Student Allie Spurrier Awarded Sigma Beta Delta Fellowship

Walsh junior Alejandra “Allie” Spurrier, an accounting and philosophy major, was selected as one of 20 recipients of the national 2014 Sigma Beta Delta Fellowship Program. Spurrier was nominated by the DeVille School of Business and is active in many campus and community activities. She was awarded $1,000 from the business honorary, which gives only 11 scholarships per year. Sigma Beta Delta—the International Honor Society for Business, Management, and Administration—comprised of 375 chapters in 47 states, as well as three international chapters.

“Not only is Allie an excellent student, as demonstrated by her membership in Sigma Beta Delta,” said Professional Associate Business Professor Mary Ann Sponseller, “but she also gives unselfishly of her time and talents to the university and community in many different areas.”

Spurrier has held accounting internships at Goodwill Industries, Diebold Corporation, and also travels regularly to Guatemala to help her grandparents run a mission-based hospital. She is currently serving as Walsh’s chapter president of the Institute of Management Accountants for the second consecutive year.

Accounting Alum Finds Inspiration in the Art Institute of Chicago

Jo Ann Musgrave ’88
Director of Financial Information Systems
Art Institute of Chicago
Major: Accounting

I’m originally from Green, Ohio, but from an early age I knew I wanted to live in a big city. After graduating from Walsh in 1988, I followed my dream and moved to Washington, DC, where I worked and lived for 17 years before relocating to Chicago.

My background is primarily educational non-profits, so working in a Central Finance Department serving both the Art Institute of Chicago and the School of the Art Institute of Chicago has been an excellent fit for both my career and personal interests as an art fan. Our accolades include recognition by Columbia University’s National Arts Journalism Survey as “the most influential art college in the U.S.” The museum was also voted number one in the world by TripAdvisers. One thing I love is attending after-hours meetings when the museum is dark and quiet. I feel like Ben Stiller in “Night at the Museum” waiting for the exhibits to come to life!

The Central Finance Department provides shared services for the museum and the school. It’s interesting and fun because I support the museum where we display renowned works of famous artists and the school that is preparing the next generation.

I manage the implementation of new technology initiatives and act as a liaison between finance departments and Information Services. In a nutshell, I manage the finance systems and get involved with project management, requirements gathering and process, upgrades, maintenance, new system implementation, training, documentation, troubleshooting and report creation. Having the education and experience in accounting helps me understand the system issues staff members face, because I’ve been there and done that. When they have a deadline and there is a system issue that needs an immediate resolution, I don’t think twice because I’ve been in their shoes.

I’m currently serving as the secretary for the Walsh alumni chapter in Chicago, which has been a great experience reconnecting with my fellow alumni. Looking back, I’d have to say that choosing Walsh definitely ranks high on my list of best life decisions.
Internship in Beijing, China Offers Walsh Senior a World of Experience

Like many students, Ian Todd, a senior at Walsh University, spent a part of his summer working. It was the location, though, that made his experience unique. Through Walsh’s affiliate, the CAPA program, Todd was able to intern as an Assistant Project Manager on the international team for the Global Mobile Game Confederation (GMGC), a mobile gaming platform in Beijing, China.

Todd’s internship required him to create project plans and cover logistics for upcoming corporate events.

“My work included helping to plan and organize the Mobile Game Asia conference in Singapore and serving in project management for the Global Mobile Game Developers Conference in Chengdu,” said Todd.

He made work-flow charts, organized essential information, and ensured that all deadlines were reached in the appropriate time frame. His internship with GMGC allowed him to do business in an international and diverse workplace where many of the people did not speak English. Not only did he learn different methods for project management, Todd enhanced his knowledge of the Chinese language while abroad.

Todd is a management major on schedule to graduate in spring 2015. Following Walsh, Todd hopes to continue a career in project management, ideally working internationally for up to five years before returning to the United States. He is in the process of developing a potential non-profit organization that could help people with needs such as yard work, painting, basic construction, and other service projects.

Experiential Learning Opportunities OFFER REAL-WORLD LESSONS

In addition, the Walsh Center for Business Collaboration, led by Associate Professor of Business Dr. Michelle Spain, launched its NEOSVF (Northeast Ohio Student Venture Fund) to 18 students who have an interest in business or technology. The goal of NEOSVF is to provide an integrative learning opportunity for students to understand the start-up company process. Each chapter of the fund is able to invest up to $25,000 in companies that meet the definition of “high technology.”

