Delta Air Lines, Inc. CEO Richard Anderson was the featured speaker at the 49th Annual DeVille School of Business Scholarship Luncheon on Friday, October 16. Hosted by Walsh University student business organizations in partnership with the Akron-Canton Airport, Anderson presented “Why Culture Matters: Driving Results and Keeping the Lead” to the more than 370 attendees at this year’s sold-out event.

The luncheon’s success and record setting attendance helped to raise enough money to fully endow a DeVille School of Business Scholarship to benefit future generations of students as they pursue their academic dreams at Walsh University.

The event also included remarks from Walsh President Richard Jusseaume and Walsh alum Richard McQueen ’83.

Anderson was named one of the World’s Best CEOs by Barron’s magazine in March 2014 and was ranked among the Top 25 Most Influential Industry Executives by Business Travel News in December 2014. In 2013, he was recognized in Fortune magazine’s Top People in Business list. He was presented the Officier De La Légion D’Honneur in 2011 and in 2013 received Travel Weekly’s Lifetime Achievement Award.

“When you think about what we want to talk about today, which is why culture matters in an organization, it’s not any different whether it’s Delta Air Lines or Walsh University,” Anderson said.

The Garlic will be complete with a swipe-key entrance, computers and printers, white boards, and new furniture arranged to encourage student collaboration. In addition, the space will also serve as the center for a rich annual roster of programming and is expected to be open in spring 2016.

For more information about The Garage, visit walsh.edu/garageproject
Walsh University proudly welcomed The Honorable Mathilde Mukantabana, Ambassador of the Republic of Rwanda, to campus from November 5-6. Organized by Associate Professor of Business and Director of the Center for Business Collaboration (CBC) Dr. Michelle Spin, the Ambassador’s visit focused on exploring and fostering new Ohio business partnerships with Rwanda. Special guests included the Commercial Attache’ at the Embassy of Rwanda in Washington, D.C., Bonny Musefano.

Students enrolled in the DeVille School of Business will now be required to complete the Career KickStart Program focused on preparing for jobs/careers through the development of professional behaviors, internships and job seeking skills. This new program will span four years progressing through exploration, engagement, preparation for jobs/careers through the Career KickStart Program focused on the liberal arts, saving students both time and money as they pursue their advanced degree.

Students enrolled in the DeVille School of Business will include an experiential learning opportunity for students. Linked to Walsh University’s mission to educate students to become leaders in service to others, all MBA students will now complete the two-part MBA Leadership Practicum. In addition to course work and an individualized leadership action plan, the practicum will include one-on-one mentoring by a trained leadership mentor.

Walsh has also introduced two new programs that will allow students to simultaneously earn undergraduate and graduate credits. Walsh’s new 4+1 Program and the BA/MBA Program will provide added value to an undergraduate degree in business or the liberal arts, saving students both time and money while making a graduate degree more accessible.

In addition, experiential learning opportunities and internships are also now required for all business students and are often a stepping stone to a graduate’s first full-time job. All classes within the DeVille School of Business will include an experiential learning opportunity for students.

The 4+1 Program is open to qualified Walsh University undergraduate, non-business or business majors who want to expand their current business knowledge and/or supplement their undergraduate degree with an MBA degree. The 4+1 Program students will have the ability to simultaneously earn undergraduate credits toward their degree, while also completing the MBA Prep Series courses. This option saves students both time and money as they pursue their advanced degree.

The BA/MBA program is open to qualified graduating high school seniors and Walsh undergraduate business majors who want to expand their business knowledge and pursue an MBA degree. BA/MBA Program students will simultaneously earn credits toward both their undergraduate business degree and their MBA. Students in the program have the benefit of direct admission into the MBA program without taking the GMAT or the MBA Prep Series courses.

Event38 Unmanned Systems, which designs and manufactures drones for smaller businesses. The Walsh chapter of Northeast Ohio Student Venture Fund (NEOSVF) student fund chose Event38 as their first $25,000 investment in 2014. Event38 CEO Jeff Taylor and COO John Blair met with Mukantabana and Musefano privately to discuss possible future drone-related opportunities in Rwanda.

The Ambassador’s visit was organized in collaboration with Walsh University, Akron Urban League, The Ohio State University College of Food, Agriculture and Environmental Sciences, The Ohio State University Center for International Business Education, Columbus International Program, COMBA and the Ohio Minority Business Assistance Centers (Columbus).

