Teaching the Business of Food for 50 Years | 10
The Big Business of College Sports | 16
Marketing Students Lend a Hand to Support Autism | 18
Hawks Vs. Hunger | 20
As celebrations are planned around the Academy of Food Marketing’s semi centennial year, we are honored to recognize food marketing students, faculty and distinguished alumni who have contributed to the excellence of our program. Fifty years ago, the Academy of Food Marketing was founded as an industry-driven resource for food marketing students. In addition — and just as central to our mission — the Academy has been a strategic asset to the food industry in the fight against hunger.

In this issue of the Haub School Review, we will share with you stories from the food marketing classrooms and our notable alumni and faculty, many who inform and influence public policy. You will hear from our students and faculty committed to providing hunger-relief through the University’s Hawks Against Hunger organization.

Also in this issue, you will learn more about our sports marketing major; read how Haub School students applied marketing strategies to raise money for the University’s Kinney Center for Autism Education and Support; and hear from faculty on topical issues affecting the global business community.

On April 12, the Haub School will recognize Jamie Maguire ’84 with the 22nd Annual Hall of Fame Award with a dinner and award presentation. I invite you to register and join us at this event as we acknowledge Maguire for his outstanding corporate citizenship, strong leadership and management qualities.

The application of business practices to solve social justice issues, like hunger relief and autism awareness, is a skill that we hope for many of our students, will be a life-long commitment. Ensuring that these students have the necessary resources, support and knowledge to excel in their endeavors is an important job — one the Academy of Food Marketing has been doing for 50 years.

Joseph A. DiAngelo Jr., Ed.D. ’70
Dean, Haub School of Business
Saint Joseph’s University
IN THIS ISSUE

HAUB SCHOOL NEWS | 2

FACULTY COMMENTARY
Grapes of Wealth: Local Wineries are Boosting the Economy | 6
Five Ways to Advance Your Small Business Using Business Intelligence | 7
No Credit Left Behind: To-Dos for Tax Season 2012 | 8
Cloud Computing, a Tool for Economic Growth | 9

FEATURES
Teaching the Business of Food for 50 Years | 10
The Big Business of College Sports | 16
Marketing Students Lend a Hand to Support Autism | 18
Hawks vs. Hunger | 20

ALUMNI
HSB Hall of Fame Award: Jamie Maguire ’84 | 22
2012 Accounting Scholarships Awarded | 23

OTHER
Administration and Boards | 25
Faculty Scholarly Achievement | 26
In the News | 27
Student Essay | 28

EDITOR
Carolyn A. Steigleman ’10 (M.A.)
CONTRIBUTING EDITOR
Vana M. Zervanos ’07 (MBA)
DESIGN
Ian Riley
IMAGE EDITOR
James Brack
PHOTOGRAPHY
Melissa Kelly

ASSISTANT VICE PRESIDENT FOR UNIVERSITY COMMUNICATIONS
Harriet K. Goodheart
DIRECTOR OF CREATIVE SERVICES
Daniel Walsh

For editorial comments or suggestions, email hsbnews@sju.edu.
FOOD MARKETING STUDENTS HELP INTERNATIONAL COMPANY MAKE GAINS IN U.S. MARKET

An international mineral water company recently solicited the assistance of food marketing students to help develop a strategy for its anticipated entry in the United States market. Gerolsteiner Mineral Water, based in Germany, challenged the students in food marketing professor John Stanton, Ph.D.’s Market Research Class, to apply theoretical concepts in a series of research projects aimed at this very real objective. At the conclusion of the fall 2011 semester, two teams of students were awarded cash prizes by Gerolsteiner for their final recommendations.

“The American water market is very different from the German market, but it offers great opportunities for a brand like Gerolsteiner,” says Leonie Petersen, a representative from the company. “The students’ research gave us very helpful insights to develop an effective strategy for 2012. All in all, we were impressed by the enthusiasm and effort the students put into the study...we will definitely implement many of these ideas.”

The following juniors were awarded $1,000 each for their work: Lauren DeLeon, Norene Drici, Jason Curry, James Cummings, Sarah Hirst, Brenden FitzPatrick, Vincent Fasanella, and Edward Fagan.

“Working on this project was an exciting and rewarding experience,” says Drici, a member of one of the winning teams. “It was especially gratifying to know that our research and methods would be utilized by the company in the future.”

CEO INTERVENTION: A DYNAMIC CLASSROOM EXPERIENCE

For the past 21 years, the Haub School of Business CEO Intervention program has been an integral part of the graduate business curriculum. Through this program, students hear from CEOs who share with the classroom a strategic issue that she or he is challenged with, and address the issue in real time with a team of students. The Haub School of Business is thankful to the following CEOs who participated in this year’s program:

Michael Hagan ’85, CEO of LifeShield Security
Brian Duperreault ’69, President and CEO of Marsh & McLennan Companies
Dominic Menta, Managing Partner and Co-President of Environmental Construction Services
Chuck Reagan, President and CEO of VoIP
Brigadier General James J. Grant, Chief of the Joint Staff to the Adjutant General of New Jersey
Daniel J. Martin, CEO of Archway Programs, Inc.
Eileen Cardile ’91, President and CEO of Underwood Memorial Hospital
Mike Odell, CEO of Pepboys
Jamie Maguire ’84, Chairman and CEO of Philadelphia Insurance Companies
F. William McNabb III, President and CEO of Vanguard
Tim Scheve, CEO of Janney Montgomery Scott
Mark A. Casale ’86, CEO of Essent Guaranty Inc.
Partnering with Follett Bookstore Management, this fall’s Marketing Research Practicum cohort designed and implemented a strategic campaign that increased the SJU Bookstore’s Facebook “likes,” website visits, store visits and overall sales. Follett, SJU Bookstore’s corporate partner, has agreed to continue working with future Practicum cohorts because of the success of the project, and suggests the project’s potential to go national.

The campaign, a student contest to determine the coolest dorm room on campus – dubbed the “Flyest Nest on Hawk Hill” – required voters and participants to visit the Bookstore’s Facebook page as well as the store on 54th Street. Overall, the class generated 4,000 unique visits to the Facebook page, 1,200 new “likes,” and on the final day for voting, 250 physical visits to the 54th Street location.

“Our objective was to create awareness on campus that the bookstore is there for more than just textbook sales and rentals,” says Michael Solomon, Ph.D., director of the Center for Consumer Research and professor of marketing. “A lot of students, freshmen especially, come to the bookstore during the first week of school, buy their course books, and don’t use it further.”

Each semester, Solomon identifies projects for his Research Practicum students to work on with actual companies. Throughout the course they tackle a marketing problem that allows them to put their classroom learning into practice. Afterwards, company representatives offer feedback to the students regarding their work. Follett has participated for three semesters.

