ONE IN A "MILLION"

His search for the next big thing led Ash Vasudevan, PhD ’96 to the big screen in “Million Dollar Arm.”
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Fox's Power in...Fox Management Consulting

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Ash Vasudevan PhD ’96 is searching for the next big thing — in a boardroom or on a ballfield.

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Dean
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Co-editors
Josh Fernandez
Nodyia Fedrick
Christopher A. Vito
Writers
Jodi Weisberg
Photography Editor
Ryan S. Brandenberg
Chris Hartlove
Jim Roeser
Photographers
For inquiries, feedback or comments, please contact:
Office of the Dean
Fox School of Business
After Hall (006-17)
1801 Liacouras Walk
Philadelphia, PA 19122-6083
USA
215-204-7676
www.fox.temple.edu
Like the national and global rankings of our myriad programs, the Fox School of Business is continuously on the rise.

This year’s freshman class is the strongest academically in the School’s history. The second-largest class ever, with more than 1,500 freshmen and transfer students, joins us with a record-high GPA of 3.48 and an SAT average of 1157. Our newest students are incredibly diverse, as well, representing 23 states and 21 countries on five continents. Also, the 60 newly admitted freshmen in our Fox Honors program boast an average SAT score of 1445, which is the highest in the School’s history.

At the graduate level, overall enrollment has increased by 20 percent. Interest in our expanding portfolio of Specialized Master’s programs continues to grow, with an intake of 175 new students between the January and August intake periods. Our full-time Global MBA program enrolled 46 new students and features an average 3.61 undergraduate GPA and an average 641 GMAT.

What’s more, our PhD program in Business Administration received more than 350 applications from 28 states and 24 countries. The average GMAT score for our admitted PhD students was 721, which is in the 94th percentile. Likewise, the average GRE score for our admitted PhDs in the Statistics program was 320, which also ranks in the 94th percentile.

New faculty joined eight of our nine departments. In September, we became the first business school in the region – and one of only a handful in the nation – to offer an Executive Doctorate of Business Administration (EDBA) program. Additionally, I am pleased to announce that the EDBA and Executive MBA (EMBA) programs will be housed at The HUB at Commerce Square, an ultra-modern facility at 20th and Market streets in Center City Philadelphia that will offer the finest in student services and elevate the access of our executive programs.

When you chose Fox, you made an investment. And our mission is to make that investment continue to appreciate in value.

Regards,

M. Moshe Porat, PhD, CPCU
Dean
Laura H. Carnell Professor
Fox School of Business
THE NEXT BIG THING...

EXECUTIVE MBA MOVES TO THE HUB

The familiar face at the podium yielded to the soft voice in the crowd.

Fox School of Business Dean M. Moshe Porat had half-completed his opening remarks at an unveiling ceremony at The HUB at Commerce Square – the new home of the Executive MBA (EMBA) program – when an impromptu guest speaker chimed in.

The young child of a current EMBA student began to uncontrollably giggle, and triggered a swift reply from Porat.

“That’s a prospective student speaking right there!” Porat said, without missing a beat.

The reaction by Porat was flawless, similar to the transition of Fox School’s EMBA program from the Philadelphia suburbs to Center City.

Fox School welcomed more than 100 guests to The HUB for a summertime reception that celebrated the relocation of the EMBA and the launch of the Executive Doctorate in Business Administration (EDBA). Both programs will be housed at the innovative executive meeting facility, located at 20th and Market streets.

This marks the first time in nearly three decades that Fox School’s EMBA program has been offered within the city limits.

“The rest of the city is going to be envious of our move and what we will do here,” said Dr. William Aaronson, Associate Dean for Graduate Programs at Fox.

Current and prospective students, faculty and alumni took in The HUB’s lush facilities and modern amenities on ushered tours of its second-floor suites. In close proximity to major interstate highways, AMTRAK, SEPTA Regional Rail and the Philadelphia International Airport, The HUB will foster an expanded market reach for Fox School’s EMBA program, which has earned a top-20 ranking nationally by Financial Times.

The new location also will cater to Fox’s vision for a greater global reach. The HUB could make Philadelphia a more-attractive option for Fox’s prospective international students.

A vibrant business center, The HUB features comprehensive communication services and state-of-the-art audio and visual equipment.

“The HUB has a modern and collaborative feel, conducive to a work environment you’d see today,” said current EMBA student Gregory Cronin, an Implementation Project Manager at BDP International.

The HUB will house the 16-month EMBA and the three-year, part-time EDBA programs, the latter of which held its first residency in September.

Sharon Guess, a 2010 EMBA alumna, wondered how differently her time in the program – which she called “a life-changing experience” – would have been at The HUB and in such close proximity to her Chestnut Hill home.

“This is an amazing environment,” said Guess, a Senior Project Manager with the School District of Philadelphia. “I can only imagine if I came here on Fridays and had to spend a weekend here. You add that convenience factor and it makes everything that much easier. This is a good move.”

Even the littlest of Fox supporters could agree on that.

Christopher A. Vito

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There’s only so far classroom learning can guide a student. There are only so many pages in a textbook to be read and classes to attend.

That was the thinking that led to the creation of the Fox School of Business’ Fox Management Consulting (Fox MC).

Fox MC provides Fox MBA and Honors undergraduate students with an opportunity to apply, integrate, and demonstrate business training by assigning them to complete consulting projects for actual, paying clients.

“It’s part of the dirty-hands MBA,” said TL Hill, PhD ’11, who serves as Fox MC’s Managing Director. “It’s more than a credential. This is real-life learning, in which students test their competencies. Of course, at the end of it, they’re getting their credential, but it takes students getting their hands dirty again and again and again.”

Fifteen years ago, Hill founded Fox MC – a program that represents the merger of classroom learning, like formulas and concepts, with the application of such skills in a real-world, business setting.

Fox MC is the platform upon which Fox MBA students act as a mid-sized consulting firm for clients of all backgrounds – big, small, non-profit, corporate, etc. From there, Fox MC teams (usually composed of four to six students) are given 15 weeks to address a complex business problem for their clients. With guidance from an experienced executive, each team conducts primary and secondary research, analyzes findings, and shares results via a presentation to the client’s leader.

The impact of the Fox MC projects extends beyond a student’s individual gain.

Take, for example, a project co-authored by Dylan Baird, BBA ’12. As a component of his honors undergraduate capstone course, he worked with a team of Fox MBA students who partnered with MidAtlantic Farm Credit (MAFC), a financing and lending leader in the agriculture industry. Together, Baird and his teammates performed market research on the financial and operations structures of sustainable farms, and whether loans to such farms, which MAFC identifies as New Generation Farms, were viable.

At the time, Baird – a native of Washington, D.C. – was overseeing the distribution operations of an urban farm in West Philadelphia. The crossover skills and research between his work in and out of the classroom were tangible.

“Normally a bank will look at assets,” said Baird, who added that newer, sustainable farms don’t always have assets.

Following extensive research, the Fox MC team recommended ways that MAFC might lend to new generation, sustainable farms. This included character evaluations, financial evaluations, and an adjusted credit matrix. MAFC adopted the team’s recommendations with a few adjustments.

After graduation, Baird co-founded Philly FoodWorks, a community farm alliance that connects small regional growers with the consumers who seek a fresh, local product. And using the same recommendations that he and his Fox MC teammates developed, Baird was approved for a $45,000 loan from MAFC to start his business.

Using the insights provided by Baird’s team, MAFC’s loan portfolio now includes over 600 loans to new generation, sustainable farms. More than that, MAFC has become a leading expert on financing for new generation, sustainable farms, aiding its partner lenders interested in pursuing this sector.

Baird is but one example of a student who benefited from Fox MC’s practicality. There are others, too, which doesn’t come as a surprise to Hill.

“Adults learn by doing, and they learn even better when they’re doing it under pressure,” said Hill, an Associate Professor in Strategic Management.

“Part of rethinking the MBA is rethinking
the adult education, and there are very few (programs) that provide the same class-anchor structure and consistently strong consulting as ours."

“Our tagline is ‘reality-driven rigor, lasting results,’” said Becca Zinn, MBA ’10, Assistant Professor of Marketing and Marketing Manager for Fox MC. “We promise clients that our teams will conduct extensive research before making recommendations. So, the insights we provide are rooted in market realities.