During the fall semester, students discussed and studied business beginnings, heard investor pitches and reviewed investment requests. One highlight included the opportunity to interact directly with JumpStart Senior Advisor Lamont Mackley in October. JumpStart provides assistance to diverse Northeast Ohio early-stage companies, working one-on-one with entrepreneurs to establish and achieve milestones of growth.

Mackley assists entrepreneurs as they work through their seed funding pursuits to stimulate initial growth and adequately prepare them for funding.

The DeVille School of Business NEWS

Faculty Members Present Unique Research at International Conferences this Fall

Three faculty members from the DeVille School of Business shared their expertise globally by presenting unique research at two international conferences during the fall semester.

This September, Professor of Business Dr. Rahmat Tavallali presented a research paper titled “Economic Loss Versus Economic Cost of Responding to Climate Change” at the 15th Annual Global Conference on the Environment, Taxation and Other Market-based Instruments (GCET) held in Copenhagen, Denmark, and hosted by Aarhus University, the second oldest and largest university in Denmark. This year’s conference included 159 environmental scientists, faculty members, government officials and environmental taxation experts from over 30 countries including the U.S., Australia, China, France, Italy, United Kingdom, Canada, Brazil, Russia, South Africa and European Union.

Since 2000, Dr. Tavallali along with faculty members from Cleveland State University and The University of Akron, have organized all 15 GCET conferences and presented personally at 13 of the annual symposiums. Walsh University has also served as a past conference sponsor.

In October, Director of the MBA Program and Associate Professor of Marketing and Healthcare Management Dr. Michael Petrochuk and Assistant Professor of Business Dr. Branko Bucar traveled to Dubrovnik, Croatia, to present at the 2014 Summer Global Business Conference. Organized by the Innovation Institute, this conference was first launched in 2010 and is intended for academics and practitioners to meet and exchange ideas on questioning the widely held dogmas in business. This year’s conference included more than 100 scholars from around the world and covered areas such as Economics, Finance & Accounting, Management, Marketing, Economics of Socially Responsible Behavior, Global Interconnected Economies, Bankruptcy and Distress, Financial Markets, Crises Management, Quality Management, Project Management, Ethics in Marketing and Sports Marketing.

The conference brought together attendees from over six continents to present their research on the conference theme of “Questioning the Widely Held Dogmas of Business.” Dr. Bucar presented a paper in the management track titled “Modeling the Impact of the Resource-Acquisition Network Signaling of Legitimacy on Firm Performance” that was co-authored by Boštjan Antončič from the University of Ljubljana. In addition, Dr. Petrochuk presented his research in the conference’s marketing track titled “Dispelling the Dogma of Advertising: Advancing a New Truth for Hospital Selection and Its Implication for Other Service Providers,” which included research from 4,500 surveyed patients over a two-year period on why and how they selected hospitals.

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This global experience will examine the unique challenges faced within the U.S. healthcare system by analyzing the policy, organization, and delivery of other countries.

Dr. Michael Petrochuk
St. Peter’s Basilica, Rome Convention & Visitors Bureau

“Students have the opportunity to practice interview skills, polish their resumes and interact with potential employers in a fun and informal setting.”

“Each year the Career Center is excited to host this event for our current accounting students,” said Career Center Director Shannette M. Fowler. “This event provides our students with the opportunity to network with talent acquisition leaders seeking both interns and graduating seniors seeking full-time employment opportunities. Even our first year accounting students can gain valuable knowledge about the various career opportunities that exist. Evening with the Alumni gives our business students a great opportunity to meet with potential employers while networking in a fun and informal setting.”

Networking Event Connects Students with Alums, Potential Employers

This June, Dr. Michael Petrochuk, Director of the MBA Program and Associate Professor of Marketing and Healthcare Management, will lead a group of MBA students to study global healthcare and medical tourism throughout the United Kingdom, Switzerland, and Italy. The Walsh group will tour London, Geneva, Milan and Rome in a trip designed exclusively for graduate students.

Within the past 10 years, medical tourism has exploded. Patients today can travel to other countries to seek diagnostic services and therapeutic treatments. In the United States, the Affordable Care Act, passed in 2010, integrates many “best in practice” concepts and policies from around the world – most notably, those countries that have adopted nationalized medical plans and universal healthcare insurance.