The 15 senior marketing majors focused on drawing students first to the Bookstore’s online resources by encouraging students to upload pictures of their dorm rooms to Facebook. Working with Residence Life, they garnered 32 contestants through promotions developed in class, including a “dorm storm” that sent student pairs recruiting in each residence hall, a balloon drop orchestrated in Campion Student Center and announcements via social media.

“They had to utilize all kinds of media to creatively engage the students,” says Solomon. “Every time they engaged someone, they were touching them as customers, too.”

The 32 contestants faced three rounds of voting, the first two hosted online to encourage visits to the webpage, and the final held in person at the SJU Bookstore on the Friday before Thanksgiving. After each round, two voters were chosen at random to receive $100 Bookstore gift cards; the winner of the competition took home a $600 gift card. Overall, 1,700 votes were cast, and Howard Taylor, a Follett representative, reported that the sales in November 2011 increased significantly from those of November 2010.

“Campus bookstores are competing with places like Target and Walmart, especially when it comes to dorm room supplies which students don’t always consider that their bookstores carry,” says Solomon. “By focusing the contest on the ‘best room,’ this contest promotes bookstores as a convenient resource.”

At present, Follett plans to continue working with the Research Practicum cohort enrolled for the spring semester, but the hope is that the “Flyest Nest on Hawk Hill” competition can be adapted for other campuses.
HAUB SCHOOL NEWS

SJU HOSTED ANNUAL NBEA CONFERENCE, ALUMNI PRESENT

SAINT JOSEPH’S UNIVERSITY recently hosted the 38th annual conference of the Northeast Business and Economic Association at the Sheraton Society Hill in Philadelphia. Covering a variety of topics in 22 tracks, such as accounting, economics and pharmaceutical marketing, the annual meeting provided a forum for constructive discussion between academics and professionals in business fields. With its location determined by a rotation of participating universities and colleges, it was last held in Philadelphia in 1997.

This year’s conference featured 195 presenters, 30 of whom are graduate and undergraduate students from participating schools. Twenty percent of all attendees were from international institutions.

“We had a nice mix of subject areas represented, including international perspectives and interdisciplinary studies of economics,” says George Sillup, Ph.D., chair and associate professor of pharmaceutical and healthcare marketing at SJU, board member of the NBEA and chairman of the 2011 conference. “The sessions were organized so that like-minded individuals could react and respond to each other’s research in a supportive environment.”

Sponsored by the Dean’s Office, the Haub School of Business, the Pharmaceutical and Healthcare Marketing Department, the Executive MBA program and Harvard Business Publishing, the conference included nine presentations by HSB faculty members, and four by SJU alumni. Three of the presenters, Kelly Matty ’11, Tim Masturzo ’11 and Jarrod Longcore ’11, are graduates of the EMBA program, while the fourth, Catherine Cicco ’11, graduated pre-med this past May. Taking a year between her undergraduate degree and the start of medical school, Cicco’s paper, “Colorectal Cancer Preventative Measures: The Use of Colonoscopy in the United States vs. Canada,” considered economics in relation to colonoscopy practices.

In addition to the academic presentations, a keynote address was given by David McSweeny, a long-time healthcare executive, on the recent changes seen in the economics of healthcare.

HSB FACULTY AWARDED USDA GRANT

JOHN STANTON, PH.D., professor of food marketing, and Neal Hooker, Ph.D., C.J. McNutt Chair of food marketing, received a $322,202 grant to enhance the mushroom industry’s viability by marketing mushrooms as a source of Vitamin D. The United States Department of Agriculture’s (USDA) National Institute of Food and Agriculture awarded 29 grants, totaling $46 million, to universities across the country in order to research and address issues currently facing the specialty crops industry.

Saint Joseph’s University’s Haub School of Business is the only business school to receive an award from the USDA’s Specialty Crops Research Initiative.

“The USDA spends a lot of money supporting and sponsoring traditional agriculture: corn, wheat, soybeans, livestock and eggs,” says Hooker. “This grant mandates that we spend more money to support fresh fruits and vegetables. The government is trying to encourage us to eat healthier and that fits really nicely with food marketing.”

The qualitative research associated with the two-year grant is already under way. “We intend to understand how and why people buy mushrooms and attempt to create marketing methods that encourage the purchase of mushrooms and specifically Vitamin D mushrooms,” says Stanton.

The research and its findings will have implications for the industry as a whole. “We are focusing on mushrooms and Vitamin D, but part of the last step will be to generalize it into other similar stories, such as selenium and carrots and lycopene with tomatoes,” adds Hooker. “We are trying to explore these questions: ‘Which message do you lead with?’, ‘Which message do you follow with?’ and ‘How do you reinforce your message?’”

Saint Joseph’s University’s Haub School of Business finds itself in a unique position as the lone business school among award recipients. “Up to now, virtually all of the money for these types of grants has gone to agriculture programs,” says Stanton. “This recognition that marketing is as important as growing the products is a milestone.”
FORMER CEO OF MAJESTIC TEACHES NEW COURSE ON SPORTS LICENSING

SPORTS IS A BIG BUSINESS, not only in the United States but around the world. Billions of dollars are spent at sporting events and on sports-related equipment and apparel each year. A new course at Saint Joseph’s University, Sports Licensing and Merchandise, is educating students and preparing them for careers in this burgeoning industry.

“Back in the 1940s, game day attire consisted of khaki pants, a white button-down shirt and brown fedora,” says John Lord, Ph.D. ’71, chair and professor of sports marketing. “It wasn’t until the 1980s that we began to see team apparel on store shelves. Now, fans have access to everything from jerseys to jewelry to infant onesies and ponytail holders. This course is a great addition to the sports marketing major and comes at a time of great demand.”

Faust Capobianco IV, former president at Majestic Athletic, Ltd., is teaching the first section of this course during the spring 2012 semester. Majestic, which Capobianco sold to VF Imagewear, Inc. in 2007, held the exclusive rights to supply on-field uniforms to all 30 major league baseball clubs. The small Pennsylvania-based company was also the sole producer of lucrative MLB replica jerseys and other officially licensed fanwear.

Students were eager to take the course, which provides them with a broad overview of the licensing industry culture; how leagues manage trademark and consumer products; and how licensing supports sports revenue.

“I think this course will be extremely beneficial for my career ambitions. I would love to work in the sports field, whether it is directly for a team/league or for a corporation with a sports and entertainment business unit,” says sports marketing major Steve Dolan ’13. “If I get my foot in the door in one of these fields, licensing is going to play a major role in my career; it will give me an invaluable advantage over others.”

PHILLIES RECOGNIZED WITH AMA MARKETER OF THE YEAR AWARD

SAINT JOSEPH’S CHAPTER of the American Marketing Association (AMA) honored the Philadelphia Phillies organization with the annual Marketer of the Year Award on Oct. 6. “The Phillies had the best attendance and record in Major League Baseball this year,” says David Allan, Ph.D. ’99 (MBA), associate professor of marketing. “This award recognizes their continued excellence.”

