



# Business Education Program Newsletter

VOLUME 54 Number 1

NEW YORK UNIVERSITY

Spring 1999

[http://www.nyu.edu/education/alt/be\\_wel.html](http://www.nyu.edu/education/alt/be_wel.html)

## Letter From Your Program Faculty

The ability to influence another individual is a key attribute for an effective professor, and is fairly common. But the ability to influence an entire profession is a sign of leadership and is extremely rare. Thus, it is with sadness that we report the passing of Dr. Herbert A. Tonne, who has influenced us both personally as well as the entire field of Business Education. We dedicate this issue to Dr. Tonne, and encourage you to read more about his life and contributions in *Early Leaders in Business Education at New York University* (NBEA: 1981) as well as the brief "in memoriam" offered in this newsletter. Our hearts and sympathy go out to his wife, Dr. Elizabeth Tonne.

### In This Issue

Letter From Your Program Faculty.....	1
Faculty News .....	2
Herbert A. Tonne Memorial.....	2
Tonne Scholarship Awardees.....	3
Summer Business Education Courses.....	4
Recent Master Graduates .....	4
Doctoral Graduate .....	4
FYI, Congratulations, & Kudos.....	4
Letter From the Editor .....	5
Funds and Scholarships .....	6
Conference Information .....	7
Conference Registration.....	8

As you know, the Program in Business Education at New York University is strategically placed within the Department of Administration, Leadership, and Technology. We are a part of a department that is seeing the co-evolution of schools, higher education, and corporate training. One theme that ties us all together is that of work-based education, sometimes referred to as school-to-career. The Business Education Program and Alpha Chapter, Delta Pi Epsilon are co-hosting a conference entitled *Work-based Education: From Vision to Viability* this summer (June 23-25) to include perspectives from a wide range of constituents. While a conference overview and a registration form are elsewhere in this newsletter, following are a few highlights. We look forward to seeing you all there and encourage you to bring your colleagues.

- **Delta Pi Epsilon** is hosting a cocktail reception and panel presentation for all alumni and conference attendees on Wednesday, June 23, 1999 from 5:30 p.m. to 7:30 p.m. in the John Ben Snow Room at Bobst Library
- **Stephanie Powers**, Director of the National School-to-Work Office in Washington, D.C., will keynote the conference with "The Integration of Learning and Work: A Kindergarten-through-Life Educational Continuum"
- Professor Emeritus **Padmakar M. Sapre** will return from Pune, India to share his global experiences with work-based education
- **Jeanne Meister**, author of *Corporate Quality Universities: Lessons in Building a World-Class Workforce*, will speak on Friday morning

Just prior to the conference, the newly re-established Business Education and Related Careers Commission of the New York City Board of Education will be meeting here at NYU. The goal of this group is to provide advice and direction for high school business education curricula.

It is clear that Business Education "as we know it" is changing, and the NYU Program in Business Education is on the forefront. We love to say, "if you do things the way you've always done them, you're going to get what you've always gotten." Therefore, in our usual tradition, we're doing many, many new things and we can't wait to see you at the Summer Conference to tell you all about what we're doing, and learn what you are up to, too!

Bridget N. O'Connor, Ph.D.  
Associate Professor & Director  
Business Education Program

Michael Bronner, Ph.D.  
Professor  
Business Education Program

## Faculty News



Associate Professor Bridget N. O'Connor, Director of the Business Education Program, thanks the Delta Pi Epsilon Research Foundation for their grant support of her research proposal, "Linking Specific Work-based Learning Initiatives and

Degree of Stakeholder Involvement with Anticipated Benefits." She's serving as Editor of the *Office Systems Research Journal*. You can read the Spring '99 issue on-line: <http://www.nyu.edu/education/alt/beprogram/osrajournal>. She's spearheading the NYU Summer Conference on Work-based Education. She's serving on the Business Education and Related Careers Commission of the New York City Board of Education. She is active on the NYU Faculty Council and Senate where she is chair of the University Faculty Council's Administrative Issues Committee, and a member of the Educational Policies, Academic Affairs, and Grievance Committees. The Faculty Council has appointed her as its representative to several university-level technology planning committees. She's enjoyed attending and participating in the American Educational Research Association (AERA) meeting in Montreal this month; she is the 2000 co-program chair of the AERA Special Interest Group/Workplace Learning. Finally, she is soooo looking forward to seeing all of you at the summer conference!