The results speak for themselves. According to a 2012 survey of past FMC students, the most-recent data available to both Hill and Zinn, 55 percent of the 42 respondents said the program directly helped them during a job search. Some found a position through an executive in the Fox MC network, or received a direct offer from a Fox MC client or partner organization for which they directly worked. Others leveraged the project story or an artifact from it during an interview, or used it as inspiration to seek a new venture.

In its 15-year history, Fox MC has completed more than 300 projects, helping its clients generate $216M in capital investment, $53M in early stage funding, and $9M in grants and donations.

“One of the students went (to Vanguard) for a second- or third-round interview, and they told him, 'This is a modeling workshop. Show us how you can model this stuff,'” Hill said, “and our student told a story and said how he was able to think through the steps. He said, ‘Look, everyone can make Excel sing’ The real challenge is being able to deal with uncertain data, clarifying and explaining your assumptions and showing logic links.

“The business world calls that learning agility – being able to apply theory or experience from one place to another place very rapidly. You learn a formula and that doesn’t help you. The formula can change tomorrow. But if you learn the concepts and have the confidence to apply those to new situations and see their limits, you’ll excel.”

For 15 years, and with the help of the Fox MC, that’s exactly what Fox’s students have been doing.

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Christopher A. Vito

### NEXT STEPS

Fox Management Consulting at Temple University’s Fox School of Business has built a sterling reputation, not to mention an impressive list of satisfied clientele. Here are a few corporations, non-profits and organizations to have enlisted the consulting services of Fox MC students:

- Comcast Corporation
- Wawa
- Oxfam America
- United Nations Environment Programme Finance Initiative
- Habitat for Humanity
- The City of Philadelphia’s Mural Arts Program
- The City of Philadelphia’s Office of the Mayor
- The Philadelphia School District
- PHH Corporation
- Wolters Kluwer
- Mid-Atlantic Farm Credit
- Willis
- Kenexa
Seemingly in unison, players dropped their bats and turned toward the equipment truck that had just parked. The production crew of 20 people, including a hulking, tattooed man, began unloading. They unfolded netting, situated support poles, and arranged a sloped surface that would serve as the pitching mound. The crew was to erect a baseball batting cage, the location of which – a hallowed cricket ground in Mumbai, India – was less than ideal. No wonder why the nearly 200 children cast such awkward stares. And yet it was on that cricket field in November 2007, with so many questionable glances turned upon him from so many baseball know-nothings, that Ash Vasudevan felt at home. “At one level, I find uncertainty quite appealing,” he said recently. “Certainty, to me, is boring.”

A reality television show brought Vasudevan and his partners JB Bernstein and Will Chang more than 8,000 miles, from their homes in Northern California to the most-populous city of this South Asian country. Their made-for-TV contest was built upon a seemingly hokey concept and strung together with thin logic: that particular athletic skills are transferrable across sports lines, that India's untapped talent pool might yield a sports superstar… and that maybe a cricket bowler could be groomed to become a baseball pitcher. Vasudevan was on board while few others were. “And that was the most-exciting part about it,” he said. “I would say 99 percent of the people we spoke with thought we were insane and unreasonable. People suggested the contest be conducted in Japan or South America. We didn't want to do that,” he continued. “What are the odds of a promising talent slipping through the cracks where scouts have gone before? We wanted to try something nobody had done before.”

One in a “Million”

Fueled by untried ventures, Ash Vasudevan, PhD '96, is always looking for the next big thing — whether in a boardroom or on a ballfield

By Christopher A. Vito

Ash Vasudevan, left, Fox PhD '96, stops for a green-carpet photograph with business partners JB Bernstein, center, and Will Chang, right, at the premier of Million Dollar Arm. Photo courtesy Ash Vasudevan.

He sees things like few can.

There’s the popular way, the path less traveled – and then there’s the route taken by Ash Vasudevan, PhD '96. Vasudevan helped develop the concept that served as inspiration for Million Dollar Arm, a Walt Disney Pictures film released last summer, detailing the stories of two men who would become the first Indian-born athletes to sign professional sports contracts in the United States. Hollywood took creative license with Vasudevan’s tale, portraying experienced sports marketing man Bernstein’s late-night channel flipping as the trigger for the far-fetched concept. In reality, Vasudevan and close friend and business partner Chang, a small-percentage owner of Major League Baseball’s San Francisco Giants, conceived the idea. Unbeknownst to them, sports marketing agent Bernstein was thinking along similar lines – particularly, he said, “to find the next Yao Ming.” The three met, co-developed “Million Dollar Arm” and launched the venture.

When it came to assigning credit, moviemakers might have minced the details. Bernstein does not. “Anyone who gets to know Ash is a lucky person,” he said. “Everybody who meets him immediately understands he’s a valuable guy to have around. He’s unshakable. And he sees things like few can.” “Million Dollar Arm” – the talent-hunt reality show, not the movie – will film its third season beginning in November. It is one of hundreds of concepts hatched by the soft-spoken Vasudevan, a behind-the-scenes idea man who’s a self-described “entrepreneur obsessed with creating businesses.”

With myriad accomplishments, enterprises and ventures dotting his professional roadmap, it was a reality-TV show staged in his native country of India that enabled the world to learn Vasudevan’s identity.

‘going with the dream’

Vasudevan’s initial trip to the United States left no wiggle room.
Seemingly in unison, players dropped their bats and turned toward the equipment truck that had just parked. The production crew of 20 people, including a hulking, tattooed man, began unloading. They unfolded netting, situated support poles, and arranged a sloped surface that would serve as the pitching mound. The crew was to erect a baseball batting cage, the location of which – a hallowed cricket ground in Mumbai, India – was less than ideal.

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‘GOING WITH THE DREAM’

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By Christopher A. Vito

One in a “Million”
He arrived in 1992, two weeks prior to beginning his PhD studies in International Business at Temple University. No time for assimilation to a new environment. No time to adjust to American culture. No time for anything, really.

“That’s the best kind of training,” Vasudevan said, “when you come from a place where you’re surrounded by family and people who take care of you to go somewhere else.”

At Temple, he met with Dr. Rajan Chandran, presently the Fox School’s Deputy Dean, and “in him, I realized I had found a mentor who would help shape my outlook on life.” Then Vasudevan began his coursework. Immersed in foreign surroundings, Vasudevan became receptive to the behaviors of the people he met at Temple.

“Living in Philadelphia taught me that never-say-die attitude that you need on a daily basis,” he said. “Going with the dream and not being deterred by obstacles – those were lessons well taught. And Temple provided scholarship and fellowship, due in large part to the support and encouragement from the faculty.”

After earning his Temple PhD, Vasudevan understood that a move to the West Coast was essential if he wanted to pursue a career in technology – an admitted passion of his. For three years, from 1996 to 1999, he taught international business and strategic management courses at Washington State University, all the while wishing he was elsewhere.

“The Internet market was just building up, and I hated to have a ringside view of what was happening. I wanted to get my hands dirty,” said Vasudevan, whose professional desires prompted his move to Northern California.

Vasudevan relocated to Silicon Valley, and he’s never looked back.

He landed at non-profit CommerceNet, for which he rose to Senior Vice President of Strategic Initiatives and Investment. During Vasudevan’s tenure, CommerceNet laid the cornerstones of Internet commercialization. The first secure online credit-card transaction and the first online shopping cart were among CommerceNet’s early contributions. Vasudevan also oversaw the set-up of a second-generation Internet fund that helped bridge the gap from broadband Internet to high-speed Internet infrastructure.

“Ash’s life is about creativity and pushing forward these initiatives to change the world, and he goes at it passionately,” said Anthony Phills, an inventor and patent-owner who has worked with Vasudevan off and on since they first crossed paths in 2002. “He’s an amazing spirit.”

Vasudevan’s span at CommerceNet fueled his desire for greater entrepreneurship, and led to his founding of Edge Holdings, LLC, a venture foundry that “picks the problems we’re interested in and creates a company around it.”

Vasudevan and his partners at Edge Holdings see projects from the ground up. They identify a tech-based problem they wish to solve, field an executive team, build a company, serve as its primary source of investment, develop a solution, grow it and then market it.

“We get the company to a cruise-control stage,” Vasudevan said, “and then we start looking at the next idea.”