As an extension of this visit, the Center for Business Collaboration also hosted a special Global Entrepreneurship Week event “Fueling our Commitment to a Global Future: An Economic Model Aimed at Advancing Development,” on Sunday, November 15. The event included a screening of Super Dreams and a guest appearance by former Cleveland Brown’s player, #30 Cleo Miller.

“I decided to go on this trip to see first-hand how businesses around the world operate,” said junior accounting student Rachel Petray. “It’s been incredible to see the differences in culture and has been a wonderful opportunity so far.”

Led by Associate Professor of Business Dr. Branko Bucar, the group stayed at Walsh’s campus in Castel Gandolfo, just outside of Rome, Italy, and visited Milan, Bologna and Florence as a class with free weekends to travel to other European cities. Students also stayed with local, Italian families for a week to experience day-to-day life in another country.

Throughout their travels, students put their business lessons to immediate use through tours of Italian companies and organizations such as Ducati, Eni, The Central Bank of Italy, CNA National Confederation of Crafts and Small and Medium Enterprises, Rome Chamber of Commerce, and American Chamber of Commerce in Italy; in addition to meeting with small business owners.

“The companies and organizations that we’ve visited were really impressed by our student’s professionalism and enthusiasm to learn new things” said Dr. Bucar. “Along the way, we also had plenty of fun.”

In addition, the SPS program welcomed Kevin Finefrock as Associate Dean and Director of External Programs. Finefrock is responsible for the development and coordination of the SPS articulation agreements with community colleges, e-learning development and certificate programs, as well as the accelerated degree programs offered through Walsh’s four SPS campuses in North Canton, Akron, Medina and Canton. In addition, he oversees all summer programming for the University and will be instrumental in enhancing Walsh’s corporate partnerships and relationships within the community.

“The increasing growth of our SPS programs, combined with Kevin’s unique skill set and connections within the community, we saw this as an opportunity to expands the SPS position to include a new emphasis on corporate partnerships and external engagements,” said Walsh University Provost Laurence Bove, Ph.D.
Strengthen Community Ties

In early October, AMA members participated in a fundraiser through Peterson’s Gourmet Nuts and Snacks to mitigate their national Christmas Child service project. AMA also teamed up with the Design Club to pack 7,640 pounds of food collected 4,897 pounds. These results, along with donations from other participants such as Jackson High School and GlenOak High School Key Clubs, and the Stark County Kiwanis Aktion Club, resulted in an additional $500 collected to benefit the Stark County Hunger Task Force.

“The mission of our Business Club is to foster leadership in service to others through experiential opportunities both on campus and off,” said Hayes.

Walsh Business Club and Campus Ministry members join forces to fight hunger in Stark County

Walsh’s Business Club and Campus Ministry members joined forces with rival Malone University and the Belden Village Kiwanis Club in a competition to raise the most food and monetary donations for the October 17 sixth annual Tailgate Against Hunger benefiting the Stark County Hunger Task Force. Every Business Club member collected monetary donations and Campus Ministry placed food collection bins in academic buildings and residence halls.

The phrase “1 = 7” was written in chalk all over campus to remind pedestrians that one dollar donated to Stark County Hunger Task Force can provide seven pounds of food for the local community.

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Class Projects Provide Service Opportunities for Students

The DeVille School of Business is living out Walsh’s mission to provide a values-based education and prepare students to become servant leaders by applying classroom practice to benefit local non-profit organizations.

For the purpose of ending hunger in our world, The Alliance to End Hunger tasked Chwalik with working on Advocacy and Outreach for the Hunger Free Communities project – an initiative that provides a platform for hunger advocacy organizations around the United States to interact and share best practices. He also created an outline for tracking expenses and, in his spare time, designed a new plan for future interns.

“Knowledge and relationships I have gained from this internship will last a lifetime and I plan to leverage these resources to grow in my career,” said Chwalik, who aspires to become a member of congress and create a Hunger Free Ohio.

Also this fall, the Global Integrated Marketing Communications, a third-year marketing course, included a team project to create a promotional strategy for a real-world organization. This semester, Adjunct Professor Justin Hayes’s class partnered with Mighty Wind Christian Outreach, an organization based in North Canton that ministers to the material and spiritual needs of the community. Walsh students worked together to create a low-cost marketing campaign and then presented it to members of the Mighty Wind Board of Directors.

“I believe that this project and experience will not only build our students marketing skills but will also provide life-long lessons that will stay with them long after their time in the classroom at Walsh University,” said Hayes.