Professor Bronner has returned from his fall-term sabbatical refreshed and fully-back into the academic swing. His work during this all-too-brief sabbatical semester was both rich and varied as he served as either the chair or as a member of four accreditation team visits for the Accrediting Commission for Independent

Schools and Colleges (ACICS), which took him to California, Puerto Rico, and Florida during this period. Each visit provided insights into the organization and operation of a wide variety of post-secondary institutions, all of which will find their way into future class lectures and presentations.

Also, during this period (and with a sigh of relief) he completed the final survey distribution and data treatment in his 27-year-long investigation of the perceptions of State Business Education Presidents concerning problems, issues, and trends of their respective state organizations. This was the sixth such survey in the sequence, and he hopes to have the final data analysis completed this spring with either a lengthy article or a small monograph published thereafter. 'Enough is enough,' he has been heard to mutter.

While he is looking forward to conducting the Program's biannual Dissertation Proposal Seminar this summer, he first journeyed to Chicago to attend NBEA in order to accept for Dr. Jill D'Aquila, on her behalf her National Research Award presented at the DPE luncheon on her behalf. Jill, has just delivered their first-born son, Michael Justin, and as such, could not make the trip. Dr. Bronner also presented her research at the session following the award. This is the fourth such DPE national research award won by his students and the seventh overall since the mid-70's. NYU leads all business education doctoral-granting institutions in this award category, which began in 1940. (NYU won the first one, too!)

Finally, Dr. Bronner was a panel discussant at the Business Education/Information Systems SIG meeting at AERA's international convention in Montreal, Canada in late April. Professional travel seems to be high on his activity list.

### **Herbert A. Tonne** **Professor Emeritus, New York University: His Life and Contributions**



Dr. Herbert A. Tonne, who was born January 15, 1904, in Brooklyn, NY and died December 8, 1998, at the age of 94 at his home in Northvale, New Jersey, was the last surviving member of the 'Big Four' in Business Education at New York

University. His passing marks the end of an era where the field had its formal genesis and defined itself under his and his colleagues' most able leadership.

Dr. Tonne graduated from Erasmus Hall High School in 1921, and received his BA degree in Economics and History from the University of Chicago in 1925. His MA degree was awarded from NYU in 1927, and he joined the NYU Business Education faculty in 1929 at the completion of his doctoral dissertation, "Commercial Teacher-Training Curricula," at NYU. Dr. Tonne was promoted through the ranks of Assistant, Associate, and Full Professor at NYU, and he served as a Business Education faculty member and chairman of the department until his retirement from NYU in 1966. In 1966 Dr. Tonne shifted his focus to SUNY at Albany as a Research Professor in order to build that department into an 'NYU of the North' for the field. He retired (again) in 1971 and served as a Visiting Professor at Arizona State University, California State University (Los Angeles), and Montclair State College in New Jersey. He was named a Distinguished Lecturer at Oklahoma State University in 1970. His election

as Professor Emeritus at NYU was the final academic jewel in his crown.

