



# Business Education Program & Alpha Review of DPE



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<http://www.nyu.edu/education/alt/beprogram/dpe/Alpha.html>

## 2004 DPE Alpha Chapter Executive Board

### President

Pamela Andrews

### First Vice President

Jeffrey Keefer

### Second Vice President

Sabra Brock

### Treasurer

Frank Paliotta

### Secretary

Judith Pascual

### Historians

Christine Janssen

Carol Roman

### Past President

Salena Chiang

### Sponsor

Bridget O'Connor

## 2004 Members at Large

Guy Adamo

Daria Benson

Amy Lui

Lisa Schumann-Ponti

Adam Williams

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## PRESIDENT'S MESSAGE

Dear Alpha Chapter Members,



With the holiday season nearly upon us, I approach the end of my term as Alpha Chapter President. It has been a truly fulfilling experience for me. My goal as Chapter President has been to further DPE's mission of promoting scholarship, leadership and cooperation throughout our academic and corporate communities.

Alpha Chapter is recognized locally and nationally, and we can be proud of our fellow Alpha Chapter members. Their commitment to service-oriented programming and leadership is also evident in the achievements we have made in the areas of research, literature, professional forums, mentoring programs and other policy-making organizations.

As DPE members, our mission is to take on and share in the responsibility of improving our profession through research, to develop leadership skills of our members, to advance the profession through research and leadership activities, and to provide members with team-building and networking opportunities. I hope that I have been successful in facilitating our pursuit.

We encourage all our members to join in the effort of service and to realize that the ultimate reward of membership comes by way of involvement. We are preparing for the election of our 2005 Alpha Chapter Board and Committees and we welcome your participation. If you are interested in becoming further involved in Alpha Chapter, please contact Amy Lui or myself with your interests.

Thank you for the opportunity to serve as Alpha Chapter's President over the past year. I am confident that we can build upon this year's successes, and work toward making DPE even stronger in 2005.

Pamela Andrews, President,  
Alpha Chapter, DPE

**SAVE THE DATE!**

**DPE Alpha Chapter Annual Holiday Party**  
**Thursday, December 2nd, 6:30-8:30 p.m.**

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## Business Education Graduation and DPE Alpha Chapter Initiation Ceremony

A wonderful time was had by all at the annual graduation and Alpha chapter initiation celebration on May 7, 2004! The stars of the event were Business Education graduates, special award recipients, and newly initiated DPE members. Congratulations to everyone!



Photo: Business Education 2004 Graduates

**Masters Degree Recipients:** Ibifuro Allison, Pamela Andrews, Boin Choi, Michele Gulino, Jennifer Heindel, Lindsey Judacko, Jeffrey Keefer, Karen Kuser, Wendell Mohammed, Keisha Mindley, Bernadette Robins, Shannon Simon, Tessie Tiaba, and Susan Watters

**PhD Recipients:** Daniel Kerr and Nicole Passeggio



Photo: New Alpha Chapter Initiates

**Alpha Chapter Initiates:** Ibifuro Allison, Thomas Duffy, Miriam Ferreira, Denise Gamba, Lori Hope, Chris Janssen, Ev Myers, Hector Lopez, Judith Pascual, and Louise Zimmerman

## Alpha Chapter Summer Conference

On June 24, 2004, Mike Barger, Vice President and Chief Learning Officer of JetBlue University, gave an inspiring presentation to Alpha Chapter. His presentation was entitled “JetBlue University: Heads, Hands and Hearts” and highlighted JetBlue’s unique corporate culture, their values and principles of leadership, and why learning and development plays a significant role in the success of their company. Recently, JetBlue and NYU have been in the press regarding their new partnership through the School of Continuing & Professional Studies. This partnership between business and academe represent a trend that has been occurring in the higher education arena (see Agnew Lecture article below). Big thanks to Guy Adamo for coordinating such an enjoyable conference with a dynamic leader in the field of Business Education!