‘I CANNOT REPAY HIM’

“Million Dollar Arm” fell under Vasudevan’s next-idea umbrella.

An avid runner, who turns to distance running as a daily opportunity “to spend time thinking up new ideas,” Vasudevan counts sports and entertainment among his personal interests. Eventually, his career led him from the boardroom to the ballfield.

Years of laying the logistical foundation for his reality-TV show concept spawned the search for an Indian-born baseball pitcher. In 2007, Vasudevan and his team began filming and production of Season 1 of “Million Dollar Arm.”

One of their stops, to a cricket field in Mumbai, bore a moment of awkwardness. Cricket players of all ages gathered around as the San Francisco Giants’ Brian Wilson, a heavily tattooed 6-foot-2 relief pitcher, guided the contest candidates through basic pitching motions and mechanics. Most were shy, or unwilling to adhere to Wilson’s tutorial.

“Then this 19-year-old lanky boy asked, ‘All I have to do is throw the ball?”

There’s only one way to say thank-you to Ash, and that’s to make it to the big leagues. I cannot repay him any other way.”

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Vasudevan said, chuckling as he approached the story's climax. "He takes the mound, throws the ball and he's clocked at 90 miles per hour. Ninety. That was an early experience, but that was when we knew that in a country of 100-million kids, we would find a few who could throw hard."

More than 37,000 contestants tried their hand at pitching, with the only preliminary requirement being speed. Forty reached the contest's final round, where velocity and accuracy were judged. In the finals, none hurled a pitch above 90 mph. Left-hander Rinku Singh and right-hander Dinesh Patel, javelin throwers who had never picked up a baseball prior to Vasudevan's arrival in India, were deemed to be the most accurate. Singh and Patel won $100,000 and $50,000 prizes, respectively, and Seven Figures Management (the company that created "Million Dollar Arm") paid for both players to train and develop their raw skills in the United States. Following formal training and tryouts in front of major-league scouts, Singh and Patel signed contracts with the Pittsburgh Pirates.

Patel's career ended in 2010, when the Pirates released him. Singh, however, hasn't surrendered. He has endured Tommy John surgery to repair a strained ligament in his pitching elbow, which has required a year's-worth of rehabilitation. Being away from his minor-league team for so long breeds loneliness and constant self-evaluation. When those feelings set in, Singh calls Vasudevan.

"You're not going to believe me," Singh said, "but Ash is like my second god. He tells me, 'Don't forget what brought you here,' and, 'Think about the day you make it to the big leagues and the whole world will salute what you've done.'"

"He introduced me to a whole different planet. There's only one way to say thank-you to Ash, and that's to make it to the big leagues. I cannot repay him any other way."

Vasudevan is not looking for thank-yous, praise or pats on the back. He's looking within the fields of technology, sports and entertainment for the next big thing – years before anyone else.

"Most importantly, I'm having fun," he said. "That's what has enabled me to come up with some crazy ideas."

Including one that wasn't so crazy after all.
the ripple on the surface was subtle. Then the bubblers kicked in, the jets followed, and the pool's water began to crest. Inflatable rafts drifted past rubber balls of all sizes, bobbing throughout the therapeutic pool. Across the way, the tranquil waters of the wheelchair-accessible lap pool seemed to beg for similar commotion. Only minutes later, children populated the room and made that a reality.

On this summer day, the Kappen Aquatic Center at the Overbrook School for the Blind—a palatial beacon of sensory education, for disabled students in grades kindergarten through 12th—was buzzing, and William S. Cumby, Jr. was smiling. "This almost never happened," said Cumby, in a reflective manner. Tucked away in a picturesque section of West Philadelphia, Kappen became the first aquatic center in the nation to earn Leadership in Energy and Environmental Design (LEED) Platinum certification. Kappen uses a humidity-control system, motion-sensor lighting and other elements that make it 43 percent more energy efficient than comparable aquatic centers. With the help of Overbrook School for the Blind's administration, Cumby, EMBA '89, made that possible.
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His company, family-owned and Philadelphia-area-based W.S. Cumby, Inc., turned its office in Springfield, Pa., into the region’s first LEED-certified building. That was more than 10 years ago. Ever since, the construction management and general contracting professional has developed a reputation as a local leader of the LEED movement, with Cumby’s company prescribing to green building by erecting Kappen and other environmentally responsible structures just like it.

A pioneer in that realm, Cumby plunged into another fresh endeavor, when he enrolled in the Executive Master’s of Business Administration program at Temple University’s School of Business and Management. He was part of the third graduating class in an EMBA program that was just taking off.

Like his EMBA, Cumby said he couldn’t have predicted how integral LEED certification would be to his future professional undertakings.
“I had no clue how big (LEED) would be, but we believed in the concept,” Cumby said recently, on a visit to Overbrook School for the Blind.

Cumby has overseen hundreds of projects in his 33 years in the construction industry. For example, his company built the skybox suites at Veterans Stadium, formerly the home of the NFL’s Philadelphia Eagles and MLB’s Philadelphia Phillies; Cookie’s Monster Land, a newly opened attraction at Sesame Place in Langhorne, Pa.; interactive park KidZooU, at the Philadelphia Zoo; and so many more.

The story of Cumby’s present-day office space, the first LEED-certified building in the region, tumbles into a conversation about his first office space: the basement of his home in Swarthmore, Pa.

It was there, in 1981, that Cumby and his father, the late William Sr., pursued self-employment.

The elder Cumby, who studied engineering at Temple, started his career as an estimator for McCloskey & Co. Builders in Philadelphia. “He learned from the ground up,” William Jr. said, before spending 25 years with P. Agnes Inc., a construction management company, where “he earned a strong reputation in the industry.”

Eventually, construction attracted William Jr., who was working as a teacher in the nearby Wallingford Swarthmore School District and running an ice cream shop in Avalon, N.J.

“We closed at 11, a customer would come in at 11:30 looking for ice cream and we’d do whatever it took to please the customer,” Cumby said. “That’s when I knew I was an entrepreneur at heart.”

Cumby then started buying shells and renovating them, turning unsightly structures into something operational. Later, he’d work as a project manager at P. Agnes. Two years later, he and his father started W.S. Cumby & Son.

With a father-son team conducting the estimating and project managing, respectively, Cumby’s mother, Jane, handled bookkeeping and his cousin, Bonnie Mossor, managed the phones.

“We were a four-person operation and our work days never ended,” Cumby said, grinning. “We’d go to dinner, then go back downstairs and go to work again.”

Tapping into his father’s resources, Cumby’s company early on did a lot of municipal work for the City of Philadelphia. In 1986, they secured a contract with the city, which owned Veterans Stadium, to build the skyboxes on the 16-year-old South Philadelphia sports venue. A complicated job requiring cranes and summer construction through the peak of baseball season might have deterred other new outfits.

“Not too many five-year-old companies had the expertise we had, thanks to my dad,” Cumby said.

Watching the Vet’s demolition in 2003 was humbling, he said.

“That’s when you know you’re getting old, when your work ends up in the landfill,” the 65-year-old Cumby said with a big smile.

As his family business expanded, Cumby realized he’d need to expand his business education along with it. In 1987, Cumby turned to Temple’s EMBA program, which was newly formed at the time. The convenience of a program compacted into two years was particularly attractive, he said.

“I had three children (sons Bill III and Adam, and daughter Abby) by then, and my wife (Rena) was in architecture school at night,” he said. “It was a workout, in hindsight, but it was a phenomenal experience. Analytics return on investment – you think it’s common sense, but then you learn it and you realize why you need it to run your business.”

Cumby’s career only blossomed after he attained his EMBA. His company was contracted by Today’s Man, and oversaw the construction of the clothing chain’s stores for nearly a decade. They also procured a contract with NFL Films to build its offices and production headquarters, a $45 million compound in Mount Laurel, N.J. In 1997, Cumby was elected Mayor of Swarthmore, Pa., adding another line to his burgeoning resume.

The green movement, and W.S. Cumby’s place in it, only solidified Cumby’s legacy. In 2002, a client at the Clarke Schools for Hearing and Speech, in Bryn Mawr, Pa., had asked Cumby to explore green building options. Cumby understood the request. He’s not sure others would have.

“At the time, if you said ‘green building,’ people might have thought you were painting a building green. It just wasn’t in the vocabulary,” Cumby said. “Nobody knew it, and it’s hard to imagine that now because it’s so mainstream.”