Dave Beck, the Philadelphia Phillies’ Senior Vice President of Marketing and the Phillie Phanatic accepted the honor on behalf of the team. Following the award presentation, sports journalist Evan Weiner discussed his new book, Labor Relations in the 4 Professional Leagues.

For more information on the sports marketing major, visit http://www.sju.edu/academics/hsb/sportsmarketing/.

Above: Beck, John Lord Ph.D. ’71, Phillie Phanatic and AMA students
In an economic climate where many small businesses are struggling to survive, local wineries are experiencing a relative boom. “There are wineries in all 50 states,” says Nancy Childs, Ph.D., professor of food marketing. “Nationally, there has been a huge resurgence in viewing local wineries as an artisan craft. It parallels the movement of microbreweries.”

The upswing is anticipated to continue, prompting new research into the marketing strategies of small-scale wineries and public awareness of local wine vendors. The study, co-authored by Childs, will be published in the forthcoming issue of the *International Journal of Wine and Business Research.*

According to Childs, 90 percent of local wine sales occur on-site, or at the “cellar door” level, so marketing strategies need to focus on optimizing visitor attendance. “Small wineries should be marketing at local farm stands, and integrate more with the local food movement,” says Childs. “That enables them to reach farther and encourage more people to come visit.”

“We found that consumers are interested in the hedonics of wine — in the holistic enjoyment of food, wine and culture. It’s about the experience,” says Childs. “The bottom line is that visitors are looking for a leisure activity. They come for fun and they like food. Small wineries need to take advantage of that.” She suggests including a cheese plate or offering a lunch, which will also help draw in consumers who like to plan for a full day of activities.

Among consumers aware of local vineyards, the study found distinguishing characteristics between visitors and non-visitors. “Visitors tended to be more spontaneous,” says Childs, “whereas non-visitors were more schedule-oriented. Non-visitors need extra insurance to plan their trip. For marketing purposes, the winery may want to coordinate with other local activities or plug into the local food scene.

“People are placing more value and trust in the authenticity of what’s local,” says Childs. “The idea of the locavore movement penetrating into the winery arena is new. It plays an important role for local and state economies, but in a larger sense it is an eco or environmental issue. Awareness and appreciation of local agrarian endeavors helps to protect open space and enrich the eco-system.”
If you don't know everything you would like to know about how to grow your small business, you need business intelligence (BI). "Business intelligence provides small businesses with tools to standardize data, reduce costs and identify new opportunities to improve efficiency," says BI researcher Ginny Miori, Ph.D., associate professor of decision and system sciences.

She suggests five affordable ways to advance your small business using BI.

1. **IT Infrastructure.** How does your business gather information, what network are your computers connected to, is everyone using the same system? Consistency in technology is of critical importance according to Miori. This is particularly important to maintain customer satisfaction, she adds.

2. **Data Mining.** By examining the data collected, small business owners will better understand their labor force and customers. "Many small businesses aren't in the financial position to hire a market research firm, but that doesn't mean you can't get your hands on relevant data," says Miori. "In addition to sales and inventory data your organization may collect, there is a surprising amount of free data available through the government."

3. **Forecasting.** This uses the information from data mining and applies specific techniques to predict future growth. Generally, people predict sales and make staffing decisions based on this information. "Forecasting is the cornerstone of business," according to Miori.

4. **Six Sigma of Operations.** This is about using materials efficiently. "No task is too small for an efficiency makeover," says Miori. "It can be as simple as re-arranging the layout of a store so employees can get from point A to point B in the shortest amount of walking."

5. **Decision Making.** Small business owners make decisions every day. Strategic decisions, those that significantly impact business, are made less often. Miori advises small business owners to make these decisions based on the trends and behaviors identified through data mining and forecasting. "This is what BI is all about," she says.
As spring approaches, many citizens begin to dread the hassle of tax season. While major reforms are out of the taxpayer’s control, staying informed and using a tax preparation service are two simple ways to make filing your taxes as stress-free as can be.

“Stay informed and you won’t leave money on the table,” says visiting professor of accounting and former IRS agent Dennis Raible, C.P.A. “There are broad deductions that apply to many people,” he says. “Tax credits and deductions run the gamut from childcare costs — if they enable an individual to go to work — to energy savings credits for approved windows, doors or energy-efficient heaters.”

Raible also cites the American Opportunity Tax Credit and the Lifetime Learning Credit as two opportunities to alleviate the cost of higher education. Other ways to earn a break include charitable contributions, retirement planning and logging mileage — whether it is for a personal business, commute or a job search.

A good way to stay on top of what claims and deductions are available is to use a tax preparation service. “TurboTax,” says Raible, “is a wonderful program for individuals preparing their own taxes. It is user-friendly, menu driven and very intuitive. It asks the right questions to help users find deductions.” Other do-it-yourself services include TaxACT, H&R Block and esmarttax.com. Some are free while others require the user to pay a nominal fee each year.

Taxpayers who opt to have their taxes prepared by a professional can expect to spend upwards of $150 to $250 dollars. For seniors and taxpayers with a low income, free professional tax preparation services are offered. “Services like Volunteer Income Tax Assistance (VITA),” says Raible, “are in place to help the people who often depend on a tax refund, but can least afford the tax preparation fees.”

Saint Joseph’s VITA program, run in cooperation with the IRS and the Pa. Department of Revenue, is offered during the spring semester of each academic year. The program trains Saint Joseph’s students in tax return preparation and then allows them to connect with members of the community who are in need of their services.

“Tax reform comes very slowly if it comes at all,” says Raible, “so taxpayers need to take advantage of the different ways they can make tax season easier for themselves.”
Cloud computing, a concept more than a decade old, is becoming an increasingly tangible and worthwhile option for consumers and organizations. Not only is the cloud changing how businesses are run internally, but also how they can compete globally.

Tim Swift, Ph.D., assistant professor of management, explains that, in a nutshell, “Cloud computing enables the use of applications and the storage of information on the Internet.” Thus, multiple users can utilize expensive software via the Internet at a fraction of the cost of individually purchasing the software.

“Cloud computing can — and already is — changing the way businesses are run,” says Swift. In addition to cutting costs, “it can help decentralize work and staff, allow for flexible work styles, and make telecommuting much more feasible,” he adds.

Cloud computing is also transforming how organizations can network internationally. “When we start talking about using networked devices, we are no longer talking about borders — they become invisible,” explains Swift. From a global standpoint, cloud computing could potentially boost nations that previously did not have access to the technological resources necessary to compete globally, he notes.