Dr. Tonne served in more leadership positions, contributed to and/or authored more texts and articles and columns, and formed more influential opinions and positions than can be counted here. His presidencies of Delta Pi Epsilon (DPE), the National Honorary Graduate Society in Business Education in 1954-56; the Eastern Business Education Association (EBEA) in 1965 (then EBTA); the National Business Education Association (NBEA) in 1966-67; his founding of the U.S. Chapter of the International Society for Business Education (ISBE) in 1949-51, and his service as its first President, all attest to his many and effective leadership roles. Dr. Tonne wrote hundreds of articles and "Obiter Dicta" columns as the Editor for the *Journal of Business Education* from 1938 to 1951, and these writings formed opinions for the field and offered insightful commentary on the issues of the times. He also served as the Editor of the Commercial Education Yearbook (1938) and the American Business Education Yearbook (1955). His authorship of numerous texts that influenced business education throughout the world included Principles of Business Education (1970, 4/e), Methods of Teaching Business Subjects (1965, 3/e), Principles and Trends in Business Education (1977), Consumer Education (date unknown), and his personal favorites, The Human Dilemma: Finding Meaning in Life (1980) and A Realistic Philosophy of Education: Looking Ahead, 2084 (1984), all attest to his prolific writings and his significant thoughts in the business education field and beyond.

Dr. Tonne, acknowledged as the father of the concept that 'Business Education is the preparation for business as well as education about business,' shifted the field's focus from simply the preparation of business people for their respective fields to the education of consumers for the world of business. This shift in philosophy meant that students and graduates were not only prepared to enter into the business world but to serve as active and knowledgeable consumers of the myriad of business activities as well. What we now know as consumer education was the result.

Dr. Tonne received the prestigious John Robert Gregg award from Mc-Graw Hill in 1962, and he was the featured commentator in the ISBE video (produced by Professor Bronner) presented at the National Business Education Association's annual meeting held in New York City in 1997.

Citing from one of his students, Dr. Donald Tate, in the 1981 publication, Early Leaders in Business Education at New York University, "Dr Tonne...the youngest of the Big Four, was a pragmatic, forceful member of the team. His interests were broad, and his knowledge about phi-

losophy, economics, music, and world politics vast. Dr. Tonne challenged cherished beliefs, exposed canards, and expressed opinions forcibly. His classes were replete with thought-provoking ideas. He emphasized research that did not restate the obvious, was dedicated to students' development of business knowledge and business skills, and above all stressed that Business Education kept up with current developments in both business and education."

Dr. Tonne was also generous in his fiscal contributions to his department as well, annually providing \$10,000 gifts for tuition scholarships to graduate students in Business Education at NYU. Nearly two dozen such students have benefited from his generosity.

Dr. Tonne is survived by his wife, Dr. Elizabeth V. Tonne who is, in her own right, an honored Business Education leader and former editor in the field.

Dr. Herbert A. Tonne: The last of the 'Big Four' and a breed apart. He will be missed.

Contributions in Dr. Tonne's name may be made to the Herbert A. Tonne Business Education Scholarship Fund at New York University.

### 1998 Tonne Scholarship Awardees

Sally S. Hanna (MA Student)

Darin Hubbard (MA Student)

Amy Lui (MA Student)

Allison Schieli (MA Student)

The Program in Business Education awarded four \$2500 tuition-grant scholarships from the Herbert A. Tonne Scholarship Fund for the Fall 1998 semester.

**Sally Shaker Hanna** earned her bachelor's degree in Training and Development from the University of Houston. She worked for Dean Witter Reynolds, as a Training Associate and Training Consultant for three years. At Dean Witter, she taught customer service, time management, professional development, and various software packages. Sally is enrolled in the MA Program in Business Education, and her future goal is to reenter the corporate training environment after completing the Program.

**Darin Hubbard** is currently a second semester graduate student in the Business Education Program at NYU. He holds a BS degree in Information Processing from Morris Brown College in Atlanta, Georgia. His interest involves

working with the Welfare-to-Work training programs in his hometown of Milwaukee, Wisconsin.

**Amy Lui**, an alumnus of the NYU School of Education, returned in Fall 1997 to begin her Master's degree in Business Education. Currently, she is a consultant for Andersen Consulting in the New York metro area. Her interests focus on the integration of education and technology in higher education and the corporate world.