“This global experience will examine the unique challenges faced within the U.S. healthcare system by analyzing the policy, organization, and delivery of other countries,” said Dr. Petrochuk. “At the same time, the trip will also apply universal marketing theories and concepts within the framework of a medical tourism experience.”

Global Learning participants will visit a National Health Service hospital, the world’s first hospice (Saint Christopher’s Hospice), and enjoy other experiences that will examine the United Kingdom’s healthcare system.

Along with visiting respective healthcare organizations, study participants will also visit the Florence Nightingale Museum and the Royal College of Physicians Museum (both in London).

The Swiss healthcare system has been ranked as the top system world-wide. While the UK healthcare system is focused on the acute care delivery system, the Swiss healthcare system is organized around enhancing public health, reducing costs, and promoting personal responsibility. During their visit to Switzerland, students will visit the University of Geneva Hospital and attend a lecture from a Swiss health policy expert. Along with visiting healthcare facilities, study participants will “explore the past” through visits to the International Red Cross global headquarters and International Red Cross and Red Crescent museum, both in Geneva.

In addition, participants will visit the World Health Organization to discuss global healthcare and the organization’s world health rankings. Italy also has a nationalized healthcare system and was named second on a recent World Health Organization ranking. While in Milan and Rome, the Walsh group will also visit specialty hospitals, Policlinico Hospital; St. Peter’s Basilica, Rome Convention & Visitors Bureau and attend a Papal Audience.

Cost is $3,800 per person. Interested participants should contact Dr. Petrochuk for more information at mpetrochuk@walsh.edu.

Walsh accounting students had the unique opportunity to meet with potential employers, many of them alumni, during the Evening with the Accountants held on September 19. Organized by the Walsh Career Center, and held in collaboration with the DeVille School of Business, approximately 60 accounting students attended the professional networking event.

“Students have the opportunity to practice interview skills, polish their resumes and interact with potential employers in a fun and informal setting.”

Professional Associate Professor of Business, Mary Sponseller

“We are grateful that so many of our alumni returned to campus to meet and offer advice to current students,” said Professional Associate Professor of Business Mary Ann Sponseller. “Students have the opportunity to practice interview skills, polish their resumes and interact with potential employers in a fun and informal setting.”

Dr. Philip Kim published his book Chase One Rabbit: 10 Habits that Move You from Failure to Success in September 2014. In Chase One Rabbit, Dr. Kim examines the 10 Habits that will move readers from failure to success. As a former high school dropout turned college professor, Dr. Kim gives examples from his own life and those of successful entrepreneurs to show how to achieve success – by utilizing his 10 habits, one step at a time. Dr. Phil Kim presented the keynote address on his 10-step strategy at the Canton Regional Chamber of Commerce Affluity Fast Break Breakfast on October 10. He was also featured that day in an article in the Canton Repository newspaper.

Dr. Steve Ricco, a regular contributing author to USA Today magazine, published his book The Cancer Prevention Handbook: Excerpts from 100+ Exclusive Interviews with Leading Experts on the Latest Research on Cancer Prevention in 2010. Dr. Ricco has been a depth psychology researcher and therapist for over 20 years. In his book, he provides insights from various experts in the field of cancer prevention. Dr. Ricco was featured in an article in the July 2014 Issue of USA Today magazine.
The DeVille School of Business Lean In series held a special mentoring event this October that featured a panel of professional women who discussed what it takes to “lean in” and achieve success in the world. Guests included Girl Scouts of North East Ohio Manager of Volunteer Development Anna Danese, Engiovanni & Co. Certified Public Accountant Lora Harley ’97, and Grabowski & Co. Director of Traffic and Workflow Danese, Eaglowski & Co. Certified Public Accountant Kristin Selby. Manager of Volunteer Development Anna Danby ’00 discussed what it takes to “lean in” and achieve success in the world. Guests included Girl Scouts of North East Ohio Manager of Volunteer Development Anna Danese, Engiovanni & Co. Certified Public Accountant Lora Harley ’97, and Grabowski & Co. Director of Traffic and Workflow Danese, Eaglowski & Co. Certified Public Accountant Kristin Selby.