With the identification of green building as a next-generation concept, Cumby made LEED certification for his project managers and estimators a prerequisite for employment. As other companies scrambled for similarly skilled employees to meet clients’ demands, Cumby’s crew had a headstart.

When it came to working with Daly+Jetboot Architects on the design plans for the Kappen Aquatic Center, Cumby asked Overbrook School for the Blind business manager Joseph Van Bernum – a Fox alumnus – if he had considered LEED certification. The brief chit-chat spawned a detailed conversation about energy-saving measures for an educational structure that’s unlike any other in the country.

“The Kappen Aquatic Center parallels the mission of the school to enhance and enrich our students’ lives,” said Damaris Shiavi Schaelelein, the aquatic center coordinator at Overbrook School for the Blind. “We can’t thank Mr. Cumby enough for his role in the cutting-edge design of this building.”

Said Matthew Wittemann, the business development manager at W.S. Cumby: “With Bill, you’re a person and a part of something, and not just a number like I was at a 1,000-person engineering firm. It’s family here.”

Just like 33 years ago, in his basement in Swarthmore.
Later, he'd work as a project manager at P. Agnes. Two years later, he and his father started W. S. Cumby & Son.

Cumby then started buying shells, which eventually turned into the business. Over the years, he became an expert in the industry, and his business grew into a $45 million compound in Swarthmore, Pa.

Cumby said recently, on a visit to his company headquarters, a $45 million compound in Swarthmore. “I had no clue how big (LEED) would become, but we believed in the concept,” Cumby said. “That’s when I knew you’re getting ahead of the game.”

“Our work was recognized by the region, tumbles into a conversation interactive park KidZooU, at the venue. A complicated job requiring cranes and summer construction through the peak season.

“With Bill, you’re a person and a part of your work,” Cumby said. “You market to an investor – you think it’s common sense, but it was a phenomenal experience. Analytics, return on investment – you think it’s common sense, but it was a phenomenal experience.”

William S. Cumby, Jr., left, has been able to build his business, literally from the basement floor. Cumby’s business development manager Matthew Wittemann, right, said Cumby’s company is like “family.”

“We were a four-person operation and our work days never ended. We’d go to dinner, then go back downstairs and go to work again.”
OFFICE HOURS: ADAM LYONS

Thursday, July 31, 2014

5:45 a.m. Wakes up and starts push-ups, sit ups and physical therapy exercises related to a recent ACL surgery. (“No excuses,” he said, “including injuries.”)

6:30 a.m. Reviews email and the day’s agenda. Prepares by prioritizing the day’s tasks and setting daily goals.

Today’s goal: Focus on OKRs (Objectives and Key Results) as much as possible.

8:00 a.m. Grabs coffee with the business development team. Gets an update on the current deals, potential partnership progress to date, and strategizes a plan with top automotive shopping sites and existing traffic partners.

8:30 a.m. Meets with sales managers.

9 a.m. Gets into the office.

9:30 a.m. Company-wide weekly all hands meeting. Coordinates with sales managers on a presentation announcing three major sales records broken for the month of July.

10 a.m. Heads to the next meeting with the executive team to discuss implementation of OKRs at The Zebra. Reviews departmental differences and finalizes OKR documents that will be shared company-wide. Discusses possible pain points and preps for afternoon meeting announcing the implementation of OKRs.

11:30 a.m. Meets with Mark Cuban for a weekly business update and to strategize the structuring of an exclusive deal with a data partner.

12 p.m. Checks out new, bigger office space options downtown during lunch hour.

1 p.m. Meets with co-founder/COO and public relations manager to field media options and interview requests, determining which options are best for The Zebra’s growth.

1:30 p.m. Discusses reality-show pitch with producers in Los Angeles, about young entrepreneurs starting from nothing and hustling to make a difference. Coordinates office visit in the upcoming weeks to shoot.

2:30-3:30 p.m. Interviews job candidates as their final stop before an offer, after being vetted and interviewed by managers.

4:00 p.m. Announces to company implementation of OKRs. Explains why we’re implementing (focus on how it will improve communication and efficiency), fields questions.

5:45 p.m. Heads to Austin business networking event. Meets with CEO of a top-10 automotive shopping site, to congratulate on recent IPO and discuss possible collaboration or partnership.

9:30 p.m. Takes seat on flight. Develops pitch deck for investors for Series A Financing round as other passengers sleep. More email catch-up.

1:00 a.m. Checks in at hotel. Sets alarm for 6:00 a.m. to make an early meeting.
SOCIAL BUTTERFLY

Harnessing the power of social media, one Fox student turned his know-how into a summer internship at Intel Corp.

MATT RICHMAN
Major: Management Information Systems

- Transferable talent: Like his course of study, Richman’s hobby requires precision. A magician for hire, he has a good a handle on card tricks and shape-shifting balloon animals.

What began as an innocent blog post turned into an internship for a Fox School of Business student.

Leveraging the power of social media, Matt Richman took a proactive approach toward how he would spend the summer months bridging his freshman and sophomore years. The Management Information Systems major penned a blog post and targeted the right individuals using Twitter to parlay his opinions into a months-long stint at Intel. So how did Richman do it?

Looking for an outlet for his knowledge, or simply looking for an internship, Richman turned to his blog.

“I had this great article that I had written and posted on my website,” he said. “I realized that I could leverage it to get an internship, not necessarily with Intel, but an internship.”

His article, Apple, Samsung, and Intel, detailed his hypothesis on how and why Apple should ditch Samsung and instead collaborate with Intel to design the necessary chips for iPhones, iPads and similar technologies.

“Apple, due to the sheer volume of processors it purchases, will always be at the mercy of its suppliers,” Richman wrote. “But if Apple were to contract the manufacturing of its A-series chips to Intel, no longer would the company be at the mercy of Samsung.”

The article went viral within 48 hours of a prominent retweet by Jean-Louis Gassée, president of Apple’s Products Division. From there, Richman knew it would only be a matter of time before the article found additional audiences within the tech community. Philadelphia tech-journalist, John Gruber, read over Richman’s article and posted it to his blog, “Daring Fireball.”

That’s when Intel took notice.

“I received emails from Intel employees and from a lawyer in Boston,” Richman said “Tons of random people reached out on Twitter, too.”

Within days of the tweet, Richman was contacted about an internship at Intel. He relocated to Portland and began his internship in early June.

Richman said he is required to keep the details of his work confidential, but described his day-to-day duties at Intel as “creating applications for new technologies and designing a method to hold Intel-sponsored hackathons.”

“I’ve created content that will eventually be public and developed some of the ideas articulated in my original article,” he said. “I (was) also working on a communications project that will impact Intel’s Software and Services Group.”

During the internship, Richman said he delved deeper into his passion for technology. He said he gained experience by observing how employees handle dilemmas beyond their control. All the while, he said he was exposed to positions he didn’t realize existed with in companies, and came to further understand the impact his field yields.

“So much of our society is based on technology and it’s a really cool industry that’s constantly changing,” Richman said, “so if you’re all interested in it I strongly encourage people to pursue it. Technology is a way to change the world.”

In his downtime from the summer internship, Richman continued to write and post tech-based articles on his website, interfacing them with his Twitter account. He wrote his first blog post in 2011, which means he’s no amateur among social networking circles.

Richman accomplished plenty prior to beginning his sophomore year. Imagine what he’ll achieve during the remainder of his academic career at the Fox School.

Nodyia Fedrick
FORESEEING BRIGHT FUTURES

Jonathan Scott, who oversees Temple Futures, provides a unique business-education opportunity for Philadelphia high school students.

JONATHAN SCOTT
Professor, Finance
Residence: Voorhees, N.J.
ROLLING ALONG

Dr. Jonathan Scott is an avid cyclist in his spare time, counting two lengthy treks among his milestones. He once pedaled from Woodstock, N.Y., to Woodstock, Vt., a round-trip that exceeded 400 miles. Also, he has biked more than 400 miles from the steps of the Philadelphia Museum of Art to Niagara Falls in New York.

Dr. Jonathan Scott has served the Fox School of Business in a number of capacities – Professor of Finance, Academic Director of Fox Honors, Managing Director of the William C. Dunkelberg Owl Fund, and Undergraduate Program Director for the Finance department presently, and six years in the Dean’s Office, from 1991-1996, as Senior Associate Dean and Acting Dean.