**Allison Schieli** is pursuing a Master's degree in Business Education at NYU. She received her BA in Marketing and Distributive Education from Montclair State University. She is currently employed with Frederic R. Harris, Inc., an international engineering and consulting firm, as a Human Resource Generalist. Allison's job responsibilities include training, employee relations, benefits administration, recruiting and research projects. Allison's goals are to be a successful human resources professional while pursuing her Master's, and eventually obtaining a Ph.D. and teaching at a four-year institution.

### Summer 1999 Business Education Courses

#### E32.2082 Teaching and Learning Microcomputer Technical Skills

May 17 - June 4  
MTWR, 5:20 p.m. - 7:35 p.m. O'Connor

#### E32.2103 International Business Education

June 6 - July 16  
TR, 5:20 p.m. - 7:35 p.m. Wamba

#### E32.3001 Business Education Dissertation Proposal Seminar

May 18 - June 25  
TR, 9:00 a.m. - 11:15 a.m. Bronner

### Congratulations to our Recent Graduates!

#### September 1998

Robert Palermo  
Ken Bigel (Ph.D.)

#### January 1999

Gloria Allison  
Peng-Yuan Robert Huang  
Grace Ledda  
Theresa Russo



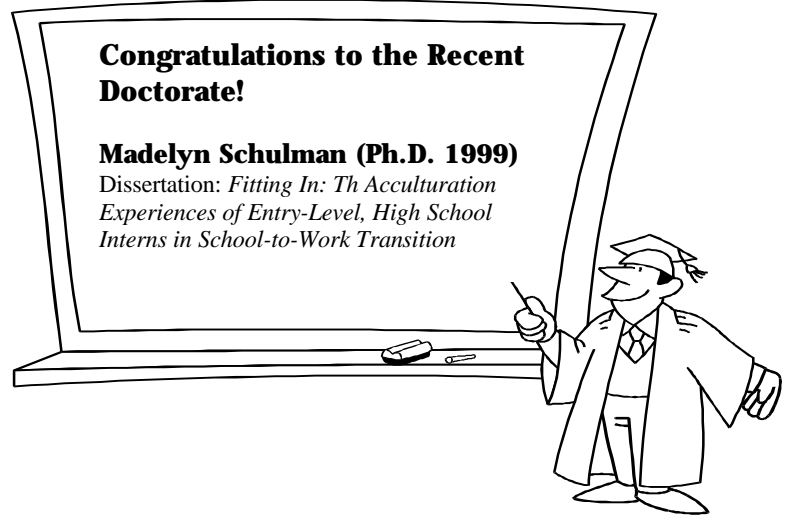
#### May 1999

Pamela Bandyopadhyay  
Robin Firestone  
Amy T. Lui  
Yvette Miller  
Kishma Prince  
Sharon Smith

### Congratulations to the Recent Doctorate!

#### Madelyn Schulman (Ph.D. 1999)

Dissertation: *Fitting In: Th Acculturation Experiences of Entry-Level, High School Interns in School-to-Work Transition*



### FYI, Congratulations and Kudos!

**Myriam Burgos** (Ph.D. 1991), was appointed the Department Chair of the Office Systems Administration Department at the University of Puerto Rico, Rio Piedras, Puerto Rico, in August 1998.

**Jacqueline Burke** (Doctoral Candidate), published "Highlights of SAS No. 82 for the Internal Auditor," *Internal Auditing* 13 (8), November/December 1998.

**Judy Caouette** (Ph.D. 1995), has been elected Chair of Pace University's School of Computer Science and Information Systems Faculty Council. In addition, she has been invited to present a series of lectures on her work with group systems technologies to the faculty and graduate students at California State University, Long Beach.

**Jill D'Aquila** (Ph.D. 1997), and her husband, announce the birth of their son, Michael Justin, on March 29, 1999.

Congratulations to **Dick DeLuca** (Ph.D. 1993), for receiving tenure at William Patterson College in New Jersey.

**Gerard Engeholm** (Ph.D. 1996), Professor of Business & Management at the College of Old Westbury, has recently joined the Long Island International Partnership Committee for the Forum for International Business.

