

# BARNEY UPDATE

NEWS UPDATE FOR THE BARNEY SCHOOL OF BUSINESS

SUMMER 2014



## FROM THE DEAN . . .

An organization is only as good as its people.

Every day our students—from undergraduates to MBAs and MSATs—achieve great things. Whether in class or student clubs and organizations, on sports teams, doing internships, or at work, they are learning firsthand how to think critically, collaborate effectively, make decisions, and lead others.

Our faculty members are knowledge experts in their fields and are committed to student learning and development. They guide students through the latest management theories, tools, and techniques, and make sure they can apply them to the challenges faced by businesses today.

As a business school that is connected to the business community, we bring industry, community, and government leaders to campus every day as guest speakers, panelists, and faculty. Most of these leaders are Barney School and University of Hartford alumni. Students experience a myriad of networking, mentoring, and career-enhancing opportunities via these interactions.

This inaugural edition of *Barney Update* highlights just a few of the outstanding accomplishments of our students, faculty, and alumni. Read about our 2013–14 faculty award winners and those who were recently tenured and promoted. Share our pride in the research accomplishments of our undergraduate students. Learn about two recent alums who are at the forefront of digital media technology and two entrepreneurs who are now members of our distinguished Barney Alumni Hall of Fame.

Be a part of our organization's success. Let us know how you can help us develop globally aware and socially responsible leaders and decision makers. We welcome and encourage your engagement.

With best regards,

Martin S. Roth  
Dean and Professor of Management and Marketing  
mroth@hartford.edu

## HOW ALUMNI CAN HELP

Our three top alumni engagement priorities:

- » Enhancing Barney's career-ready focus
- » Providing opportunities for student internships, projects, and job placements
- » Supporting faculty development

To learn how you can help, contact us at [barneydo@hartford.edu](mailto:barneydo@hartford.edu) or 860.768.4243.

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 [hartford.edu/barney](http://hartford.edu/barney)

 Barney School of Business

**UNIVERSITY OF HARTFORD**  
**BARNEY SCHOOL OF BUSINESS**

## BOSTON ALUMS VISIT CLASS, THEN WIN AWARD

Barney School of Business alums and digital gurus Sam '11 and Zach Dunn '11, cofounders of One Mighty Roar, a digital product company, spoke last fall to students in the Exploring Career Options class. The following week, the twin brothers were named to Boston's inaugural 25 Under 25 list, a new award sponsored by Boston.com's The Hive to recognize the top 25 people under the age of 25 who are radically changing the landscape of Boston's innovation economy.



From left: Innovative brothers Sam Dunn '11 and Zach Dunn '11 win the "25 Under 25" award sponsored by Boston.com's The Hive.

One Mighty Roar builds digital products and experiences for clients that include Budweiser, Chipotle Mexican Grill, Facebook, Hyundai, News Corp, Nikon, and Time. During the class visit, CEO Sam Dunn explained how the company helps "the world's smartest brands get that extra 'wow' moment from audiences. We do so by recruiting people with skills that embarrass our own."

Zach Dunn, the company's chief product officer, said he was impressed by the students he met during his return to campus. "It was refreshing to engage with students in their early college careers who already have a high level of interest and enthusiasm in their respective fields. Based on what I saw, there's plenty to look forward to out of this class." «

## TWO INDUCTED INTO BARNEY ALUMNI HALL OF FAME

The Barney School of Business Board of Visitors welcomed two members into its prestigious Alumni Hall of Fame during the annual induction ceremony in the University of Hartford's 1877 Club in January.

**Jeffrey Goffman '80** and **Jerry A. Orefice '66** were selected from more than 18,000 Barney alumni.

The Alumni Hall of Fame recognizes the achievements of prominent alumni who have made significant contributions to the advancement of business and community.



From left: University of Hartford President Walter Harrison, Jeffrey Goffman '80, Monica Harrison '14, Brady Sheetz '15, Jerry Orefice '66, and Barney Dean Marty Roth.

Goffman, whose father influenced him to study accounting, said he was pleased with how valuable his degree turned out to be. He told the audience, filled with many Barney students, about his "three requirements for success: luck, passion, and drive," and he thanked his family for their continued support.

Goffman is chairman, CEO, and founder of Integrated Oncology Network, LLC. He founded OnCURE Medical Corp. and guided the company to produce revenues of more than \$120 million. Goffman is also a founder of U.S. Diagnostic, Inc., and an owner of Affiliated PET Systems, LLC. He serves on the board of directors of Solis Women's Health and is a member of the American Institute of Certified Public Accountants and the American Cancer Society's CEOs Against Cancer.

Orefice credited the support of his mother and siblings for his determination to succeed academically at the University of Hartford. He said his baseball coach had a positive impact on him, as did taking on the role of team captain. He also dedicated his success to his wife, who, he said, always believed in him.