Photo: Mike Barger – JetBlue University

## 28th Annual Peter L. Agnew Lecture

Doug Lynch, Vice Dean of the Graduate School of Education at University of Pennsylvania, was the guest speaker at this year’s Agnew Lecture held on October 12<sup>th</sup>. Doug’s presentation was entitled “Linking Learning: The University and The Corporation” and certainly kept the audience engaged. Corporate and college partnerships seem to be a growing trend. As former VP of Corporate Learning Services with the School of Continuing & Professional Studies here at NYU, Doug played key role in developing alliances with corporations. To date, NYU has formed partnerships with FDNY,

MCI, JetBlue University, and American Express, to name a few. Doug shared his experiences and research results to support the fact that such partnerships present a 'win-win' situation to both constituents. NYU in particular is well-positioned to grow in this area since it has a stellar reputation, renowned faculty and amazing resources to develop customized content and delivery methods. This is a hot topic in field of learning and development. Expect to hear more about it!



Photo: Doug Lynch, Vice Dean at University of Pennsylvania

### **Professor Bronner Announces Retirement**

At the October 12, 2004 Peter L. Agnew Lecture, I announced my retirement after nearly 50 years in Business Education, the last 35 years here at NYU. After more than 366 courses, 4000+ students, nearly 190 trips to and from our Puerto Rico Residence Center, and a host of award winning graduate students, it's been a fantastic run with wonderful experiences, great faculty colleagues, and a warm supportive collegial environment.

While I will be on sabbatical for the 2005 calendar year and on leave for 2006, my official date of retirement will be January 1, 2007. As such, throughout this period I'll continue to remain in contact with our Program, our students, and our alumni and look forward to seeing many of you during this time.

Michael Bronner, Professor,  
Business Education Program

## **Congratulations to All!**

### **Peter L. Agnew Scholarship Recipients**

The Program in Business Education is delighted to announce the following scholarship recipients for the Fall 2004 semester.

Guy Adamo  
Jeffrey Keefer  
Christine Janssen  
Kevin McEvoy

### **Sabra Brock joins ASTD Author's Night**

Each year in October, the American Society for Training and Development (ASTD) New York chapter hosts an event which highlights new authors in the field. The 2004 Author's Night was held on October 15<sup>th</sup> at the Coleman Center in New York City and showcased four members of ASTD who published new books this past year. **Sabra Brock**, Business Education PhD candidate and Alpha Chapter board member, led the panel discussion and spoke about her book *Men Head East Women Turn Right, How to Meet in the Middle When Facing Change*. Published in July, her book is a toolkit for helping people cope with change at work and in life. It explains how men and women are different in reacting to change through stories about real people, worksheets, quizzes and assessment tools. For more information about the book, check out [www.menheadeast.com](http://www.menheadeast.com).

### **PhD Student Tom Duffy Receives Award**

DPE Alpha member and current doctoral student, **Tom Duffy**, and his research team at Merrill Lynch were recently awarded the Daniel H. Wagner Prize for Excellence in Operations Research Practice from the Institute for Operations Research and the Management Sciences (INFORMS). Tom's nine-member team authored a paper entitled "Liquidity Risk of Revolving Credit Lines." Their entry beat out other teams from AT&T, GE and the U.S. Army to win the coveted award. Congratulations to Tom and his team!

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## ☞ Congratulations Prof. O'Connor! ☞

Professor Bridget O'Connor, sponsor of the DPE Alpha chapter, received the University Award from American Society for Training and Development (ASTD) NY Chapter at their 50<sup>th</sup> Anniversary Gala on September 23, 2004. This award was one of several LEAP Awards presented that evening, recognizing Leadership, Excellence, Achievement and Performance in our field. The University Award honors an outstanding student or teacher from a college or university in the New York area who has contributed significantly to the field of workplace learning and performance.

The awards dinner and celebration was held at the Yale Club in midtown, and there were plenty of folks from NYU's Business Education program in attendance to congratulate Professor O'Connor.



Photo: Professor Bridget O'Connor with ASTD Award



Photo: NYU Business Education Students and Faculty at ASTD Gala

## \*\*NEW ALPHA CHAPTER MEMBER\*\*

**Rethy Krishnamurthy** is a Master's student in the Business Education program and is interested in pursuing a career in the strategic planning arena of the HR sector, either in a corporation or in academia. Rethy was born in India, grew up in Africa, later immigrated to Canada, and has lived in the U.S. for the past ten years. She is fluent in three languages – Tamil, Hindi, English, and is also proficient in French. After graduating from Purdue University with a BS in Management in 1999, Rethy worked for Philips Product as a Management Trainee in the Leadership Program, then as a Quality Manager. She later worked at Panasonic as an Operations Administrator. Currently, she works at NYU in the Office of Faculty Services as a Faculty Services Coordinator, working with Stern graduate faculty.