However, there are conflicting views on how safe it is to do business on the cloud. From some standpoints, cloud computing may be safer than traditional computing, as users can rely theoretically on anti-virus software to intercept a virus while it is still in the cloud, before it even reaches an end-user device. However, there also is the concern that using the cloud to store sensitive information can make this data much more vulnerable to criminal activity.

According to Swift, some data might just be too sensitive to put on the cloud, and no amount of money spent in protecting it would make the risk of an attack worth the benefits. “I don’t think I’d sleep well at night if the Department of Homeland Security had its databases in the cloud,” notes Swift.

Yet, cloud computing continues to transform how business is done globally — and even how individuals socialize globally. “Not only will we see more business done across borders, but more social networking done across borders as well,” says Swift. The promises of cloud computing are unlikely to fade away anytime soon. “The cloud,” says Swift, “is absolutely here to stay.”
Saint Joseph’s Academy of Food Marketing celebrates 50 years of educating young people from all over the world, preparing them for lifelong and varied careers in the food industry.
BRIANNA McDAID WAS OUT FOR BLOOD.

McDaid, a junior food marketing student, applied her love for HBO’s popular vampire series “True Blood” and her knowledge gleaned from her food marketing classes to make a flavored energy drink that was bloody delicious.

The internship with Allen Flavors, based in Edison, New Jersey was an opportunity for McDaid to flex her creative muscles after a previous internship spent behind a desk on the business side of food marketing.

“My boss helped me form the perfect creation of chemicals to make the deep-red-colored drink taste like blood oranges,” says McDaid, who is currently studying abroad in Rome. “I added cranberry to give it a bite at the end.”

After talking to the beverage specialists, McDaid also added electrolytes and lots of vitamins, including, of course, iron, which is an integral part of blood.

After all was said and done, McDaid had a powder that when added to water was her “True Blood” drink.

“It was so exciting,” McDaid says of the whole experience.

Although her ghoulish drink was never marketed or sold to her knowledge, McDaid said the “True Blood” drink was showcased at an international trade show that featured more than 9,700 dietary supplement and food/beverage executives from 65 countries around the world.

“Knowing that it even made it to the conference and was viewed by over 9,700 executives was pretty cool and very rewarding,” she says.

Internships like these are plentiful for food marketing students through the Academy of Food Marketing, which is celebrating its 50th anniversary this year.
History

The Academy of Food Marketing was founded in 1962 (three years before the Department of Food Marketing was established) by a man named James O’Connor who wanted to answer the question, “How can we access the resources of the industry to address the issues of things like hunger?”

The 28-year-old lawyer from New York, who came from a family of wholesale grocers, showed up at Saint Joseph’s in 1960 without an appointment, so the story goes, and proceeded to sell his vision to then University President Joseph J. Bluett, S.J. (1956-1962). O’Connor, who was as passionate about education as he was about hunger relief, was struck by the fact that while there were 200 agricultural schools in the U.S., not a single one focused on food distribution. The Jesuits found O’Connor’s idea appealing and offered him the job of director of special projects at $50 a week.

O’Connor’s agreement with the University included the construction of a new facility for the Academy, named Villiger Hall (now Post Hall), to be built on campus. The opening of Villiger Hall in 1965 was an important milestone in the history of Saint Joseph’s food marketing. This year marked the introduction of food marketing as an official major at the University.

Within two years, O’Connor had enough money from contributions and donations to launch the Academy of Food Marketing, which he designed specifically as a resource to support food marketing undergraduates during their time at Saint Joseph’s.

To this day, O’Connor’s original vision remains strong, according to Robert Higgins, executive director of the Academy of Food Marketing. “It is a completely unique concept in that the Academy provides support and maintains critical links among the industry, the Department of Food Marketing, and the students,” he says. “The food retailers and manufacturers have been an integral part of the Academy since the beginning. It is through their partnership that food marketing students have access to scholarships, internships and co-op experiences, and career opportunities.”

This partnership has been so successful, in fact, that 100 percent of the seniors that participated in job interviews last year have found permanent employment in the food industry, something Higgins says would not have been possible without the Academy.

Above: O’Connor
Left: Original Academy logo

THE FOOD MARKETING ENTERPRISE:

FOOD MARKETING DEPARTMENT is the core of the enterprise.
EXECUTIVE MASTER’S IN FOOD MARKETING offers advanced degrees (MBA, M.S., post-certificate).
ACADEMY OF FOOD MARKETING is a source of scholarship, placement, curriculum input and resource support.
COOPERATIVE EDUCATION PROGRAM combines on-campus classroom study with alternate periods of gainful employment in the food or allied industries.
CENTER FOR FOOD MARKETING is a resource for professional development in food marketing.
Today, food marketing is the largest undergraduate major in the Haub School of Business with more than 500 students from all over the U.S. It is the only internationally accredited program offering food marketing at the undergraduate, graduate and executive continuing education levels.

“I think the takeaway is that this is a great model for how industry and academia can work together and improve each other’s well being,” says Richard George, Ph.D. ’67, chair and professor of food marketing. “It’s helping to fund the source of good talent for the future.”

Although George hasn’t been with the food marketing department and the Academy through its 50-year tenure, as a big part of the Academy today, he finds it quite exceptional to see how the program has grown and transformed.

Much of that credit is owed to the internationally recognized faculty and the important research they do every day.

“Every one of our faculty members has spent time working in the food industry,” says George. “They know the world our students are preparing to enter and can better equip them for future careers because of this first-hand knowledge.”
In addition to George, who focuses on strategy, customer service and consumer behavior, the faculty research areas such as public policy in food, nutrition, labeling, retailing, food accessibility, and international food marketing.

While faculty log multiple hours in the classroom, they also spend just as much time working in the industry doing valuable research and contributing their time and talents toward finding solutions to prevalent issues like obesity and hunger.

One such faculty member is Nancy Childs, Ph.D. In addition to her role as a professor of food marketing, Childs serves as the national representative for food marketing and retailing for the United States Department of Agriculture (USDA). Recently, she has been assisting the White House in realizing the goal shared by First Lady Michelle Obama to have fresh and locally grown food available to the neediest communities, thus making for a more nutritious and sustainable food supply.

“I hope to focus on thinking beyond agriculture,” Childs says of her objective in her national role. “It’s not just about the farmers in the fields; it’s the entire complexity of the food industry.”
Defining Food Marketing

Childs hopes that SJU students and alums are breaking the mold of what might traditionally be thought of as a food marketing career.

It’s not just stocking shelves at your local Giant food store. And as for being a part of such a distinguished department, Childs says the outcomes speak for themselves.

“The students are the best part of the story,” she says.

Katherine Kendrick, a 4th-year co-op student graduating next year, has already had the real life experience she needs to succeed after graduation.

Kendrick, a second generation food marketing major, (her father also studied food marketing) has already had co-ops at Johnson & Johnson and McNeil Nutritional in Fort Washington, Pa.