For the last six years, Scott has supplemented his service to Fox through his work with Temple Futures, a month-long summer program which he leads as its director. Temple Futures operates out of Fox’s Alter Hall in conjunction with Philadelphia Futures’ Sponsor-A-Scholar program, which provides select first-generation-to-college students from Philadelphia’s low-income families with the resources and opportunities to attain admission to and achieve success in college.

The program is a model of success. In 2013, 185 students from 31 Philadelphia public high schools participated in SAS, with all of them graduating and earning admission to four-year colleges and universities.

Designed for high-school students, Temple Futures offers introductions to aspects of business, like marketing and entrepreneurship, “that the students wouldn’t otherwise be exposed to, given all the program cutbacks in the Philadelphia School District,” Scott said.

For four weeks, from the end of June through the end of July, Scott – with the assistance of a wide range of Fox faculty and staff – spearheads a course geared toward a judged, final-presentation element. In this stage, teams of students deliver three business ideas complete with PowerPoint presentations, product descriptions, validations for purchase, disclosures of target markets and pricing strategies, before settling on the venture they would prefer to take to market.

“Jessica always says to the students, ‘If you make a claim, support it,’ and that’s what these students did,” Scott said. “I’ve seen many undergraduate presentations in my time, and I think all of our judges would agree that most were right up there with those. They were so poised and so polished.

“It’s a lot of work, but when it’s finished, it’s astounding when you consider that they are rising juniors in high school.”

At a ceremony in June to celebrate the graduation of SAS participants, Philadelphia Futures honored Scott with its Hats Off To You Award, for his six years of dedicated service to the non-profit.

“There are many things we appreciate about Dr. Scott – his high standards and expectations for our students and his great personal connections among them,” said Joan Mazzotti, Philadelphia Futures’ executive director. “We’re always pleased with how well he knows their personalities by the end of the summer. I think he’s a master teacher.”

Christopher A. Vito
who set up the math department and, in 1968, taught the school’s first classes, Reid is RCGA’s only original faculty member.

Niles S. Benn, BBA ’67
Served as the featured speaker at the Pennsylvania NewsMedia Association’s 2014 Winter Management Seminar in the Cayman Islands. Benn presented a defamation case study and an update on media law with an emphasis on right-to-know litigation. He is a member of the Harrisburg Area Community College’s Foundation Board of Directors and Adjunct Professor at York College of Pennsylvania.

1970s

Alan Javan Inman, BBA ’73
Appointed President of Global Peace Foundation USA, a nonprofit organization committed to resolving conflict and promoting harmony around the world.

John M. Marshaleck, BBA ’73
Retired in May after serving as CFO of Maiden Holdings since August 2009, and previously serving as CFO and Secretary. From 1983-2008, he served in several capacities, including President, with GMAC Real Estate and its predecessors.

Harris Robert, BBA ’73
Published his first novel in August 2013. The historical fiction, titled, “Island of the White Rose,” is a story of love and adventure during the Cuban Revolution.

Raymond J. Land, BBA ’73
Appointed in 2013 the Chair of the Board of BioAmber, Inc., a company that develops chemicals from renewable feedstocks.

1980s

Richard Freeman, MBA ’80
Named President and CEO of the Robert Wood Johnson University Hospital Hamilton. Previously, Freeman integrated Mountainside and Pascack Valley Hospitals into the Hackensack University Health Network, serving as President of both hospitals. Also, he was CEO of Beth Israel Medical Center and Continuum Health Partners in New York City, and CEO of the Medical College of Pennsylvania Hospital.

Robert R. Midos, Jr., BBA ’80
Serves as Executive Vice President and CFO of AMETEK Inc. Recently, Midos oversaw an increasingly complex external financial reporting environment, expanding the company’s corporate shared services operation and leading the company to achieve its acquisition goals.

Paul A. Myerson, MBA ’85
Published a book, titled, “Lean Supply Chain & Logistics Management.” He also has published a similarly themed simulation training game and training package, and is currently writing a column on the subject for Inbound Logistics Magazine. Myerson is a Managing Partner at Logistics Planning Associates, LLC, a supply chain software and consulting business, and Adjunct Professor at Kean University and New Jersey City University.

1950s

Marvin J. Rothenberg, BBA ’52
Reappointed by the Mayor and Council of Fort Lee, N.J., to a second term as Member of the Borough’s Board of Ethics. Additionally, Marvin, who has retired from both his marketing consultancy practice and his adjunct marketing professorship at Rutgers University, attained his Master’s of Business Administration from the Fox School in May 2014.

1960s

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David L. Evans, BBA ’85
Hired as Associate Partner of Alloy Silverstein, in Cherry Hill, N.J.

Mike Andrus, BBA ’85
Building the WeFeedUs Agriculture Innovation Center in the Philadelphia area. WeFeedUs, Inc., which provides a scalable commercial model for future sustainable food and energy ecosystems, is a complete eco-centric model that connects the growth of sustainable food sources, the community, the environment and energy solutions for a greener, healthier planet.
MASTER COMMUNICATOR

Phil Argyris is facilitating change in over-the-air communications in his new role as CEO of GatesAir.

Nothing prepares a businessperson for tackling an executive appointment quite like getting stirred out of retirement.

“Well, that’s why I like to say I only briefly retired,” Phil Argyris said with a chuckle.

Phil Argyris, BBA ’76/MBA ’79 had stepped away from the corporate world for only seven months “for a little traveling, a little skiing,” he said, knowing he wasn’t ready. He and his son, Al, even attended the summer’s World Cup soccer tournament in Brazil.

Ever since, Argyris, 59, has gotten down to business as the newly appointed Chief Executive Officer of GatesAir.

A solutions provider of over-the-air radio and television broadcasting and public-safety communications, GatesAir is fostering the transition from analog systems to digital solutions worldwide, and driving mobile innovation for next-generation over-the-air broadcasting in an age of burgeoning wireless technology.

Based in Mason, Ohio, Argyris’ day-to-day duties include handling the company’s financials, personnel and technological infrastructure and options in an industry of rapid innovation and new technology.

“For me, it’s an opportunity to address change, and that’s what wakes me up in the morning and gets me out of bed,” he said.

Argyris began his career with global oil and chemical company Amoco, working more than 20 years in myriad human-resources capacities, before transitioning into tech-related industries. His career hasn’t always been stateside. Nearly three decades ago, his human resources responsibilities with Amoco prompted relocation to Egypt. The change of scenery provided a different vantage point for Argyris on the concept of international business.

Argyris, whose undergraduate degree is in Finance and whose Master’s degree is in Labor in Industrial Relations, lauded Temple for preparing him to meet the challenges associated with business in a global spectrum. Temple also is where he met his wife, Claudia, a 1980 College of Liberal Arts alumna.

“It was such great exposure to global business, and it put into perspective what I learned at Temple,” Argyris said. “Like our tagline – Temple Made – that’s what you are when you get out with a degree.”

Christopher A. Vito
INNOVATION THROUGH TECH

Atish Banerjea is revolutionizing operations at NBCUniversal to help meet consumer needs as technology changes.

NBCUniversal’s Technology Center is a techie’s dream: 63,000 square feet of the world’s most-advanced communications tools, from Google Glass to every variety of Apple, Android and Windows mobile device. At the Technology Center’s Smart Bar, tech enthusiasts can visit to test state-of-the-art gadgets and learn how to best use them.

Banerjea said creating a space for fun and learning was a major goal when NBCUniversal conceptualized the center located in Englewood, N.J.

“The challenge we really set out to resolve was how to make an environment here on the East Coast for NBCUniversal that was so high-tech and innovative that the best engineers in the industry would want to work with us,” Banerjea said. “And it’s working. It’s been fun watching our focus on innovation come to life.”

NBCUniversal hired Banerjea as Executive Vice President and Chief Informational Officer in January 2013. The media empire tasked the innovator with helping it expand and transform its technology operations and stay ahead of the curve. Through family influence, education and his work experience, Banerjea has carved a name for himself as a forward-thinking expert who can help a variety of companies take full advantage of the technology at their disposal.

