FROM THE DEAN . . .

I hope that you enjoyed the holidays and your new year is off to a great start.

In 2016, we will continue our commitment to students’ career success. By graduation, our students are competent in their major and minor areas of study and have a confident professional presence and communication skills. And they are connected with many alumni and business leaders who help them open doors and launch their career journeys.

The great work we are doing is resonating in the highly competitive college marketplace. In fall 2015, our freshman enrollments increased over 40 percent from the previous year—and our newest students are highly engaged in our professional development programming, such as our “Mocktail Reception” networking event and résumé and LinkedIn workshops. They are “all in” to becoming career ready!

Our network of great corporate partnerships continues to expand. Alumni and other business leaders are on campus daily meeting with students. They are also hosting us for corporate visits and mock interviews. As a result, our students are very well prepared to pursue business opportunities, leading to great internships and full-time jobs. While it is only January, students have already secured positions at Accenture, Aetna, Deloitte, KPMG, MassMutual, PwC, Stanley Black & Decker, The Hartford, Travelers, and many other great companies.

More external recognition is also coming our way. The Hartford Business Journal recently ranked our MBA program the third largest in Connecticut. The Princeton Review again placed us in the top 295 business schools in the country. We proudly recognize our own achievements as well, such as the inductions of our newest members into the Board of Visitors Alumni Hall of Fame. And our faculty continues to generate research that shapes new business practices, bringing the latest management knowledge into the classroom.

Please let us know how we can partner with you or your organization to make 2016 a great year for the Barney School!

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SAVE THE DATES

NORGAARD WOMEN IN LEADERSHIP LECTURE
Wilde Auditorium
March 8, 5:30–6:30 p.m.

MOCK INTERVIEW WEEK
April 6–14

CORPORATE VISIT DAY
April 11

VERU SYMPOSIUM
Wilde Auditorium
April 12, 5:30 p.m.

BARNEY UPDATE
NEWS UPDATE FOR THE BARNEY SCHOOL OF BUSINESS
WINTER 2016

200+ STUDENTS ENGAGE IN FALL 2015 CORPORATE VISITS

In October, the Barney School held its Fall 2015 Corporate Visit Day as a part of the Career Ready program. Over 200 students went on daylong on-site visits to one of 11 companies, where they received a tour, spoke with managers, and explored various career paths. Dependent on the students’ major or industry interests, students chose to visit companies in the local area, including Barnum Financial Group, Edible Arrangements, Hubbell, KPMG, Stanley Black & Decker, The Hartford, Travelers, and UBS. Students majoring in marketing and finance traveled to New York City, where they visited DDB, TBWA, and Cantor Fitzgerald. Corporate Visit Day connects students with alumni hosts and assists them in making informed decisions about their future career paths. ☰
TWO NEW MEMBERS INDUCTED INTO BARNEY SCHOOL’S ALUMNI HALL OF FAME

The importance of being “competent, confident, and connected” was illustrated to current Barney School of Business students as two alumni were inducted into the University of Hartford’s Barney School of Business Alumni Hall of Fame. The newest Hall of Fame members are testament to these important attributes for personal and professional success, reinforcing the Barney School’s commitment to its career-ready programming that enables students to successfully start or accelerate their careers.

David Nord ’79, chairman, president, and CEO at Hubbell Incorporated in Shelton, Conn., and Debra Palermino MBA ’82, executive vice president of human resources at MassMutual Financial Group in Springfield, Mass., were selected from more than 18,000 Barney alumni. More about their successful careers can be found on the Barney School website.

Nord and Palermino were chosen for demonstrating strong leadership, professional accomplishments, and a focus on social responsibility. During the ceremony in the University’s 1877 Club on October 28, Barney School Dean Martin Roth praised the inductees for their close partnership with the University that helps business majors prepare for their career success.

“I have gotten here because of my connections and the support from a lot of people,” said Nord, who encouraged students to create strong connections and clear goals. Using personal examples, Nord explained how small and connected the world is and that each person you meet can have a huge impact on your life. Nord also emphasized the importance of goals and visualizing the next move in order to acquire the right skills to get there.

Palermino described that she chose to attend the Barney School as a career-change strategy because of its courses in organizational development, its outstanding networking opportunities with companies, and great personal testimonials from alumni.

“The University’s Barney School of Business gave me the credibility and confidence to stretch and achieve in the corporate world. It opened the door to the corporate world—a truly remarkable opportunity,” Palermino said.

Reflecting on her career endeavors, Palermino shared a few tips for career management. These included designing a career that works for you so you love what you do, building relationships, continuously learning, and working hard to find the right work-life balance.

The induction ceremony concluded with the presentation of Alumni Hall of Fame Scholarships to Sarah Scotti MBA ’16 and Anthony LoBello BSBA ’16, two outstanding students in the Barney School whose early career endeavors mirror those of the inductees. Sarah is a human resources technology consultant at The Hartford Financial Services Group, paralleling Palermino’s insurance-based human resources career. Anthony, like Nord was while a student, is an accounting major and student athlete, and plans to join KPMG after graduation.
2015 VERU SYMPOSIUM: ED KROLL
CENTENE CORPORATION

THE 2015 THEODORE D. VERU SYMPOSIUM continued the long tradition of excellence in March, featuring speaker Ed Kroll, senior vice president and director of investor relations at Centene Corporation. Barney School of Business alumnus Peter Veru ‘85 created the Theodore D. Veru Symposium in honor of his father. The symposium brings nationally recognized business leaders to campus to share their experiences with students.

At the 21st annual symposium, Kroll shared his career journey and trends in the rapidly evolving national health care market. Kroll spent 17 years on Wall Street working as a health-care services research analyst, including 10 years at Cowen and Company LLC, where he served as a managing director. Previously, he worked at Lehman Brothers. Kroll’s research accolades extend to his membership in both the Institutional Investor and Wall Street Journal all-star analyst teams and his numerous appearances over the years on Bloomberg TV, PBS, and CNBC.

Kroll’s research focused on the managed care industry and included Centene’s stock, which he followed from the time of its 2001 IPO. Six years later, Kroll joined Centene Corporation. He manages the company’s relationships and interactions with the Wall Street community and acts as its chief spokesperson to investors and analysts. He spends his time split between the company’s New York and St. Louis offices. Centene continues to ascend the Fortune 500 list of America’s largest corporations.

Kroll’s timely visit focused on the growing demand for preventive and acute care amidst industry turbulence due to shifting demographics, regulations, provider consolidation, and insurance models. Students, alumni, and other guests learned how Centene is successfully navigating the shifting health care landscape by developing innovative community-based health insurance programs.

MOCKTAIL RECEPTION HONES STUDENTS’ NETWORKING SKILLS

More than 60 Barney School of Business students participated in the “Mocktail Reception,” a popular professional development event that was part of our Career Ready program in the fall. The Career Ready program is the Barney School’s approach to prepare students for their future careers. Each semester, we create and host professional development programs with local alumni and corporate partners, further ensuring each student will be competent, confident, and connected.

The Mocktail Reception provides real-time training in networking and working a room to accomplish business objectives. Students sharpen their professional communication skills in a social setting meant to mimic a professional cocktail reception. Dressed in professional business attire, students are given names, job titles, and business cards. They learn how to network and develop contacts with others with whom they want to do business. Hands filled with beverages and appetizers, students practice shaking hands, handing out and collecting business cards, and engaging with one another in a professional setting.