“We were even more grateful to team up with other clubs on campus. I am extremely proud of all the hard work that all the members put into this project.”

Ronald J. Manse Appointed as DeVille School of Business Executive in Residence

Ronald J. Manse ’71 has been named to the new position of Executive in Residence for the DeVille School of Business. As Walhsh’s Director of Economic Alliances since 2012, Manse will also continue to serve in his role as the key liaison between prospective stakeholders and Walsh University.

In his new role in the DeVille School of Business, Manse will be responsible for directing the mentoring program, internships and inspiring entrepreneurial experiences on campus.

“I look forward to working with the students to help transition them from the classroom to the business world and to provide additional opportunities from my own community network,” said Manse.

Ronald J. Manse, CPA, has more than 40 years of experience in taxation and business consulting. His expertise includes tax exempt tax planning, internal tax strategies and individual and corporate tax planning. He joined the accounting firm of Brunter-Cox LLP in 1997 and served as managing partner from January 2003 until December 2010. Before joining Brunter-Cox LLP, Ron was a tax partner at Ernst & Young for 28 years.

Active in the community, Manse is a member of the American Institute of Certified Public Accountants and The Ohio Society of Certified Public Accountants. Currently, he serves as chairman for the North Canton Medical Foundation Board of Directors and is past chairman of the Canton Regional Chamber of Commerce Business Excellence Award Committee. Ron also serves as treasurer and past chairman of Canton Tomorrow and Downtown Canton Land Bank. He is a board member and chairman for the Sisters of Charity Foundation Distribution Committee. In addition, Manse is a member of the Stark County Port Authority and the Stark Entrepreneurial Alliance.

Among his many accomplishments, Manse was named Walsh’s 1997 Outstanding Alumnus and was the recipient of the 1997 Stark County Small Business Advocate of the Year award.

This service project is one that our AMA club gets excited to do each year,” said Cali Johnson, American Marketing Association Chapter President. “We were even more grateful to team up with other clubs on campus. I am extremely proud of all the hard work that all the members put into this project.”

DSOB Student Receives Best Paper Award at Atlantic Marketing Association Annual Conference

Abigail Eisenbrey, corporate communication major and Honors student, along with Professor of Business Dr. Julie Sundem and Assistant Professor of Sociology Dr. Laci Fiala, received the “Best Paper” Award in the Internet/Social Media track at the 2014 Atlantic Marketing Association Annual Conference, September 26, in Asheville, NC. Their submission was entitled “Brand Personality Perception across Integrated Marketing Communication Tools and the Influence of Human Personality.”

The Atlantic Marketing Association is a national organization that concentrates on merging academic theory with real world business practices. The annual conference mission is to share research ideas and discoveries through presentations and special sessions. Members include academic professors, doctoral students, and business professionals from around the globe.

WE Initiative events

**UPCOMING**

**WE Initiative events**

**College Women Rock Week**

**March 9-13**

Women’s Empowerment Conference

**March 20-21**

**Gail Johnson, American Marketing Association Chapter President**

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Among his many accomplishments, Manse was named Walsh’s 1997 Outstanding Alumnus and was the recipient of the 1997 Stark County Small Business Advocate of the Year award. He was most recently honored by the Canton Regional Chamber of Commerce with the 2012 Community Service Award of Merit for his over 35 years of volunteer efforts in the Canton/Stark County region.

Ron earned his Bachelor of Arts degree in accounting from Walsh University in 1971.

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Congratulations to the DeVille School of Business 2014 Honors Graduates and Outstanding Seniors who were honored during the May 4, 2014, Commencement Ceremony:


**Ellen Cinadr**, Thesis: “Cultural Distance Factors and Their Influence on Disability Discrimination Protection Laws Internationally.” Thesis Director: Dr. Steve Edelson; Reader: Dr. Lisa Stickney.


DeVille School of Business 2014 Outstanding Seniors

Christopher Ippolito, Business (Wall Street Journal Award)

Jordan Weaver, Accounting
Sarah Feeney, Finance
Gabriel Burgos, Global Business
Ellen Cinadr, Management
Steven Gambone, Marketing

School for Professional Studies
Jennifer Wagner, Accounting
James Jacobs, Finance
Daniel Nelson, Management
Tanya Pollard, Management
Michael Hawkes, Marketing