. Robert Casey Teacher of the Year Award. He recently served as one of Le Moyne's Kauffman Entrepreneurial Initiative scholars, developing curriculum that brought Le Moyne students into the community and real-world scenarios into the classroom.

"With his record of scholarship, pedagogy and service, I have little doubt that Professor Wright will use his Madden Professorship to generate new accomplishments for the Division of Management and Le Moyne College," said LeMura. ■

For the past 12 years, the Madden Institute has hosted business speakers twice a year during the fall and spring semesters. Please check the Madden Web site, [www.lemoyne.edu/madden](http://www.lemoyne.edu/madden), to view upcoming announcements concerning the next speaker.



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## LE MOYNE HONORS ALUMNA CAROL FLETCHER AS THE 2010 FRANK FERNANDEZ BUSINESS LEADER OF THE YEAR

Le Moyne College alumna and trustee Carol Fletcher '79 was honored as the 2010 Frank Fernandez Business Leader of the Year at the 24th annual Accounting and Business Administration Dinner this spring.

Fletcher has dedicated her professional life to helping companies make sound decisions about their single most important investment – their employees. As president and owner of C.R. Fletcher Associates Inc., she leads a team of professionals who provide recruiting and contracting services to clients across the country. Since its founding in 1989 as an executive search firm, the organization has nearly doubled in size, and now also offers temporary and industrial recruitment services.

A firm believer in the Jesuit tenet of service to others, Fletcher has made philanthropic endeavors a priority for her company. C.R. Fletcher Associates has participated in numerous community initiatives, including Le Moyne's annual Founders' Day Gala, the Junior Achievement of Central New York Bowl-a-thon and

the Community General Hospital Family Golf Tournament.

She also serves her alma mater, from which she earned a bachelor's degree in business administration, as a member of the Board of Trustees. She previously sat on Le Moyne's Alumni Board and Board of Regents.

"Carol is a model alumna, successful, energetic, principled and dedicated to her family, church, community and College," said Le Moyne President Fred P. Pestello. "She has given much to many including Le Moyne College and me personally. We here at Le Moyne are indebted to this special woman."

Fletcher has been recognized for her work and commitment to her community with numerous awards, including the 1998 Ignatian Award for Service to Le Moyne, the Fast Track 50 Business Award and the Women in Business Award. In addition, C.R. Fletcher Associates was named one of the Greater Syracuse Chamber of Commerce's businesses of the year in 2010. ■

## JOIN THE LE MOYNE MBA LINKEDIN NETWORK!



The Le Moyne College Division of Management has created a LinkedIn account for the MBA program and invites all Le Moyne alumni to join.

"LinkedIn has become a staple for connecting business professionals," said George Kulick, Ph.D., interim dean. "We wanted to create a simple platform for our MBA students and graduates to connect them with the vast Le Moyne business network."

Kulick hopes that such interaction will spark further interest in the MBA program as well as create meaningful networking opportunities for management professionals affiliated with Le Moyne.

If you already have a LinkedIn account, please search for the group Le Moyne College MBA Program and request to join. If you currently do not have a LinkedIn account, you can request to join the group once you've established an individual account. ■

## MBA OFFERS ONLINE HYBRID COURSES

The Le Moyne MBA program has begun to explore the efficiencies and effectiveness of online courses. Over the past two semesters, a graduate-level human resources class has been offered as a hybrid course, in which students meet on campus periodically in a traditional classroom, and conduct extended course work through an online medium. Students utilize the online technologies to facilitate discussion and explore opportunities for collaboration on assigned projects. The initial student feedback for this approach has been highly supportive and several faculty members have expressed an interest in offering additional MBA courses in a similar format.

“Online learning has become a mainstay in higher education,” said Renée Downey Hart, Ph.D., a visiting assistant professor in the Division of Management who teaches the hybrid course. “We feel that the blended approach offers real contact while recognizing the time limitations of busy student professionals. As long as faculty-student interaction is present, we feel that this combination can be a success.” ■

## MANAGEMENT DIVISION SUPPORTS HIGH SCHOOL BUSINESS COMPETITION

In January, the Division of Management hosted the Region 9 Delta Epsilon Chi (DECA) high school business competition, drawing nearly 400 students and more than 70 judges and coordinators consisting of local teachers, counselors and business leaders. The daylong event was supported by Division of Management’s employees, faculty and undergraduate students, as well as the Office of Admission, which offered informational sessions and campus tours for the participants.

Heralded as a success by the DECA organizers, the dean’s office plans to make this event an annual occurrence on Le Moyne’s campus.

“We want to support business education in the community,” said George Kulick, Ph.D., interim dean of management. “DECA provides an opportunity to showcase Le Moyne’s programs and facilities to the next generation of business students and leaders.” ■

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