Orefice moved to California and founded JA Orefice & Company, which provides life insurance, estate planning, and business succession planning for high net-worth business owners. He is on the executive board of the Mattel Children's Hospital at the University of California-Los Angeles and served as chairman of the Crest Advisory Board at Pepperdine University. He has also been active as an overnight counselor and volunteer for the Conejo Valley Homeless Shelter. In Connecticut, he served on the University's board of regents and received the University's Distinguished Alumnus Award in 1993.

During the ceremony, scholarships were given in the name of both inductees to two Barney School students. Orefice presented one to Brady Sheetz, BSBA '15, and Goffman to Monica Harrison, MSAT '14. «

**FOR MORE INFO, CHECK OUT** [hartford.edu/fame](http://hartford.edu/fame).

# FACULTY ACCOLADES AND AWARDS

## FIVE BARNEY SCHOOL OF BUSINESS FACULTY MEMBERS HAVE BEEN HONORED WITH 2014 FACULTY AWARDS.

The Faculty Excellence Awards for teaching, professional development, and service, which were determined by peer review, recognized three faculty members:

### *Faculty Excellence Award—Teaching*

» **Lillian Kamal**, assistant professor of economics

### *Faculty Excellence Award—Professional Development*

» **Ke Yang**, assistant professor of economics

### *Faculty Excellence Award—Service*

» **Ann Costello**, associate professor of insurance

Two new Barney School awards were established in 2014—a High-Impact Faculty Award and an Outstanding Advisor Award, both determined by input from Barney School of Business students. In a student-led initiative, survey data was used to nominate winners in each category. The inaugural awards acknowledged these Barney faculty members:

### *High-Impact Faculty*

» **James Peta**, lecturer in economics and MBA program director

### *Outstanding Advisor*

» **Jerry Katrichis**, associate professor of marketing and department chair



From left: Barney School of Business faculty members Ke Yang, James Peta, Lillian Kamal, Ann Costello, and Jerry Katrichis were honored with faculty awards.

## IN JANUARY THE UNIVERSITY OF HARTFORD BOARD OF REGENTS APPROVED TENURE AND/OR PROMOTION FOR FOUR BARNEY FACULTY MEMBERS:

- » **Andy (Wei) Hao** (marketing), tenure and promotion to associate professor
- » **Lillian Kamal** (economics), tenure and promotion to associate professor
- » **Susan Machuga** (accounting), promotion to professor
- » **Ke Yang** (economics), tenure and promotion to associate professor

»» "We are exceptionally fortunate to have so many outstanding faculty members," Barney Dean Marty Roth said. "Their commitment to student learning and development, to the creation of new knowledge in their fields, and to the sustained success of the institution is unparalleled. The innovation, motivation, and creativity they bring to their work are evident in their teaching accomplishments, research achievements, and service to the school and University."



From left: Stephanie Lessing, Taylor McCreery, Taylor Clark

## BARNEY STUDENTS PRESENT WORK AT NATIONAL RESEARCH CONFERENCE

Barney School of Business undergraduates Taylor Clark '14, Stephanie Lessing '14, and Taylor McCreery '14 were among nine University Honors program students whose research submissions were accepted for presentation at the National Conference on Undergraduate Research at the University of Kentucky at Lexington in April. Although the conference accepts only 40 percent of student entries, every proposal submitted by University of Hartford students was accepted.

Clark and McCreery's project, "University Park: An Opportunity to Link Town and Gown," was mentored by Irina Naoumova, associate professor of management. Lessing was mentored by Lillian Kamal, assistant professor of economics, on her research, "Quantitative Easing and Monetary Policies: Impact on Risk Culture and Economic Recovery." Such mentoring reflects our commitment to personal attention at the Barney School and showcases the expertise, breadth, and intellectual excitement of a university focused on inquiry and the development of new areas of knowledge.

ALL THREE STUDENTS GAINED INVALUABLE RESEARCH AND PRESENTATION EXPERIENCE WHILE REPRESENTING THE BARNEY SCHOOL OF BUSINESS AND THE UNIVERSITY OF HARTFORD. «

SAVE THE DATE

**CRS RISK AND FINANCE  
SYMPOSIUM**

October 29, 2014  
5–7 p.m.

**BARNEY ALUMNI  
HALL OF FAME INDUCTIONS**

January 28, 2015  
5:30–7:30 p.m.

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## AACSB AND BETA GAMMA SIGMA RECOGNIZE BARNEY'S CHARLES CANEDY

**CHARLES CANEDY III, ASSOCIATE PROFESSOR OF MARKETING IN THE UNIVERSITY OF HARTFORD'S BARNEY SCHOOL OF BUSINESS, EARNED AN HONORABLE MENTION THIS SPRING AS BETA GAMMA SIGMA'S (BGS) 2014 OUTSTANDING CHAPTER ADVISOR.**

Beta Gamma Sigma is the international honor society serving business programs accredited by AACSB International—the Association to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International.

Canedy has advised Barney's BGS chapter since 2003. During his leadership tenure, Barney has been designated for nine of those years as a "premier" chapter (our current status), including two years as an "outstanding honorable mention" and one year as "exemplary." «