“I spent time learning about industry innovations, packaging attributes and cutting-edge developments in the field,” Kendrick says of her co-op experience. “The food marketing major offers so much more learning than a textbook can facilitate.”

Joseph Masciantonio, a 2001 graduate of the food marketing program, agrees.

Masciantonio, a senior regional customer manager with Johnson & Johnson, says he quickly learned how much of an asset his undergraduate degree was during first job out of school with General Mills. “I was able to become a leader because of my background in consumer products and food marketing,” he says. “I understood things that my peers, some of whom graduated from Ivy League schools, were learning for the first time.”

Masciantonio, who has been with Johnson & Johnson for the past six years, says he is eager to give back to the program which he credits with helping him get where he is today.

As someone within the company responsible for hiring, Masciantonio says that Saint Joseph’s food marketing grads are often the most qualified and most prepared for careers in this industry.

“The Academy of Food Marketing is very close to my heart,” he says.

As for sticking around for another 50 years, Higgins has no doubt that Saint Joseph’s food marketing students, like Kendrick and Masciantonio, will continue to take the world by storm.

“Even in difficult economic times, the food industry is resilient because everyone has to eat,” Higgins says. And as for the education Saint Joseph’s provides, “It’s unlike any other.”

FOOD MARKETING INTRODUCES WALMART SCHOLARS PROGRAM

The inaugural Walmart Scholars Program was introduced to food marketing students during the fall 2011 semester. Available to a select number of upperclassmen, the intent of the program is to provide food marketing students with a comprehensive “real world” perspective on how the largest food retailer in the world works to solve specific challenges.

The fall semester’s “challenge” project focused on how Walmart, in partnership with Nestlé USA, could better service the customers receiving support from the Supplemental Nutrition Assistance Program (SNAP) and the Women, Infants and Children Program (WIC) during high voucher redemption periods.

Students were divided into teams and spent most of the semester engaged in on-the-ground research. This involved site visits to Walmart, where students interviewed customers and employees, coupled with classroom presentations from Walmart and Nestlé executives.

“Being a part of the Walmart Scholars Program was an opportunity I couldn’t pass up,” says Taryn Berry ’12. “Getting to work with Walmart and Nestlé is not something that everybody gets to do, and the hands-on, real-world experience has been invaluable to my education in food marketing.”

After each team presented their research to a panel of judges, cash prizes and other recognitions were awarded.
The past year has been a busy one for college sports. From big-time ratings to conference realignment, the barrage of media coverage has documented that college sports is in fact a big business that’s here to stay. Business students at Saint Joseph’s are tackling real-world lessons in the classroom as they prepare for careers in sports marketing.

When DeLoss Dodds took over as athletic director at the University of Texas in 1981, the concept of sports marketing wasn’t quite what it is today. Back then, “sports marketing” consisted primarily of putting up a sign at an event and hoping fans and perhaps a TV camera would focus on it once in a while.

To say things are different today would be like saying the concept of text messaging is dissimilar to telegraphy. The entire business of college athletics morphed from a rudimentary business model into a sophisticated corporate structure that is changing rapidly and—in some cases—involving hundreds of millions of dollars.

“The way things are changing economically, colleges and universities spend more time on TV contracts and sponsorships,” says John Lord, Ph.D. ’71, chair and professor of sports marketing. “The world is more complicated.”
Students in Saint Joseph's new sports marketing major learn exactly how complicated that world can be. By taking part in classroom instruction and internships with sports teams and media outlets, they understand how the landscape of collegiate and professional sports is not only different than it was 30 years ago, but that it continues to change rapidly today. Lord says the lessons learned at Saint Joseph's will serve students as they embark on careers in this $213 billion industry.

Among many topics, students majoring in sports marketing learn that the collegiate business world more and more resembles that of its professional counterparts. Sure, there are some huge differences — such as labor costs — but the need to generate funds has forced colleges to become more creative and proactive than ever before.

As a result, the model has changed. For many schools, it’s no longer about enhancing the college experience for the students by sponsoring athletics. Schools use sports as a major marketing and fundraising tool and must make the most of their more popular programs in order to subsidize other offerings.

“It’s a lot of moving pieces,” says Richard Shute, visiting professor of marketing at Saint Joseph’s. “Over the last couple of years, colleges have started to realize how significant a business they are involved in. It’s a two-pronged approach. And schools now realize the opportunities out there. They’re willing to make changes, and if they do that, there is a lot of money available.”

RICHARD SHUTE
VISITING PROFESSOR OF MARKETING

In order to be successful financially, schools often have to make decisions that run counter to previous strategies. Because of that, the hands-on knowledge of instructors, many of whom have worked in the sports world, is vital. And since the field is constantly evolving, traditional materials don’t apply. For instance, in his sports media class, Shute doesn’t use a textbook, choosing instead to have students subscribe to the Sports Business Journal, a weekly publication (with daily e-mail updates) that covers the world of athletic commerce.

And there is no shortage of real world fodder for the classroom. Shute points to Saint Joseph’s decision this year to bring its annual “Holy War” men’s basketball game against Villanova on campus to Hagan Arena, rather than staging it at the Palestra (or another, larger arena), as it had for decades. The goal was to stimulate season ticket sales. By making the Nova game part of a full-season package, Saint Joseph’s was able to beef up attendance at its other games.

“It worked out that it was better to have 4,000 people in the arena for that one night and seven or eight other games than having one 8,000-person night at the Palestra,” Shute says.

The trick, according to Lord, is to balance running a college sports program with integrity and at the same time, keep the department solvent in the big business of college sports. This is where the Haub School’s foundation in business ethics becomes relevant in the classroom. “To effectively support students pursing employment in this field, it’s imperative that they receive a business education rich in ethics,” he says. “If the trend of expansion continues in the sports industry, job options will continue to open, making sports marketing major a valuable and relevant study-area for students.”
It was at a family Christmas Eve party when senior Ryan Carroll had his “ah-ha” moment. For Carroll, only weeks off of a semester-long project to build awareness and fundraise for the University’s Kinney Center for Autism Education and Support, this was the first opportunity he had to spend time with two of his cousins, both of whom had recently been diagnosed with autism.

While growing up, Carroll had noticed little “things” about his cousins’ behavior that were consistent with autism — challenges with particular social situations, preoccupations with certain activities, and some other unique behaviors — but says he didn’t realize it was autism at the time.

At this year’s Christmas Eve party, Carroll had the opportunity to observe how family members reacted to the autism diagnosis. “Generally, I don’t think people know what to think about autism,” he says. “Some people treated my cousins differently after the diagnosis, like something was wrong with them. I’m thankful to have spent a semester learning about autism and to have a different perspective.”