He gained an interest in technology from watching his father, an executive and aeronautical engineer, comb through aircraft manuals and plane diagrams. His interest grew while pursuing his Master’s degree in computer information systems. As a graduate student, Banerjea learned the impact of technology and technologists in a company’s day-to-day operations.

“I learned that to be a successful technologist, you need to understand your company’s business,” Banerjea said. “You can be a successful information and technology expert without that and still have a great career, but if you want to grow from a management perspective, it’s important to understand how technical solutions can drive businesses forward.”

Banerjea’s commitment to his alma mater includes his recent appointment to the Fox IT Advisory Board. He will work with the Management Information Systems (MIS) department to design updates to the curriculum, tailor it for the industry’s current employment climate, and participate in career fairs.

Josh Fernandez
BLENDING CREATIVITY AND COMMUNITY

As a co-owner of Philadelphia Independents, Tiffica Benza puts together her business and marketing savvy and passion for handmade, local crafts and goods.

Philadelphia tourists and residents perusing Old City have a new locale in which to shop for locally handmade items. Tiffica Benza, BBA ’01, said she and her colleagues, jewelry maker Ashley Peel Pinkham, and fashion and technical designer Jennifer Provost, craved a store that supported local artists, artisans and craftspeople. After developing a concept and business plan in November 2013, the three friends took over space on 3rd Street in late winter and opened Philadelphia Independents this past May.

“Many tourists and even some residents are looking for an item to take home that really captures their Philly experience, but isn’t a Liberty Bell shot glass,” said Benza, 35. “We wanted to offer these shoppers a variety of crafts they can take back while also supporting local artisans.”

In addition to her role in the business, Benza works full-time as a project manager in the healthcare industry. Her Fox School education and professional experience in different fields from banking to cosmetics to healthcare, businesses big and small, gave her the financial know-how to help drive Philadelphia Independents’ launch.

Group projects in her marketing classes allowed Benza to shine with her creativity. She was the team member who would think up innovative concepts and while sketching ideas, which helped her hone her creative business and communications skills. The mom-to-be further developed this skill while working as a creative project manager for Yves Rocher, an international beauty products company.

“It’s about talking to customers in their language, in a way that would inspire them,” Benza said. “It really triggers your creative spirit.”

Josh Fernandez

Tiffica Benza

BBA ’01
Co-Owner
Philadelphia Independents

• Hometown: Tamaqua, Pa.
• Real-World Readiness: “Temple mirrors the real world in that it has so many different types of students and professors from every walk of life. That’s important in preparing you for your career. It’s helped me with my business interactions, especially when I’m communicating with different artists and vendors for the store.”

CLASS NOTES (continued from page 19)

2000s
Bertrand Spunberg, BBA ’00
Appointed Practice Leader of Executive Risks, at Hiscox, an international specialist insurer.
Rebecca E. Udell, MBA ’01
Named Board President of Commercial Real Estate Women (CREW) Philadelphia.
Hope C. Swedenburg, BBA ’01
Promoted to Philadelphia Market Leader at Buck Consultants, in Berwyn, Pa.

Tiffica A. Benza, BBA ’01
Co-founded Philadelphia Independents, a storefront that exclusively carries handmade items made by local artists and artisans, in Philadelphia.
Jamie Lynn Elsner, BBA ’06
Named Lifestyle Director at Traditions of America at Bridle Path, a 55-and-over community in Bethlehem, Pa. She is responsible for promoting an active lifestyle, ensuring resident satisfaction and supporting marketing and communications efforts. Before joining Tradition of America, Elsner served as Event Coordinator for Sand Castle Winery in Erwinston.

Robert Marcantuono, MBA ’06
Appointed Vice President of Accounting at The University City Science Center, in Philadelphia.

Eric J. Greco, BBA ’07
Presented with the Rotary International Paul Harris Fellow Award by the Rotary Club of Princeton, N.J. Greco concentrates his law practice in the areas of employment and labor litigation with an emphasis on discrimination litigation, employment counseling, restrictive covenant litigation and FINRA securities arbitration. Prior to joining the firm, he was a judicial law clerk to Leslie-Ann M. Justus, J.S.C.
CHAMPIONING WOMEN IN CORPORATE ROLES

As special corporate counselor to DirectWomen, a national non-profit that works to increase the representation of women on corporate boards, Katayun Jaffari is helping to support that mission.

With DirectWomen, a national non-profit that works to increase the representation of women on corporate boards, Katayun Jaffari supports that mission.

Since age 10, Katayun Jaffari, BBA ’91/MBA ’92, knew she wanted to be a lawyer because she wanted to be in a position to help people and make change. As recently appointed special corporate counselor of the nonprofit DirectWomen, Jaffari will combine her expertise in guiding and supporting businesses with her desire to see more women in corporate leadership.

“There are just not enough women in business,” said Jaffari, 45. “I believe in diversity and diversity of thought, and the kind of action that comes along with it can help businesses grow and transform.”

Jaffari’s passion for women in business began while she was a student at Temple University. She had many female business and legal studies professors who inspired her, including Director of General Education Terry Halbert, who helped her start the first pre-law society at Temple.

After graduating from Temple and receiving her Law degree from The George Washington University School of Law, Jaffari launched her corporate legal career at Saul Ewing LLP in 1996. She was elected to the Partnership at Saul Ewing in 2004. In 2012, she joined the Partnership of Ballard Spahr LLP.

Jaffari has leveraged her legal skills as a member of several boards of directors, including the Scleroderma Foundation of the Delaware Valley, Maternity Care Coalition, InterAct Theatre Company and Support Center for Child Advocates.

Encouraged by Legal Studies department chair Samuel Hodge, Jaffari began teaching at Fox in 2000. She received an adjunct teaching award for excellence in 2012. A former female student told Jaffari her success had inspired her to pursue a legal career. Jaffari hopes to continue to empower women in business in her role at DirectWomen.

“If we can get more women in business leadership positions, younger women will see the opportunities they have available to them and recognize it’s possible to achieve them,” she said.

Josh Fernandez

IN MEMORIAM

1930s
Lester H. Krawitz, BBA ’38

1940s
Harry E. Pierson, BBA ’41
Calvin F. Paynter, BBA ’43
Harry W. Berger, BBA ’44
Richard H. Goodwin, BBA ’45
Dudley P. Warner, Jr., BBA ’46
Milton Neustadter, BBA ’48
William B. Noyovitz, BBA ’49
Robert P. Weber, Sr., BBA ’49
Edward Herman, BBA ’49

(continued on page 22)
PASSION AND PROFESSION INTERSECT

An avid Temple sports fan, Dassi Piccirilli translated her interest in sports and accounting into a career at the Racquet Club of Philadelphia.

Dassi Piccirilli, BBA '02, shows her Cherry and White pride every year by cheering for the Owls football team. Piccirilli, her husband Gaetano, also a Temple alum and Beasley School of Law graduate and partner at law firm Dilworth Paxson LLP, their 3-year-old son and their immediate family attend every home game at the Lincoln Financial Field to support their alma mater.

Pacirilli, 34, said Temple is at the root of her personal success – she met her husband while they were undergraduates – and the translation of her interests into a career.

When she began studying finance at Fox, Piccirilli wanted to be a stockbroker. She interned at Morgan Stanley’s Philadelphia branch during her sophomore year, and completed the program realizing she did not want to work in stocks.

Upon graduation, Piccirilli accepted a job offer as a property manager for Towne Real Estate. She left the company in 2003 to work as staff accountant at TLA Entertainment.

Pacirilli later joined Yampolsky Mandeloff Silver & Ryan, which merged with Citrin Cooperman Wealth Management, LP, in 2007. She worked for the certified-public accounting firm for five years. She left the firm to work as controller of the Racquet Club of Philadelphia, a client of YMSR. Piccirilli said it was a combination of her Temple education and her openness to new experiences that helped her discover a career that combined her interest in sports with her money-managing skills.

“I wasn’t looking to be an accountant – I was just so good at managing money while I was growing up that I wanted to translate that into a career that would help others do the same,” Piccirilli said.

Josh Fernandez
Earl Hannum
BBA '68
Partner (Retired)
KPMG


Gratifying Graduation: “I was the first person in my family to get a college degree. Graduating from Temple was a victory not only for myself, but also my wife, my father and most importantly, my mother, who always pushed me to succeed in school.”