The DeVille School of Business News

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The DeVille School of Business News
MBA Alum, Adjunct: It’s Never Too Late to Return to the Classroom

“For me, earning my MBA was like my second adolescence,” said Free. “I learned it’s never too late in your career to learn new skills. I’ve even become a force in social media thanks to my marketing classes. Today, I have an online presence that includes a blog with more than 500 views a day. My Walsh MBA gave me the courage to try new things outside of my comfort zone.”

Free enjoyed the classroom experience so much that he returned to Walsh as an adjunct professor, teaching a variety of MBA courses including Organizational Effectiveness, International Business, and Social Media Marketing. He also served on the DeVille School of Business team that developed the Quality and Performance Management course, which requires each student to complete a quality improvement project for their current employer.

“My goal is to create critical thinkers who can recognize, and then have the courage to challenge, any assumption in any given situation,” said Free. “As adults we need to recognize and question assumptions that are presented to us. So if you come into my class and just expect me to give you the stone tablets of what is important, you are going to be one disappointed student. Because we are going to break those tablets and, together, we are going to figure out what is important.”

Free’s classroom philosophy was recently featured in the book “Quick Hits for Adjunct Faculty and Lecturers: Successful Strategies from Award-Winning Teachers.”

“I was fortunate enough to attend a seminar for adjunct faculty, the Faculty Colloquium on Excellence in Teaching. I really connected well with the people who were organizing the event, and they asked me to submit some of my ideas for the book,” said Free. “Rather than just bestow knowledge, I use my classroom time to challenge each student to reflect on the true purpose of their business and their role within that organization.”

Those tools include the Chatham House Rule, which is a confidentiality agreement by everyone in the class to speak openly and honestly about the issues they are dealing with in their lives. Another is the Thayer method where students are required to prepare the material ahead of class, and the instructor uses the class time to probe and exercise the students’ knowledge. The third method utilizes “Flipped Classroom” resources that provide an unexpected emotional connection to the material to challenge a student’s prior held beliefs, creating an opportunity for exploring alternatives and personal growth.

“I don’t just try to teach, I try to help my students transform into the people they want to become. I do that by giving them the tools they need to accomplish their goals,” said Free. “Ultimately, it’s not about what you learn, it’s about who you become. And that’s really my point in the classroom. I am there to help my students transform into the high performers that they aspire to be.”

MBA Global Learning Trip Examines Healthcare Abroad, Forges Relationship with Nepal

This past summer, a group of Master of Business Administration (MBA) students spent several weeks in the United Kingdom, Switzerland, and Italy, studying global health care and the medical tourism industry. During their visit to Switzerland, the students visited the World Health Organization and attended a lecture from a Swiss health policy expert at the International Red Cross Headquarters.

“Through his dual role as St. Andrew’s Priest and Director of the Walsh MBA Program, Dr. Michael Petrochuk had planned to deliver the check to the International Committee of the Red Cross while touring with his students. The small parish of approximately 80 members had rallied together and over a several week period, raised almost $500 from their Sunday collections to aid the people of Nepal. In the future, and their meeting has also inspired the parishioners of St. Andrew’s to continue their aid efforts. During the Lenten season in 2016, the church will have special collections – with the monies sent to the Red Cross of Nepal.

“We had a visit scheduled to visit the International Committee of the Red Cross headquarters, so I knew it would be the perfect opportunity to deliver our check for Nepal,” said Dr. Petrochuk.

The night before our visit, my contact informed me that he had received a call from the International Committee of the Red Cross.
Dr. Michael A. Petrochuk, Director of the MBA Program & Associate Professor of Healthcare Management, received the American College of Healthcare Executives (ACHE) Distinguished Service Award. The national award was presented at the ACHE of Northern Ohio’s annual meeting by its president, Richard Adams. Dr. Petrochuk was recognized for his long-standing service to the ACHE at the national and local levels.

Petrochuk has been a Fellow of the ACHE and board certified in healthcare management for over 20 years. The American College of Healthcare Executives is an international professional society of 40,000 healthcare executives. It also includes academics who teach and complete research in the healthcare management field.


Dr. Spain and Munoz were honored internationally for their work by the Academy of Global Business Advancement at its 12th Global Conference held in Malaysia this past November.

The DeVille School of Business recognized adjunct instructors for 10 years of service teaching in the traditional undergraduate, degree completion and MBA business programs at the Annual Adjunct Workshop on August 6, 2015.

Photographed are Wayne Rice, Tony Rump, Denise Gotchall, John Kellamis, Karen Pergola, and Becky Smith. Others recognized were Donald Ake, Veronica Buetel, Gust Callas, Paul Colella, Jackie Cook, Brian Corbin, Linda Duff, Joseph Maruk, Steve Risaliti and Jillian Towne.