Carroll is one of nearly 100 undergraduate business students who spent the fall 2011 semester engaged in an educational opportunity to learn about marketing strategy while also raising money for Saint Joseph’s Kinney Center for Autism Education and Support.
Assistant Professor of Marketing Brent Smith, Ph.D. coordinated the details of the project after learning of a local entrepreneur’s interest in supporting the Kinney Center with a large donation of her popular hand cream (Actress Demi Moore is a fan).

Wei Brian, founder and chief executive officer of Wei East, the largest Chinese-medicine-inspired cosmetics company in the United States, partnered with Smith and his students in what became known as the “Helping Hands Project.”

Through this initiative, Carroll and his classmates applied textbook principles to the development of a real marketing strategy to sell a custom, limited-edition Wei East product, with 100 percent of the proceeds benefiting the Kinney Center.

“I’m so thankful to Wei for providing our students with this unique opportunity to participate in philanthropy and, at the same time, learn the complexities of marketing a product,” explains Smith.

In preparation for this ambitious effort, over 10 student groups spent time with Brian to learn about the product; developed their own detailed marketing plans; and toured the Kinney Center and interviewed its staff.

“At first, I was skeptical,” admits Carroll. “I couldn’t see how everything would come together. But as we learned more about the product, about the Kinney Center and about the large number of people affected by autism, it felt more feasible. Wei is incredibly upbeat and passionate about autism awareness. She inspired us to match her enthusiasm.”

The students were divided into teams of five and challenged to run each team as they would an actual business. Ambitious marketing efforts ensued.

“We had one team negotiate the sale of the product in a local boutique, another group sold the cream during basketball games, and almost every group took their message to social media,” explains Smith. While the strategies varied, Smith says most teams succeeded in accomplishing their sales goals. “Within three weeks, students raised over $20,000.”

For Carroll, the most rewarding part of the experience wasn’t the total number of sales (although his team raised an impressive $5,000), rather, it was hearing from people how autism has affected their lives. “We quickly learned that we weren’t just selling hand cream; autism awareness became the real product,” he says. “A five-minute sales pitch would turn into an hour-long conversation with a professor, friend or neighbor about how autism has impacted their lives.”

Carroll says that seeing how the Saint Joseph’s community responded to the “Helping Hands Project” allowed him to see the University, its faculty, administrators and alumni through a new lens. “I’ve seen these people in the halls of Mandeville for the past four years, but haven’t really known them. This project connected me with people I wouldn’t have known otherwise and taught me a great deal about marketing along the way.”

The “Helping Hands Project” has continued into the spring 2012 semester. For those interested in supporting the students, the hand cream can be purchased at $10 for one bottle; $25 for three; $75 for ten; or $1,500 for 180 (one box). Funds from the sale of the hand cream will go directly to the Kinney SCHOLARS Program, which engages undergraduates majoring in an autism-related field in working one-on-one with individuals with autism.

To purchase the product directly, visit http://kinneyautsim.sju.edu/lotionpurchase/.
In greater Philadelphia, approximately one million people are classified as “food insecure,” a term that has come to describe individuals and families who cannot anticipate when or where they will find their next meal. Often reliant on school lunches, fast-food dollar menus and cheaper, less nutritious foods, these families experience a fluctuating type of hunger — one that ebbs and flows with the monthly availability of food stamps and household bill cycles. Knowing that one-sixth of the area’s population suffers this kind of deprivation for a major part of every month, the members of Hawks Against Hunger (HAH), a campus-wide student organization, devote themselves to easing what pangs they can.
Hunger is pretty unpredictable,” says Gaelan Finnerty, a senior food marketing major and the club’s vice president. “It’s not only found in the food deserts and lower-income neighborhoods of the city, but also in the suburbs and along the Main Line. Each situation is different. You don’t know about the circumstances of the kid sitting next to you.”

Partnered with Philabundance, the largest food bank in the Delaware Valley, HAH’s volunteers spend time on the assembly line in the South Philadelphia distribution center, volunteer on food trucks with Fresh for All, Philabundance’s weekly, farmers’ market-style posts throughout the city, and run the Community Food Center, a choice-model food pantry established by SJU, Philabundance and the Mayor’s Office of Community Service. The goal of these initiatives is to provide access to fresh and nutritious food to a wider range of food-impoverished people, while preserving patrons’ sense of dignity.

Experience has shown that despite the benefits of collecting free food for their families from food pantries, some people are still too ashamed to ask for help. The typical pantry-line model simply gave needy families a pre-packed box of goods, with no guarantee that family members would like — and therefore, use — the food it contained. With this in mind, a 2009 class of food marketing students, along with Martin Meloche, Ph.D., associate professor of food marketing and the faculty advisor for HAH, and William Clark, president and executive director of Philabundance, helped develop the Community Food Center to resemble the inner workings of a grocery store, where patrons can pick and choose the foods they want. The model is one that Carolyn Creedon ’12, HAH treasurer and a food marketing major, describes as integral to the club’s mission.

“It’s not just the volunteering that we do and the awareness that we raise,” she explains. “Engaging with the people we come into contact with is a huge part of our effort. We want them to see that we care about them beyond their physical and nutritional needs.”

But nutrition is also a major part of it. In the region’s food deserts, malnutrition and chronic disease are more prevalent because food is inaccessible. Without cars and isolated from public transit, residents eat what they can get.

“A lot of people are unaware of how bad it is in Philadelphia,” says Danielle Kalis ’14, food marketing major and president of HAH. “There are a lot of food deserts in the region where residents don’t have nearby supermarkets, so they rely on fast food and products they can buy inexpensively at corner stores. Bringing these communities fresh foods through programs like Fresh for All doesn’t just prevent hunger. It also helps overall health and battles the issue of obesity.”

Finnerty, Creedon, and Kalis, along with fellow majors Maura Daly ’12, the group’s secretary, and Arrial Finnerty ’12, their volunteer coordinator, have worked to organize food drives and awareness campaigns on campus to grow HAH and their support of Philadelphia’s hungry. Open to the whole campus community, service days bring together a mix of the 20-25 active HAH members and individual volunteers. In the fall, the group hosted a holiday canned-food drive for donation to Philabundance; in the spring, activities include the annual Stroehmann Bakers Walk & Run Against Hunger along Martin Luther King Jr. Drive, an Easter ham collection and an additional food drive. They invite their families and neighbors to participate either in donation or in action, because the more hands that they have, the more mouths they can feed.

“The food pantry in South Philly is packed with food — literally tiers and tiers of food stacked around the room — and it’s still not enough to meet the demand,” says Finnerty. “We have to offer helping hands, not just a good meal.”

HOW TO HELP:

Hawks Against Hunger can be found on Facebook (SJU Hawks Against Hunger) and Twitter (@SJUhawkshunger) or by contacting Meloche at martin.meloche@sju.edu.

The 2012 Stroehmann Walk Against Hunger will take place on Saturday, April 14, 2012 along Martin Luther King, Jr. Drive.

