



Business Education Program & Alpha Review of DPE



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Spring 2006

2006 DPE Alpha Chapter Executive Board

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Business Education

Program Contacts:

Program Director
Professor Bridget O'Connor
212-998-5488

Professor Michael Bronner
212-998-5486

New York University
239 Greene Street, Suite 300
New York, NY 10003

www.nyu.edu/education/alt/be_wel.html

PRESIDENT'S MESSAGE

Dear Alpha Chapter Members,



As I step down from my post as Alpha Chapter president, I reflect back upon my tenure and want to share a few thoughts. Over the past 18 months, I strove to further DPE's interests, both internally among our membership, and externally within the professional/academic community. To a certain degree, I have succeeded, as DPE maintains a strong national presence and Alpha Chapter has remained active in Business Education at New York University.

Yet, as with any organization predicated upon membership and service goals, DPE's furtherance of scholarship, leadership, and cooperation will never be fully satisfied. Looking toward the future, there is a great challenge facing Alpha chapter as 2006 quickly becomes 2007: Maintaining relevance as a key component of DPE. How to stay relevant as an academic and organizational entity? How to continue to fairly represent existing members while attracting new ones? How to allow DPE to realize its potential in the coming years? The answer to these inquiries is simple: By taking responsibility through proactivity rather than reactivity. Both our new Board and our membership will need to continue showing initiative. Be creative in thinking of ways that Alpha can grow; be practical in your use of available resources; be aware that it is ONLY through your efforts that Alpha chapter can flourish. The future is yours, and the choices to get there are yours as well. I am confident that collectively, you can/will make Alpha all that it can be.

Thank you for your support.

Jeffrey Keefer, President
Alpha Chapter, DPE

Letter from the Sponsor

Professor Bridget O'Connor

We in Business Education have gone through major changes this past year! Our doctoral program is now completely merged with the Higher Education Program, and while our certificate programs and MA remain distinct curricular offerings, we are continuing to work to better integrate Program students through professional and social activities. DPE has reached out to our new colleagues in Higher Education, and we will continue to do so, by including them in events including our Inter-University Adult Learning Symposia, and our summer conference.

While I was on sabbatical last Fall, Doctoral Candidate and DPE Executive Board Member extraordinaire, Amy Lui, taught in the program and advised new and continuing MA students. Thank you, Amy, for your efforts and outstanding student reviews.

Sabbatical? Yes! It included R&R as well as writing, speaking, and traveling—including California, Idaho, Wyoming, Kentucky, Florida, Australia, and New Jersey ☺. The highlight was the Fulbright Award to work in Australia, which is detailed elsewhere in this newsletter.

And we say that Professor Michael Bronner has officially retired now that he has his gold Tiffany clock. But this is going to be a long good-bye for this DPE Sponsor Emeritus as we will be celebrating his 38 years at NYU next Fall. Keep your eyes open for an announcement.

My thanks to the entire Alpha Executive Board who served well this past year; despite all the transitions and uncertainty, they truly had our membership's best interests at heart and have set the stage for new directions. Please be sure to vote; the incoming slate is a terrific group of current students and alums. I'm looking forward to working with them. A special thanks here to Pamela Andrews, who has managed to create this newsletter and all its attachments. This is a huge task; let's all tell Pamela know how much we appreciate her efforts!

See you at the Summer Conference on June 22!

DPE Summer Conference

**Speaker: Dr. Bill McPherson of
Indiana University of Pennsylvania.**

"Determining Personality for Everyone."

The conference will focus on Personality Types and the Cultural Adaptability Inventory and how these tools can help you improve communication with others in the workplace or in the classroom. Dr. McPherson is a PhD Graduate of NYU Business Education and a dynamic speaker.

DATE: Thursday, June 22, 2006

TIME: 5:30 to 7:00 PM

PLACE: 82 Washington Sq., Pless Hall, 3rd Floor

RSVP: Guy Adamo at ga@berkeleycollege.edu

Call 973-278-5400 ext 1420

Light refreshments to be served. We look forward to seeing everyone for another great gathering.

Fulbright Senior Specialist Story Professor Bridget N. O'Connor

I ended my New York University sabbatical as a Fulbright Senior Specialist at Victoria University in Australia in January 06. I have always been anxious to spend time in Australia and spend time as part of a university that is on the cutting edge of workplace learning and distance education. I had previously lived and worked in Asia and Europe but had never been Down Under!

