



## President's Message

Dear Alpha Chapter Members,

Another year is well underway! Long after I graduated from college and had begun my first career in commercial banking, I always considered the onset of fall as the beginning of a new year, rather than that dreary day in January. And now in my second career as an instructor of economics and finance, that feeling is only intensified. Perhaps it is that feeling that helped pull me toward this new phase of my life in education, who knows?



I sit here today at my computer and as yet another semester winds down to a close, I marvel at how quickly the time has passed. It has been quite a busy semester for Alpha Chapter. I am proud to say that we will be initiating a tremendous group of new members this semester, one of our larger initiate classes. We're so excited to have these colleagues join us we are having a special initiation this semester to welcome them into the fold. I hope many of our current members will be able to join us and help celebrate our continued growth! It is through meeting and working with new individuals who bring their own perspective to our field that contributes to its continued evolution and development.

Alpha Chapter hosted an event this semester on trends in training and development. Working again with the Wasserman Center, this event featured informative presentations by a varied group of training and learning professionals who each had a different perception on the changes the field of business education has been undergoing and where it will be headed in the future. As always, it was also a good opportunity to reconnect with former classmates and colleagues and make new contacts.

And to speak again on a slightly more personal note, I would like to thank the members of my Executive Board for their tireless efforts. It is never easy to balance all of the conflicting claims on the limited time we have, I appreciate greatly the Board's commitment to the field of business education in all of its forms, whether in higher education or in a corporate environment. It is their efforts that keep Alpha Chapter a growing, active member of the DPE family. Enjoy the holiday season everyone, all the best to you and your families.

Sincerely,  
Lisa S. Ponti  
Alpha Chapter President, DPE

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### 2007 DPE Alpha Chapter Executive Board

President  
**Lisa Schumann- Ponti**

First Vice President  
**Peter McAliney**

Second Vice President  
**Sabra Brock**

Treasurer  
**Ellen Bartley**

Secretary  
**Julie Cross**

Historian  
**Tadd Wamester**

### 2007 Members at Large

Summer Program  
**Guy Adamo**

Mentor Service Project  
**Tadd Wamester**

Arrangements &  
Publications  
**Rob Cordova**

Special Events  
**Adonica Breerton**

Past President  
**Pamela Andrews**

Sponsor  
**Bridget O'Connor**

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

## DPE Holiday Party!

December 14th  
5:30 - 8:30 P.M.  
Kimball Hall Lounge  
1st Floor  
246 Greene Street

Please join us in ringing in the holiday season! We will also be initiating our newest members of DPE that evening and honoring the accomplishments of our colleagues with the Alpha Chapter Awards.

We will also be hosting a gift exchange, so bring a modest (\$15 limit please) wrapped gift and join us in the fun!

RSVP by 12/10/07 to  
Chunhui Ma at  
cm1819@nyu.edu

*The next inter-university symposium will feature Dr. Kathy King as guest speaker on February 13, 2008. Save the date!*

## Letter from the Sponsor

### Professor Bridget O'Connor



Alpha chapter continues to remain one of the most active (and fastest growing) chapters in the United States. We have a memorable past, a dynamic, ever-changing present, and a promising future. We are, indeed, the alpha chapter!

Any professional organization is only as strong as its members....and its executive board. Please thank this year's leadership team when you see them. President Lisa Ponti has everyone organized, and our program officers are working overtime. Look throughout this newsletter for what Alpha chapter has been up to this Fall, as well as upcoming events for December and the new year. You'll find social activities as well as scholarly meetings that fit your networking and professional development needs. If you haven't been active lately, please come back (and bring a friend).

AND please read the most recent issue of *the DPE Journal*. As editor of this issue, I'm very proud of it as it is a special issue on the future of business education and highlights the work of The Agnew Group (TAG). TAG has been operating as a think-tank, conducting trend analyses and research that serves as a spring board for new ways to think about our field in general, and our individual roles as business educators. TAG was co-chaired by NYU Professor Emeritus Michael Bronner and University of Southern New Hampshire Professor Burt Kaliski. Articles were written by TAG members, and I'm looking forward to hearing your reactions to the ideas professed in this journal.

It's only fitting that I end this note with a special thank-you to our newsletter editors. Rob Cordova and Julie Cross, master's candidates in business education, are serving Alpha in this role. Please let them know that we all appreciate their efforts in ensuring that all Alphans stay connected. It's communications that makes us (and keeps us) the alpha chapter!

Have an announcement to make?  
Got something to say?

The DPE Alpha Chapter wants  
to hear your voice!  
Contact the newsletter team.

# Board Member Spotlight

## Tadd Wamester



I became interested in Business Education several years ago when training and onboarding new employees became a greater responsibility at my (then) current job. I enjoyed working with a diverse group of adult learners, each of whom brought their own unique work experiences and skill set. I found passion in helping others adapt to new work environments and positions.

Although I will still be part-time next semester, I just accepted the position

of Trainer with Upwardly Global, a non-profit organization that works closely with immigrant professionals in their job search, interviewing and business communication skills. This is a great opportunity for me to work with professionals from a variety of fields, coming from all over the world. I'm very excited to be able to adapt and deliver their curriculum in order to make it relevant to adult learners possessing hugely diverse backgrounds and cultural differences.

# Member Spotlight

## Jasmine George

Teaching adults in the educational or corporate setting has always been of interest to me. I enjoy the process of designing and implementing training programs. As a Business Education student at NYU, I have learned the skills and knowledge, in addition to meeting great individuals who have given me their perspectives in this growing field.