Bakers Walk & Run Against Hunger along Martin Luther King Jr. Drive, an Easter ham collection and an additional food drive. They invite their families and neighbors to participate either in donation or in action, because the more hands that they have, the more mouths they can feed.

“The food pantry in South Philly is packed with food — literally tiers and tiers of food stacked around the room — and it’s still not enough to meet the demand,” says Finnerty. “We have to offer helping hands, not just a good meal.”
SAINT JOSEPH’S HAUB SCHOOL of Business will recognize Jamie Maguire ’84, chairman and chief executive officer of Philadelphia Insurance Companies (PHLY), with the 22nd Annual Hall of Fame Award during a dinner and award presentation on April 12. As the recipient, Maguire will be acknowledged for his outstanding corporate citizenship, strong leadership and management qualities.

The Haub School Hall of Fame award recognizes business leaders who exemplify the characteristics of excellence the school of business seeks to foster in its students. Maguire joins a growing list of successful and impressive award recipients who have expertly shaped the business world.

As the chief executive officer of PHLY for the past decade, Maguire, along with his management team, grew the company fivefold and saw its stock soar to new heights each year. In 2008, he initiated, negotiated and completed what is considered to be one of the largest transactions for financial firms in Japanese history, merging his company with the Tokio Marine Group, for $5.5 billion. He was subsequently named president and chief executive officer of Tokio Marine’s U.S. operations.

Maguire’s leadership and exceptional management have garnered the attention of his industry peers. In 2007, when excessive CEO compensation was headline news, Maguire was recognized on a list of ‘Best Value CEOs’ by DeMarche Associates for providing shareholders with the highest return per dollar of his compensation. In 2008, he was recognized with the Emerald Advisors/Entrepreneurial and Excellence Award; in 2010, Ernst & Young recognized Maguire with its ‘Entrepreneur of the Year’ award. PHLY has received ten ‘Best Places to Work’ honors during his ten years as CEO.

In addition to his varied responsibilities, Maguire competes in endurance races and his company sponsors the Philadelphia Insurance Triathlon, whose proceeds benefit the Children’s Hospital of Philadelphia along with other local charities.

“Jamie’s commitment to his company, its employees, his charities and Saint Joseph’s is unwavering,” says HSB Dean Joseph A. DiAngelo Jr., Ed.D. ’70. “We at the Haub School are excited to honor Jamie with this year’s award. From our students to our faculty, our SJU community has benefited from Jamie’s contributions over the years including his guest lectures, internship opportunities and industry relationships.”

Maguire is a two-term member of Saint Joseph’s Board of Trustees and serves on the Student Life, Audit and Risk, and Human Resources, Compensation and Benefits Committees. He is also a member of the University’s Academy of Risk Management and Insurance Board of Governors.

The Haub School’s Hall of Fame Award dinner will take place at the Lowes Philadelphia Hotel on Thursday, April 12, 2012 at 6 p.m. For additional information and to register, visit http://www.sju.edu/academics/hsb/special/halloffame/
**Accounting Scholarships**

**LEAVE a LASTING LEGACY**

**SIX ACCOUNTING MAJORS** were recently recognized with the Department of Accounting’s 2012 L. Robert Juckett, Ph.D., and William T. Walsh ‘61 scholarships.

Seniors Bill Jerdon, Courtney Mooney and Yuri Pipkin were recognized with the L. Robert Juckett Scholarship while seniors Mary Kate Mahany, J.C. Hosler and Danielle Smith were recognized with the William T. Walsh ‘61 scholarship.

Established more than 10 years ago, these two annual scholarships have helped to shepherd 82 Haub School students through their academic careers. Combined, the accounting scholarships have contributed more than $173,000 to the academic development of these students.

Former Juckett scholarship recipient Brian J. Rizman ‘06 says he feels fortunate to have been selected as a recipient of this scholarship, which is awarded to students who have demonstrated a commitment to community service, something Juckett valued throughout his academic career.

A former director of the University’s graduate program, Juckett was active on campus as an advisor to students and served on committees aimed toward improving the curriculum and admissions policies. He was also active on the Upper Darby school board.

In addition to his successful academic career, Rizman participated in a variety of community service activities while a student at Saint Joseph’s, including Project Appalachia and Habitat for Humanity. Today, as a risk assurance manager for PricewaterhouseCoopers (PwC) in London, Rizman says “he feels very fortunate and honored to have been selected as a Juckett scholarship winner and included among a legacy of alumni and colleagues with a demonstrated commitment to ‘cura personalis.”

In the summer of 2004, Rizman and a friend traveled to New Mexico to lead the inaugural trip of Habitat for Humanity’s Collegiate Challenge program. Today, Saint Joseph’s Collegiate Challenge program is an active and vibrant initiative on campus. Students embark on six trips a year and have worked in more than 40 states since the program’s inception.

Walsh, a 1961 graduate of Saint Joseph’s, worked for 34 years at the accounting firm of Coopers & Lybrand (now, PwC). The scholarship, created in his memory, recognizes a student with demonstrated exceptional ability and accomplishment within the accounting program.

According to former classmate Frank Wellock ‘61, who serves on the committee which established the scholarship, Walsh is responsible for the University’s strong partnership with PwC which continues to this day.

For more information on the William T. Walsh ‘61 and L. Robert Juckett scholarships, visit www.sju.edu/accounting.
Dinner with Hawks: Mingling and Mentoring
1. Marketing major Marie Vito ’13
2. Finance major Michael Pascucci ’13
3. Marketing student Sachin Khalsa ’14
4. International marketing student Andrew Saba ’15
5. Management major Brendan Plasha ’12

Real-Estate Chapter Luncheon
6. Thomas Monaghan, Bob Bowman ’81 and Victor Altadonna ’86
7. George Hutchinso ’04
8. David Lam ’05
9. Dennis Durkin ’74

* For more information about upcoming events,
SAINT JOSEPH’S UNIVERSITY HAUB SCHOOL OF BUSINESS ADMINISTRATION

Joseph A. DiAngelo Jr., Ed.D. ’70
Dean

Stephen Porth, Ph.D. ’80
Associate Dean
Executive Director of Graduate Programs

Patrick O’Brien
Associate Dean
Undergraduate Programs

Vana Zervanos ’07 (MBA)
Associate Dean
External Affairs

Joseph Ragan ’69
Chair
Accounting

Richard Herschel, Ph.D.
Chair
Decision and Systems Sciences

Morris Danielson, Ph.D.
Chair
Finance

Richard George, Ph.D. ’67
Chair
Food Marketing

Claire Simmers, Ph.D.
Chair
Management

John Lord, Ph.D. ’71
Chair
Marketing

George Sillup, Ph.D.
Chair
Pharmaceutical and Healthcare Marketing

John McCall, Ph.D.
Director
Pedro Arrupe Center for Business Ethics

Bruce Bidinger, S.J.
Director
Advising Center

Todd Krug, Ph.D.
Director
Cooperative Education

Adele Foley ’61 (B.A.) ’82 (MBA)
Director
MBA Program

Terese Waldron
Director
Executive MBA and Pharmaceutical and Healthcare Marketing MBA

Patricia Rafferty, Ed.D.
Director
Business Intelligence M.S. and Human Resources M.S.