Congratulations to DPE Past-President **Yves Etienne** for being elected as EBEA's President-Elect for 2000. Yves moves up from his current post as EBEA Treasurer.

**Susan Feather** (Ph.D. 1998), accepted a full-time teaching position at Pace University in the School of

Computer Science and Information Systems, Department of Office Information Systems, effective September 1998. She also presented at EBEA in Washington a session entitled "Business Skills, Let's Flaunt 'em!" and chaired the session "Effective Time Management." Susan recently was elected to the 1999-2000 OSRA Board as Secretary.

**Almerinda Forte** (Doctoral Candidate), has been appointed Acting Chair for the Division of Administration and Economics at St. Vincent's College/St. John's University.

**Adrienne Frosch** (MA 1952), recently returned from one of her many trips, this one to Australia.

**Charles Goldsmith** (Ph.D. 1982), was the recent featured artist at the Easton Public library in Connecticut for his work entitled "Sculpture in Wood."

**Judy Imperial** (MA 1989), has been an active participant in ASTD, speaking at the Technical Conference in Dallas in Fall 1998, as well as at the last two Interactive Conferences through ASTD.

**Frimette Kass-Shraibman** (Doctoral Candidate), has been appointed Director of Education Services for the New York State Society of Certified Public Accountants' Foundation for Accounting Education.

**Shannon Lally** (MA 1995) and her "technology coaching" program at Morgan Stanley Dean Witter were featured in an article in *Inside Technology Training* (April, 1999). She will be sharing these experiences at our summer conference.

Master's candidate, **Amy Lui**, recently accepted a consulting position with Andersen Consulting in the NY metro area.

Former Alpha President, **Mindy Mass** (MA), was featured in the *Santa Barbara News Press* in March for her development of an online Microsoft Office course that she also teaches at Santa Barbara Community College.

**Bill McPherson** (Ph.D. 1994), received the Distinguished Faculty Award for Teaching at Indiana University of Pennsylvania. He also was conference co-chair at the 1999 OSRA conference. In addition, he has been elected to Vice President of Professional Studies for the 1999-2000 OSRA Board.

**Julie Morrison** (Ph.D. 1997), was elected to the Tenure Committee this year at Bloomfield College, as well as the Secretary of the Faculty.

**Iris Blanc, Shirley Dembo, and Carol Ruhl** were the co-authors of the book by DDC Publishing in 1998, entitled *Word 97 for Windows 95: Advanced Short Course for Colleges*.

**Dick Williams** (CAS), recently published his book by Sheron Enterprises, Inc. in 1998, entitled *The National Broadcast and Cable Sales Representative: A History, Survey and Appraisal*.

## Letter From the Editor Courteney Kovacs



Greetings! I can't tell you how exciting my first year has been as the Graduate Assistant of the Business Education Program! Within the last 8 months, I have had the opportunity to network, attend ASTD workshops, travel to Washington D.C. and Atlanta (all business, of course!), attend University Senate meetings with Dr. O'Connor, represent the department in the GSO, and meet with the many wonderful alumni and current students in the Business Education Program. And that's only what I do about 20% of the time! It truly has been a learning experience for me this year, both professionally and academically. To those of you who have involved me, encouraged me, befriended me, and have inspired me...Thank you!

One of my favorite activities of the year was being able to attend the Professional Conferences. The two that I went to, EBEA and OSRA, provided me with a wonderful opportunity to develop my resume. (Remember the familiar saying, "A line a day on the resume.") Even though I was new to the conference circuit, I got my feet wet by participating as a moderator. Next year...well...let's wait until next year!

Finally, as the 1999-2000 GSO Vice-President, I encourage you to participate, participate, and participate! Join us in our activities throughout the year, and in the summer for the Work-based Education Conference! In addition to building upon our current skill sets, it's always nice to see familiar faces. I look forward to seeing you all at the June Conference!

**Have a Great Summer!**