Reflecting upon his personal and professional milestones, Earl Hannum, BBA ’68, cites his Temple education as a major contributing factor to his success. “Temple to me was a lifeline,” Hannum, ’70, said. “My education gave me a different direction, a new beginning in my life. I wouldn’t have been able to accomplish the things I have without Temple.”

To thank Temple and support future students, the retired KPMG partner started the Hannum Family Endowed Scholarship Fund. Hannum also made this gift to the Fox School of Business because he said he wants students to get the full Temple experience.

Though a student, Hannum worked 40-hour weeks to put himself through Temple with the help of his wife, Phyllis, a registered nurse. Monday through Friday, he would work 11 p.m. to 7 a.m., head to Main Campus for classes, go home and rest briefly before studying – and then repeating the pattern.

After graduating in 1968, he was recruited by KPMG’s Philadelphia office. Hannum worked in auditing and then the tax department for nine years before he became a partner. Shortly after his promotion, Hannum and his family were relocated to Lincoln, Neb., so he could help lead the firm’s tax department. After working in the Cornhusker State – and watching Nebraska Cornhuskers football games – for nine years, Hannum transferred to the firm’s office in Washington, D.C., as tax partner in-charge, where he stayed for 13 more years before he retired at age 58.

“As a tax partner, I advocated for my clients and helped solve their finance problems,” Hannum said. “I felt like a knight in shining armor, saving the day and helping them figure out how to reduce a huge tax bill.”

Hannum said Temple taught him the importance of helping clients and his community. That’s why he hopes his scholarship helps ease the financial burden of college costs, so a student gains similar values and enjoys his or her education and campus life opportunities. “When I went to college, there was no such thing as student loans,” Hannum said. “I just hope this fund will help students avoid debt burdens as much as possible.”

Josh Fernandez

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George C. Gensbauer, BBA ’62
Frederick H. Enzman, Jr., BBA ’62
Michael J. Berman, BBA ’63
Henry Herskowitz, BBA ’65
Raymond W. Hovsepian, Jr., BBA ’67
Charles B. Lubking, BBA ’67
Stanford Lee Kossowsky, BBA ’68
Robert Bowlby, BBA ’69

1970s
John R. Curran, BBA ’70
Robert W. Doyle, Jr., Esq., BBA ’70
Richard L. Sharp, BBA ’70
Peter D. Quick, BBA ’70

Paul J. Cullen, MBA ’71
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As the value of your degree increases along with the Fox School’s academic rankings, the Fox School of Business Alumni Association (FSBAA) is here to help you extract that value.

The mission of the FSBAA is to engage and support future and current alumni in a lifelong relationship with the Fox School of Business. The association is the ultimate connection source for our alumni in networking for career, business development, continuous learning, social growth and pride with their alma mater.

For those in Philadelphia and the surrounding counties, I encourage you to take advantage of the Fox network by attending one of our events. If you can’t attend or if you live out of the area, look for us on our website and through social media channels. We’ll be rolling out some online programming including a virtual networking event and virtual mentorship program to help serve all of our alumni worldwide.

I hope to meet many of you face-to-face or online during the next year.

Anthony Pastor, MBA ’06
FSBAA President

SO WHAT’S YOUR STORY?

Has your career taken you around the globe or up the corporate ladder?

Have you pursued an unusual career path, or delved into entrepreneurial ventures of which you never would have dreamed?

Share your professional successes. Send details (a career timeline and a brief bio, for example) to Christopher A. Vito, Associate Director of Communications and Media Relations at the Fox School of Business, at cvito@temple.edu.

We look forward to hearing from you – and possibly featuring you in the pages of Fox Focus!

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2013–14 FOX SCHOOL OF BUSINESS ALUMNI ASSOCIATION EVENTS

• Nov. 8: Temple Alumni Global Day of Service
• Nov. 25: Fox Alumni Mixer with Wharton Club of Philadelphia, at Temple men’s basketball game vs. Penn
• Dec. 11: Fox Alumni Holiday Party
• Jan. 14: Fox Alumni Mixer with Temple Law Alumni
• Feb. 19: Corporate Speakers Series–IT Security
• April 24-26: Temple Alumni Weekend

For a full events listing, visit alumni.temple.edu/fox.
Dr. Paul A Pavlou, the Chief Research Officer and Associate Dean of Research at the Fox School of Business, recently earned recognition as a world leader in scientific research.

Pavlou was named one of Thomson Reuters' 2014 World's Most Influential Scientific Minds, which published its list of honorees in June. Pavlou earned the distinction from the Intellectual Property and Science business branch of Thomson Reuters for citations of his work in a 10-year period, between 2002-2012.

The Milton F. Stauffer Professor of Information Technology and Strategy at the Fox School, Pavlou joined more than 3,000 fellow scholars across 21 fields of study for being among the world's most-highly cited researchers in his or her specialty. Pavlou's papers registered more than 12,000 citations over the last decade, as he became one of 95 researchers honored by Thomson Reuters in the field of Economics & Business.

“I do research for my own personal motivation, because I like to discover new things, but it is a great recognition that others rely on your work and cite your work.”

–Dr. Paul A Pavlou

This is not the first such recognition of Pavlou's research. In 2011, he was rated as the world's most-productive researcher by top management information systems journals MIS Quarterly and Information Systems Research, according to an analysis by the Association of Information Systems for the period 2010-2012.

Christopher A. Vito
10-10-10 UPDATE

The 10-10-10 Project continues to leave its charitable and volunteerism imprint. Overseen by Assistant Professor of Marketing and Supply Chain Management Dr. Jean Wilcox, the 10-10-10 Project’s student teams during the Spring 2014 semester: raised $11,000, including $1,000 matched funds from Urban Outfitters; performed 396 hours of volunteer services for select charities and organizations, which converts to a value of $7,930 by Pennsylvania’s standard for volunteer hours; and collected $7,852 worth of in-kind goods, diapers, school supplies, and supplies for animal shelters.

All told, the monetary total for the charitable work performed by Wilcox’s students equated to $26,785.82. And that figure does not take into consideration the work by one student team, which on behalf of the Red Cross enlisted 34 blood donors whose donations saved 123 lives.

“Who would have thought when we started this that it would turn out like this?” Wilcox said. “It still amazes me every semester.”

The concept behind the 10-10-10 Project is simple: Student groups are given $10 in seed money and tasked with multiplying that by at least a factor of 10 by the end of the semester with a project focused upon doing good – either by fundraising for a charity, organizing volunteers, or other avenues. Constraints include: developing a marketing plan and PR strategy that must involve social media; tracking expenses, donations and sponsorships; and aiming to create a sustainable entity that can continue to benefit the chosen charity or cause.

Since its inception in January 2012, Wilcox’s students have raised more than $227,000, for an average of $20,685 per semester. When factoring in sponsorship, those totals jump to nearly $312,000 or a $28,361 average per semester.

Christopher A. Vito

IN MEMORIAM: LEWIS KATZ

The 18th Annual Musser Excellence in Leadership Awards dinner also provided a platform upon which to memorialize the previous year’s honoree – Lewis Katz. Mr. Katz, a Temple University alumnus and the director of the Katz Foundation, which supported a variety of charitable, educational and medical causes, died May 31 in a place crash in Bedford, Mass.

The 2013 recipient of the Musser Excellence in Leadership Award, the Fox School’s highest honor for outstanding achievement, Katz was a Camden native who developed several programs to help children in one of the nation’s poorest cities. He had served on Temple University’s Board of Trustees, was a former principal owner of the New Jersey Nets and New Jersey Devils, and the co-owner of the Philadelphia Inquirer, Philadelphia Daily News and Philly.com.

Only 16 days prior to his passing, Katz delivered an address at Temple University’s May 2014 commencement ceremony. The North American Association of Commencement Officers deemed Katz’s speech as the year’s best.
FOX SCHOOL TAKES ITS PLACE AMONG NATION’S BEST

THE NO. 1 SPOT BELONGS TO THE FOX SCHOOL OF BUSINESS.

Entrepreneur ranked the graduate programs at the Fox School of Business the best in the nation for entrepreneurial mentorship.

The magazine’s report, published Sept. 15, highlighted Temple for offering the highest number of mentorship programs for graduate entrepreneurship students. The ranking praised Temple University’s Innovation and Entrepreneurship Institute for its consulting opportunities between students and leading entrepreneurs, senior executives and investors from the region.