## DPE National Conference 2004

Arlington, VA was the site of this year's National Delta Pi Epsilon conference, held from November 18-20th, 2004. The theme of this year's conference was *Innovation in Teaching and Research*. Several Alpha Chapter members were in attendance, including Amy Lui and Sabra Brock who presented their paper on the use of a web based survey tools for quantitative research. The paper was co-authored with Nancy Sardone who was unable to attend. Professor Bronner was also in attendance to moderate one panel of research reports that covered topics such as teaching business ethics and creating rubrics to improve student accountability and performance. Professor Bronner also participated in the conference as a member of The Agnew Group who led a lively dialogue on current issues facing Business Education today.

Throughout the sessions there was a recurring theme on changing technology and the need to incorporate technology into research and in and out of the classroom. One of the general session speakers with a great deal to impart to the group was Thomas Tullis, Senior Vice President of Human Interface Design at the Fidelity Center for Applied Technology, a division of Fidelity Investments. Mr. Tullis traveled from the company's headquarters in Boston to join the group and give a presentation entitled "*Making the Web*

*Easier for Everyone: Lessons Learned from Five Years of Web Usability Research.*" Based on the research his division has conducted over the years on the improvement of Fidelity Investments website, Mr. Tullis was a wealth of tips and pointers on how to most effectively create a web page for customers and students alike.

Below is the link to his presentation and some useful tips for on Web Usability.  
<http://home.comcast.net/~tomtullis/dpe2004.ppt>

## UPCOMING EVENTS:



 **DPE Alpha Chapter  
Annual Holiday Party &  
Winter Coat Drive**  
**Thursday, Dec. 2nd, 6:30-8:30 p.m.**

**North Square Restaurant & Lounge**  
**103 Waverly Place, NYC (212-254-1200)**

Kick off the month in style and get into the spirit of the holidays at *North Square*. An open bar and hors d'oeuvres will be served. We are asking for a small fee to help with costs. Remember to bring a new or used coat for the 2004 winter coat drive to support those in need.

Please RSVP to Amy Lui at [atl201@nyu.edu](mailto:atl201@nyu.edu) before Tuesday, November 30th. DPE members and guests are \$25; Students are \$10. Send checks payable to "DPE Alpha Chapter" to: DPE Alpha Chapter Business Education, Attn: Amy Lui, 239 Greene Street, Room 300, New York, NY 10003. Payments will not be accepted at the door.



## **DPE Alpha Chapter Board Elections!**

Attached to this newsletter is the ballot sheet to elect the 2005 Alpha Chapter Executive Board. The nominating committee comprised of Past Presidents, Amy Lui, Carol Roman, Salena Chiang and sponsor, Professor O'Connor. They worked together to recruit individuals eager to help build a board that continues to develop and enrich our chapter. Many, many thanks go out to the nominating committee for coordinating this effort!

Please send in your ballot sheet as soon as you can! Return to: DPE Alpha Chapter Business Education, Attn: Amy Lui, 239 Greene Street, Room 300, New York, NY 10003. **DEADLINE: January 7, 2005.**

Thank you in advance for your involvement and participation! We are only as strong as our leaders, and we hope you take this opportunity to show your support.

## **Metro Chapter Best Book/Article Awards for 2003-2004**

Have you published a scholarly article or book lately? Have you read a book written by a DPE Alpha or Alpha Xi chapter member? Early next year, calls for nominations will begin for DPE members who have written outstanding articles or books in 2003 and 2004. Let us know if you or another DPE member deserves to be recognized! Award ceremony will be held in the fall of 2005. More information about these awards will be announced in the spring.

This newsletter is a publication of the Business Education Program and Alpha Chapter DPE at NYU. The editors are Christine Janssen and Amy Lui, doctoral students in the Business Education Program.

If you would like to share related news and announcements with your fellow DPE members in the next release of Alpha Review, please contact Chris Janssen at [chj214@nyu.edu](mailto:chj214@nyu.edu). For more information about the DPE Alpha Chapter, please visit our website:  
<http://www.nyu.edu/education/alt/beprogram/dpe/Alpha.html>