Currently I am working full time as a legal secretary at Ruffo Tabora Mainello & McKay P.C. located in Long Island. Some aspects of my job include training attorneys to use our



billing system and as well as other software applications. In the past, I have held the position as a Training Coordinator in the Development Office at Massachusetts College of Liberal Arts. I worked closely with other students on how to effectively reach out to alums of the college to participate in annual giving. I assembled training kits and reports of the statistics of the college's annual fund. In the future I would like to be involved in Learning and Development for education reform.

### ATTENTION RECENT GRADUATES:

Where did your Business Ed Degree take you?

We want to know where you are and what you have been up to since you graduated from the Business Education program! Please contact Julie Cross at [julie.e.cross@gmail.com](mailto:julie.e.cross@gmail.com) and let her know all about your life!

# News & Events

## Corporate University Takes Off

by Stephen Bergen

On September 18th, Captain Mike Barger, JetBlue's Vice President and Chief Learning Officer spoke to Professor Bridget O'Connor's class of graduate students in workplace education.

Barger, a former navy fighter pilot and one of JetBlue's founding managers, spoke for ninety minutes about "JetBlueU," the company's corporate university, and on the airline's culture of training in pursuit of excellence in customer service and operating performance.

Barger made the point that from the very beginning JetBlue took the view that it wanted to control its own workplace education destiny. The company does engage traditional universities, principally NYU, to help with faculty training and in certain organizational and curriculum design matters. However, JetBlue strives to maintain a consistent company vision throughout its ranks and a principal purpose of JetBlueU is to ensure that the necessary tools -- the workplace training infrastructure -- are in place to maintain the highest levels of service and the consistency of vision and the airline's mission.

Comments from students who attended Captain Barger's presentation seemed unanimous that his visit was a terrific learning experience and an entertaining one to boot!

## Former Business Ed Grad Gives eLearning Talk

By Robert Cordova

Ernie Brescia, former NYU Business Education Graduate and AVP of Learning Solutions for MetLife spoke to graduate students from Professor O'Connor's class on October 16th. He shared his experience and vast knowledge by discussing his guiding principles as a learning professional, his tips on working with a technology-based

## Fall in DPE



The new DPE Executive Board gathered at Professor O'Connor's in NJ to prepare for the upcoming year



DPE's fall event, held on November 6th at the Waserman Center, brought together current and previous Business Education students to discuss the impacts of globalization. Angela Zachary, Rob Cordova and Donna Flagg spoke at the event and are pictured here with event organizer, Tadd Wamester

learning architecture, and shared his suggestions on careers and skills for eLearning professionals.

Highlights from his presentation included suggestions to build training solutions in small chunks to avoid the "squirm factor." Brescia revealed that his design rule is to change things up at least every nine minutes and he suggests blending delivery methods by conducting skill practices in breakout rooms to supplement an electronic delivery.  
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# Recent Publications

## Alpha Chapter Members:

Bronner, M. (2007). The short and active history of The Agnew Group (TAG). *The Delta Pi Epsilon Journal*, 49(2), 3-8.

Bronner, M. & Kaliski, B. S. (2007) New opportunities: Implications and recommendations for business education's role in non-traditional and organizational settings. *The Delta Pi Epsilon Journal*, 49(2), 32-27.

Kaliski, B. S. & Bronner, M. (2007). An action agenda for business education. *The Delta Pi Epsilon Journal*, 49(2), 56-63.

McAliney, P. (2006). Using learning delivery systems tools to facilitate executive education coursework. *Journal of Educational Technology*, 3(2), 11-15.

McAliney, P. (2006). The state of higher education in mainland China. *States of Mind: Creating and Transcending Borders through Education*, 1.

O'Connor, B. N. (2007). On envisioning the future of business education. *The Delta Pi Epsilon Journal*, 49(2), 1-2.

O'Connor, B. N. (2007). Innovative research strategies for business education. *The Delta Pi Epsilon Journal*, 49(2), 50-55.

O'Connor, B. N. & Ponti, L. S. (in press). Economics and school-to-work. In Thomas L. Good (Ed.), *21st Century Education: A Reference Handbook*. Thousand Oaks, CA: Sage.

O'Connor, B. N. (in press). Book review: In from the Margins. *International Sociology*. London: Sage.

Let us know about your recent publications!!  
Contact Julie Cross at [julie.e.cross@gmail.com](mailto:julie.e.cross@gmail.com)

## Abstract from Recent Publication of Alphan Peter McAliney

Using Learning Delivery Systems Tools to Facilitate Executive Education Coursework Peter McAliney, MBA CMC PMP

Abstract: There are a number of proprietary and open source Learning Delivery Systems (LDSs) available to Instructors for use today. While each have their own protocols, they all share an overlapping and common tool set. This article provides a case study describing how to apply some of the common tools found in LDSs in the delivery of course in an executive level, international program that is taught in the students' non-native language. Designed for the practitioner, the article describes how an Instructor can apply these tools for maximum benefit to executive level students for whom language issues may be an impediment for their maximum learning. The article also lays out a schedule for the Instructor to assist them in the integration.

## Former Business Ed Grad Gives eLearning Talk

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Brescia gave an overview of learning management systems and authoring platforms by walking us through screen shots and examples from his career.

eLearning is already an exciting topic and Brescia's passion and presentation only added to it!

*This newsletter is a publication of the Business Education Program and Alpha Chapter DPE at NYU. If you would like to share related news and announcements with your fellow DPE members in the next release of Alpha Review, please contact Julie Cross at [julie.e.cross@gmail.com](mailto:julie.e.cross@gmail.com) or Rob Cordova at [rob@robcordova.com](mailto:rob@robcordova.com).*