My host—Senior Lecturer Marg Malloch of Victoria University—provided intellectual stimulation, offered me an entry to talk with Victoria University leaders, and arranged for me to lecture and participate in discussions with a wide range of administrators, faculty, and students, as well as her friendship. My husband, Michael Bronner, also an NYU Professor, joined in these meetings. Here's a sampling:

We discussed international outreach with VU's ProVice Chancellor (International), Professor the Honourable Stephen Martin, former speaker of the Australian Parliament. With Pro Vice Chancellor

(Teaching and Learning Support) Belinda McLennan, we analyzed a new VU policy related to integrating work activities throughout the curriculum. I led several sessions of VU's postgraduate class "Facilitating Learning Organizations," where in one class, students read select chapters of our book, and we discussed implications for learning organizations. Students were also interested in the work I have been doing with a corporate university, JetBlue University. And there were innumerable opportunities to participate in faculty meetings. The sharing of US and Australian approaches toward post graduate education was particularly enlightening—we found aspects of each approach that were inspirational.

And how many people have an opportunity to lecture at the University of Tasmania? Utas Professor Pam Bishop hosted us at both the Hobart and the Launceston (Lonnie!) campuses, where we participated in graduate classes and gave presentations to students and faculty. We didn't see any Tasmanian devils...but there were many wonderful people!

And what to say about being in Melbourne, which has to be one of the world's most wonderful cities? We stayed at the International House at the University of Melbourne (highly recommended). We went to the zoo, to Victoria Market, to the Australian Open and saw the Southern Cross. We made friends everywhere—including the staff at "Bridey O'Reilly's," a wonderful Irish pub in Parkside. When I tried to buy a tee-shirt with "Bridey's" on the back (Bridey is a nickname for Bridget), the manager gave me one. So goes an example of Aussie hospitality!

The Fulbright Award provided me an exciting opportunity to do all these activities—plus work with world-class professors Marg Malloch and Len Cairns (Monash University) to develop a research project and a book outline. The research project is an effort to examine the role of work in postgraduate learning across continents. The book is to be an edited book that will serve as a reference book to describe the field of workplace learning from a global perspective. And equally important, Dr. Malloch's students are now joined electronically via BlackBoard with my class at NYU; we're all sharing perspectives on workplace learning...across the world.

Sabra Brock, Mainzer Fellow at Cambridge

Sabra Brock, a doctoral candidate in Business Education at Steinhart spent January 16 through March 17 as a Mainzer fellow at the Cambridge University Centre for Gender Studies. Her dissertation research area is the possible learning style differences between men and women in undergraduate business school. The Cambridge program was an eight-week exchange of ideas with scholars who looked at gender from many different lenses, from anthropology to cinema. It offered her the opportunity to discuss her work with scholars facing similar intellectual challenges in distinctly different academic fields. The Centre offers seminars, lectures, and workshops that provide academic skills, leadership and gender awareness for a student body of future global leaders and opinion formers.

Sabra said, "Being at Cambridge for eight weeks was a fabulous experience. It deepened the quality of my thinking about my dissertation topic. And it's a great place for writing. I'm proud to say I was able to write a full first draft of my dissertation while I was there."

DPE Awards and Recognition 2005 Alpha Chapter Leadership Award

- Chapter Recognition Award
- Outstanding Chapter New Membership
- Chapter Service Project Award
- Chapter Newsletter Award

CONGRATULATIONS ALPHA CHAPTER!

**ALPHA CHAPTER MEMBERS
Congratulations & Welcome!**



(Ellen Bartley, Kason Morris, Nelson Khov and Peter J. McAliney)

Ellen Bartley attended Adelphi University, where she received her Bachelor of Business administration degree in 1982, and her Master of Science degree in accounting in 1986. She began her accounting career at IBM in Tarrytown, NY. While beginning and raising her family, she maintained her own accounting practice for twelve years. Prior to entering the doctoral program at NYU last September, Ellen served as an adjunct instructor of accounting at Katherine Gibbs, Briarcliffe College, SUNY Farmingdale, and most recently at St. Joseph's College, in Patchogue, New York. She is interested in returning to teaching on a full-time basis after completing the program. She is most interested in improving the effectiveness of accounting education, particularly for the many non-accounting majors who are required to take accounting as part of their program.

Adonica Brereton is a native New Yorker who attended Temple University. She received her BA in Political Science. Adonica was the Director of Adult Mentoring and Leadership at New York City Technical College. Additionally, she was a Corporate Trainer for the New State Banking Partnership, where she trained bank employees in corporate communications and customer retention skills. She decided to pursue a MA in Business Education at NYU to develop further her

knowledge and understanding of Business Education.