Other notable rankings include:

• In U.S. News and World Report’s undergraduate business school rankings, the Risk, Insurance and Healthcare Management program improved to No. 4, earning a top-five spot for the second consecutive year; Management Information Systems (MIS) ranked No. 13, placing it in the fifth percentile nationally among AACSB-accredited schools; and International Business earned a No. 13 rank, as well, putting it in the seventh percentile among similar programs at AACSB schools.

• In The Princeton Review’s annual nationwide rankings of entrepreneurship programs, Fox’s undergraduate program improved to No. 11, up two spots from the previous year’s report; and the graduate program earned a No. 16 ranking, which marked a three-spot improvement.

• The Economist ranked Fox’s Global MBA program No. 33 nationally and No. 57 globally, marking one-year improvements of nine and 20 spots, respectively.

• Fox’s Executive MBA improved 17 spots, to No. 58 globally, and earned its highest U.S. ranking, No. 13, in program history, by Financial Times.

“These rankings are a remarkable honor for our school, and speak to our commitment to innovation and entrepreneurship,” said Fox Dean M. Moshe Porat. “We are proud to have been recognized by multiple publications, and we look forward to further enhancing our programs to ensure we maintain our rank among the nation’s elite business schools.”

Christopher A. Vito

TWO FOX PHDS WIN

BEST PAPER AWARDS

A pair of PhD students from the Fox School of Business earned recognition for their research papers.

Michelle Andrews received the Best Conference Paper Award at the 2014 American Marketing Association Summer Educator Conference Aug. 2 in San Francisco. Andrews’ paper, titled, “Using Mobile Technology to Crowdsense,” employed crowdedness as an environmental factor that affects how people respond to mobile advertisements. The study for her research paper, which was co-authored by Xueming Luo, a Professor of Marketing in the Fox School’s Marketing and Supply Chain Management department, was conducted within subway trains.

Pauline Milwood received the Best Paper Award at the second biennial Advances in Destination Management Conference, for her paper titled, “Knowledge, Innovation and the Role of the Destination Management Organization: Integrating Stakeholder and Network Perspectives.”

A PhD student with a concentration in Tourism and Sport, Milwood was honored at the conference, which took place June 11-13, in St. Gallen, Switzerland. She co-authored the paper with her advisor, Dr. Wesley S. Roehl, a professor from Temple’s School of Tourism and Hospitality Management.

Christopher A. Vito
REVIEW TEAM NAMES MIS A “MAJOR NATIONAL PLAYER”

The Fox School of Business’ Management Information Systems department was named “a major national player” in a report by a review team that systematically evaluated the department.

The review team included internationally recognized professors from Oklahoma State University and The University of Texas at Austin. The reviewers were selected by Temple University’s Office of the Provost based upon their stature in the MIS discipline. According to the team, which submitted a report after evaluating a self-study document and following a two-day site visit, “The MIS department at Temple is one of the best examples of how good leadership and investment can create a stellar program in such a short time.”

“Temple University implemented Periodic Program Review in 2003 and since that time has conducted over 90 reviews,” said Jodi Levine Laufgraben, Vice Provost for Academic Affairs, Assessment and Institutional Research, who oversaw the review process. “Now in our second cycle, the program review process gives us the opportunity to evaluate the quality of our academic programs while also providing advice on strategic opportunities for further improvement.”

The review team evaluated departmental research performance, noting: “Faculty in MIS at Fox have achieved national reputation and catapulted the MIS department to a very high rank in terms of research publications.”

“I am very grateful to the review team for their comprehensive and positive report,” said Fox School Dean M. Moshe Porat, who decided to form the MIS department in 2000.

Munir Mandviwalla

IRA LUBERT HONORED AS MUSSER AWARD RECIPIENT

The Fox School of Business awarded Ira Lubert with the 2014 Musser Award for Excellence in Leadership – the school’s highest honor for outstanding achievement, leadership and commitment to the community by a distinguished member of industry.

Lubert was honored at the 18th annual Musser Award reception and dinner Nov. 5, 2014, on Temple University’s Main Campus.

Lubert is Chairman and Co-founder of Lubert-Adler Real Estate, which, together with LLR Partners, Inc., Quaker Partners, LEM Capital, LBC Credit Partners, and Patriot Financial Partners, L.P., constitute Independence Capital Partners, a family of private equity and real estate funds, all of which he co-founded.

He invites support in the establishment of the Warren (Pete) Musser Professorship in Innovation and Entrepreneurship at the Fox School.

“Ira Lubert has come to define entrepreneurialism throughout his career and business endeavors, and his mission to establish a term professorship at the Fox School in Pete Musser’s honor is no different,” Dean M. Moshe Porat said.

Lubert has more than 40 years of experience in the real estate and private equity sectors. Prior to forming Lubert-Adler, he was the principal and founder of TL Ventures, within the family of Safeguard Sciences, Inc. (NYSE: SFE), an early-stage venture fund. He also founded Radnor Venture Partners, L.P., the first venture fund managed by Safeguard Sciences.

He is a 1973 graduate of The Pennsylvania State University, where he received a Bachelor of Science degree in Human Development, majoring in Hotel Management and, in 2006, was the recipient of The Distinguished Alumni Award. This award is the highest honor presented by Penn State to an outstanding alumna or alumnus.

The Musser Award for Excellence in Leadership was established in honor of the achievements and entrepreneurial spirit of Warren V. “Pete” Musser. As founder of Safeguard Sciences, and as its leader for nearly four decades, Musser formed numerous technology-oriented companies that helped create Greater Philadelphia’s reputation for technological innovation.

Previous Musser Award winners include Lewis Katz, director of the Katz Foundation; Steven H. Korman, founder of Korman Communities; Joan Carter, co-founder and President of UM Holdings Ltd.; Stephen A. Cozen and Patrick J. O’Connor, Cozen O’Connor; Gerry Lenfest, president and CEO, The Lenfest Group; Ralph J. Roberts, founder, Comcast Corp.; and Dennis Alter, former chairman and CEO, Advanta Corp.

Christopher A. Vito
The Fox School at Temple has a distinguished tradition of preparing business leaders, professionals and entrepreneurs for successful careers. Its programs continue to be ranked internationally and nationally. But many outstanding students are only able to pursue their dream because scholarships are available to them. For too many, scholarship support means the difference between obtaining a quality education and being shut out of a Fox education altogether. Make a gift to provide scholarship support to Fox students, receive an income-tax charitable deduction, and have Temple pay you an income for life. Please read the benefits of a life income gift with Temple below.

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Ivan Karavitchev ’16
Xenia Krylyuk ’15
Lucien Lamy ’14
Tyler Lawson ’14
Lilian Lee ’14
James Lee ’15
Nichola Leighton ’14
Tanell Lewis ’15
Kalee Marshall ’16
Matthew McAndrews ’14
Christopher Mcbride ’14
Jeffery McMahon ’14
Meir Miskin ’14
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Rebecca Mutek ’14
Elise Nguyen ’15
Henry O’Neill ’15
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Jinyoung Park ’15
Dharmesh Patel ’15
Andrew Pilcicki ’14
Anthony Pyzikiewicz ’14
Lucia Romano ’14
Zahra Safa ’14
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“My scholarship from Fox enables me to spend less time working during the academic year. Instead, I can focus on classes and volunteering. Thanks to my scholarship, I have time to serve as College Council President and have been able to pursue amazing and rewarding—but unpaid—internships.”

Emily Nagle, May 2015
Marketing major/Finance minor
College Council President, Business Honors Program, Dean’s List

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“BIG” SHOT

Cody Calafiore, BBA ’13, finished runner-up on the 16th season of the CBS reality show “Big Brother,” in which strangers are thrust into a shared living arrangement without any contact or connection to the outside world.

The 23-year-old Fox School alumnus from Howell, N.J., made it through to the show’s Sept. 24 season finale, when his cast-off housemates voted Derrick Levasseur the season’s winner. Calafiore walked away with a $50,000 prize.

Calafiore, who had been known to wear Temple gear during his time on national TV, also had a distinguished soccer career. He scored 15 goals and 42 points in his career, leading the Owls in both categories during the 2010 and 2011 seasons.

For a full profile on Calafiore's “Big Brother” experience, visit fox.temple.edu/cody