Jennifer Deutch is originally from Dayton, Ohio and moved out to Colorado to pursue a bachelor's degree in Statistics & Business Administration from Denver University. At that time, she worked for Lance Jackson & Associates, a brand management firm, as a marketing assistant. After college, Jennifer moved to New York City and started working for New York University's Metropolitan Center for Urban Education and worked on the *Brown Plus 50* anniversary conference. Currently, Jennifer works for The Department of Teaching and Learning in Steinhardt's School of Education and is the Administrative Assistant for the Chair and Vice Chair. In addition, she is working towards her master's degree in Business Education. Jennifer enjoys hobbies such as reading fiction by Haruki Murakami, watching independent films, and snowboarding.

Nelson Khov is a first year master's student in the Business Education Program at New York University. He is a Gates Millennium Scholar and a recent graduate from Seattle University with a bachelor's degree in Business Administration (majored in accounting and marketing). All throughout college, Nelson has been very active in student clubs, leadership and extracurricular activities, and community service. His undergraduate work experience includes a marketing internship at Qwest Communications (Portland, Oregon) and a management internship at Merrill Lynch (Bellevue, Washington).

Peter J. McAliney is a doctoral candidate at NYU's Steinhardt School of Education. He holds positions in both academia and has a private practice in management consulting. In his academic role, Peter is currently the Chairman of the Executive MBA in Biomedicine at the University of Northern California and an Adjunct at CUNY-Baruch College's Zicklin School of Business where he teaches in the Undergraduate, Graduate, and International Master's programs. He has also served as Acting Academic Director at CUNY Baruch College's Continuing and Professional Studies division. As President of Chenery & Company, Peter leads project based assignments whereby he

helps his clients develop business plans, conducts strategic planning processes, provides operations and finance support, and guides organizational development initiatives. Peter has achieved the professional designations of Certified Management Consultant (CMC) from the Institute of Management Consultants and Project Management Professional (PMP) from the Project Management Institute. Peter and his wife, Kristan, live in Westfield, NJ with their teenage daughter, Sierra. He enjoys outdoor activities, scootering, reading, and travel.

Kason Morris is a graduate student in the Business Education program at New York University. He plans to attain his MA by the end of fall 2006 with a degree focus in corporate educational communication and technology. Kason is a Gates Millennium Scholar and has an undergraduate BA degree in marketing and three years of marketing experience. He is prepared to use the principles of business administration, communications, education and marketing as a basis for a career in consulting and business development. He believes that becoming a member of Delta Pi Epsilon would be a very enlightening academic, professional and personal opportunity that can do nothing but add value to his Master's Degree.



2005-06 Alpha Chapter/Business Education Mentor Program

Kathy Levin and Carol Roman, co-coordinators, would like to thank all those who volunteered last year to be mentors for the 2005-2006 NYU/DPE Mentor Program. As you may know, we had more mentors than mentees. What a wonderful problem to have! Thank you, all.

Mentees were invited to join their mentors at several special events, as well as meet on a one-to-one basis throughout the year. The first event, entitled Inter-University Adult Learning Symposium took place on Monday, October 17, on campus. Mentors and mentees were initially introduced at this event. The next special event was the combined DPE/Business Education Holiday Party on December 2, at NorthSquare Restaurant. Lastly, the Spring Business Education, Graduation Awards, and DPE Ceremony took place on May 6, at which time two of our mentees, Adonica

Brereton and Kason Morris, were inducted into Alpha Chapter/DPE. Congratulations, Adonica and Kason!

Next year, Kason will step up to coordinate the Mentor Program. We look forward to working with him in this leadership role of Alpha Chapter.

The Objectives of the Mentoring Program are as follows:

- To exchange advice and guidance on academic, career and professional development
- Share experiences and skills
- To provide greater knowledge of/access to a broad network
- To provide an independent sounding board/wise counsel
- To increase knowledge of one's self and the organization

We encourage those of you who are able to become or continue to be mentors next academic year, to volunteer for this very rewarding service to our business education community of students with alumni. Kason will be contacting Alpha Chapter members later in the summer. In the meantime, Kathy and Carol are grateful to all who were involved in the Mentor Program this year.

DPE Alpha Chapter Board Elections!

Attached to this newsletter is the ballot sheet to elect the 2006-2007 Alpha Chapter Executive Board. The nominating committee comprised of Past Presidents, Pamela Andrews, Jeffrey Keefer, Amy Lui 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:* Professor Bridget O'Connor, 239 Greene Street, Room 300, New York, NY 10003.

DEADLINE: June 15, 2006.

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.

Business Education Graduates 2005-2006

Congratulations to all our graduates of the Business Education Master's programs!



Business Education M.A.

Grads Summer 05

William Filerino	Tanzeena Mahmood
Rethy Krishnamurthy	Janique Waithe
Sophia Khani	Angela Zachary

Grads January 06

Yi-Hua (Eva) Ho	Thelma Richard
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Grads May 06

Asavari Joshi	James Whelan
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Certificate Program in Workplace Learning

Grads January 06

Denise Gamba-Cole

Business Education Program Awards

Peter L. Agnew Award for the Outstanding Business Education Master of Arts Graduate

William J. Filerino

Herbert A. Tonne Award for Scholarship to the Graduating Business Education Student with the Highest GPA

Angela Zachary

The NBEA Award of Merit for Contributions to Business Teacher Education

Asavari Joshi

The Business Education Alumni of the Year

Carl F. Lebowitz (PhD 1966)

Professor, Business Communications and
Associate Dean, Faculty and Academic Services
NYU School of Continuing & Professional Studies



(Bridget O'Connor, Carl F. Lebowitz and Michael Bronner)

2005-2006 Scholars – Congratulations!

The Program in Business Education is delighted to announce the following scholarship recipients. Students were awarded the monies based on their scholarship and leadership.

Peter L. Agnew Scholars:

Guy Adamo
Peter McAliney
Bill Black
Kevin McEvoy
Chris Janssen
Everett Myers
Kathy Levin

Karen Gillespie Scholars:

Amy T. Lui

Alpha Chapter Membership Survey Results

In April, Alpha Chapter sent out a paper-based survey and a web-based survey to all our members. This was a crucial survey to understand what our members are thinking with regard to the future direction of Alpha Chapter and our organization. Thank you to all who replied, taking the effort to share your thoughts and interests!

Several key conclusions can be determined from the results of the survey. The proposed mission statement was very well received, and we are now asking for a formal vote from the membership (see ballot sheet attached). With a majority affirmative vote, the mission statement of Alpha Chapter will be formally changed and added to our By-Laws. Please vote!

A majority of respondents found value in our newsletter, *The Alpha Review*, and voted to continue developing and distributing it. Many of you voted to expand our meetings and events to include other university participants, similar to the Inter-University Consortium events that were held in conjunction with Columbia University, Fordham University, Baruch College, and others.

Respondents also suggested that we not raise the annual membership dues, currently at \$85.00, but many also asked about the split of \$75.00 to National and \$10.00 to Alpha Chapter. Many respondents were unclear as to why National received such a large distribution and how the funds were used. If everyone understands how National is distributing the funds, then perhaps we may be more willing to renew membership or support an increase in Alpha Chapter dues. This issue will be researched and discussed further.

Your Alpha Chapter Board will continue to analyze other results of the survey to develop next steps and future proposals for the association. The board will focus on specific issues that a large majority of respondents supported. We need to hear from you – what do you want DPE Alpha to do for your? (And what can you do for Alpha?!)

1. What existing services/events are of value to you as an Alpha Chapter member? Check all the services/events that you have taken advantage of in the last 3 years.

	Response Percent	Response Total
I take advantage of networking opportunities	52%	13
I am/have been a member of the Alpha Chapter Executive Board	40%	10
I use job postings and/or attend job-related seminars	20%	5
I attend the Holiday party	72%	18
I participate in or attend the Summer conference	48%	12
I attend or participate in the Metro Chapter Brunch and/or participate as a judge or applicant in the award program	24%	6
I read the Alpha Review/NYU Business Education Newsletter	84%	21
I read about or post useful events occurring locally in NYC area	16%	4
I attend Inter-university consortium lectures	28%	7
I like to maintain my alumni connection to NYU	52%	13
View Other (please specify):	8%	2

WE NEED YOUR EMAIL ADDRESS!!

Please provide us with your most recent contact information. Send name, address, email and telephone updates to ATL201@nyu.edu or 212-998-5499

This newsletter is a publication of the Business Education Program and Alpha Chapter DPE at NYU. The editor is Pamela Andrews, a graduate of the Business Education Masters 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 Pamela Andrews at pda208@nyu.edu. For more information about the DPE Alpha Chapter, please visit our website: <http://steinhardt.nyu.edu/alt/index.php/page/82>