David Benglian ’92 (MBA)
Director
Finance M.S.

Christine Hartmann
Director
Food Marketing M.S., MBA

Christine Kaczmar-Russo ’83
Director
International Marketing

Robert Higgins
Executive Director
Academy of Food Marketing

Michael Angelina
Executive Director
Academy of Risk Management and Insurance

*The Haub School Dean, associate deans, faculty chairs and directors listed above are also members of the Haub School of Business Board of Visitors ex officio.

SAINT JOSEPH’S UNIVERSITY HAUB SCHOOL OF BUSINESS BOARD OF VISITORS 2012-2013

Joseph Mahoney ’76
Chairman
Executive Vice President
Greater Philadelphia Chamber of Commerce

Robert Bowman ’81
Regional Managing Director
Merrill Lynch

Yvette Bright ’93
Sr. Vice President
Chief Administrative Officer
Independence Blue Cross

Patrick Burke ’92
Principal
Vanguard Group

Anthony Carfagno ’60
President
Pharmaceutical Quality Institute

Kathie Carr ’77
Director of Healthcare Higher Education
A. Pomerantz & Co.

Mark Casale ’86
President and CEO
Essent US Holdings, Inc.

Vincent J. Costantino ’78
Managing Partner
The Roseview Group

Richard J. Devine ’82
Chief Operating Officer
Smart Devine & Company, LLC

Gerianne Tringali DiPiano ’92 (MBA)
President and Chief Executive Officer
FemmePharma Global Healthcare, Inc.

Joseph M. Donnelly ’81
CFO of Programming Division
Comcast Corporation

John Egner
Director
Towers Watson

Sharon Gallagher ’85
Director
IBM Regulatory Compliance

John Griffin ’78
Vice President
J.P. Morgan

Robert Lojewski ’85
AVP Commercial Development
Pfizer

James J. Mackey ’80
Sr. Vice President, U.S.
Region Head
Merck Customer Care

Jerry J. Maginnis ’77
Office Managing Partner
KPMG LLP

Timothy J. Maguire ’88
Co-President and Managing Partner
Karr Barth Associates

Jim Malgieri
CEO
Bank of New York Mellon
Broker-Dealer Services

Hank Mullany
CEO
ServiceMaster

Joseph Oakes III ’64
President (Ret.)
Acorn Financial Services

Adele Oliva ’87
Partner
Quaker Bio Ventures

Albert G. Pastino ’64
Managing Director
Corporate Finance
Kildare Capital

Frederick E. Scardelletto ’81
VP - Dental Network Strategy & Development
Cigna Corporation

David Tierno ’63
Managing Director (retired)
Ernst & Young Worldwide

David L. Toner Jr. ’83
Senior Vice President and Controller
Carver Federal Savings Bank
Nancy Childs, Ph.D., professor of food marketing
Journal of the American Diabetic Association
World of Ingredients

John Haverty, Ph.D., associate professor of accounting
Journal of International Accounting Research

Jean Heck, Ph.D., Brian Duperreault ’69 Chair for risk management and insurance
CPCU Journal

Neal Hooker, Ph.D., C.J. McNutt Chair in food marketing
Romanian Distribution Committee Journal

Richard George, Ph.D. ’67, chair and professor of food marketing
International Foodservice Distributors Association

Jing Lin, Ph.D., assistant professor of accounting
International Journal of Economics and Finance

Amy Lipton, Ph.D., assistant professor of finance
Journal of Business Ethics Education

John Neiva, Ph.D., assistant professor of management
Journal of Operations and Supply Chain Management

Martin Meloche, Ph.D., associate professor of food marketing
International Journal of Food and Agribusiness
Journal Worldwide Hospitality and Tourism Trends

Steve Miller, Ph.D., assistant professor of finance
CPCU Journal

Patricia Rafferty, Ed.D., director of Business Intelligence M.S. and Human Resources M.S.
Journal of Further and Higher Education

Feng Shen, Ph.D., assistant professor of marketing
International Journal of Business and Social Science
Journal of Nonprofit & Public Sector Marketing

Carolyn Schellhorn, Ph.D., assistant professor of finance
Banking and Finance Review

Michael R. Solomon, Ph.D., professor of marketing
Academy of Marketing Science Review

John Stanton, Ph.D., professor of marketing
Agricultural and Resource Economics Review
British Food Journal
Holistic Marketing Journal
International Journal of Food and Agribusiness

Journal of Consumer Marketing
Romanian Distribution Committee Journal
Worldwide Hospitality and Tourism Trends

Ferdinand Wirth, Ph.D., associate professor of food marketing
Agricultural and Resource Economics Review
Journal of Consumer Marketing
Romanian Distribution Committee Magazine
IN THE NEWS

AM New York
Beye Network
Bioethics International
Business News Daily
BusinessWeek
Candy & Snack Today
Charlotte Observer
The Chronicle
Daily Local News
The Detroit News
Grocery Headquarters
IT Tech News Daily
KYW/3CBS
Londoner
Los Angeles Daily News
Organic Authority

The Packer
The Philadelphia Inquirer
Pennsylvania AgConnection
Perishable News
Pork Magazine
WCNC/NBC
Science Daily
Scranton Times-Tribune
Slate
Reuters
USAgNet
USA Today
WCAU/10NBC
WPVI/6ABC
WTXF/29FOX

FACULTY MEMBERS

David Allan, Ph.D. ’99 (MBA)
William J. Byron, S.J.
Nancy Childs, Ph.D.
Christopher Coyne, Ph.D. ’67
Neill Crowley
Joseph A. DiAngelo Jr. Ed.D. ’70
Richard George, Ph.D. ’67
Richard Herschel, Ph.D.
Neal Hooker, Ph.D.
Mark Lang, Ph.D.
Ginny Miori, Ph.D.,
Claire Simmers, Ph.D.
Michael Solomon, Ph.D.
John Stanton, Ph.D.
Tim Swift, Ph.D.
William Trombetta, Ph.D.
Natalie Wood, Ph.D.
Katherine Kendrick ’13

Food Marketing Co-op Student

“My Father, a fellow Hawk and former food marketing student, often likes to remind me how I came to my decision to major in food marketing at SJU. We attended the food marketing recruiting dinner together at the Sheraton Hotel in 2007. A decision was figuratively served to me on my dinner plate that night, one that would shape the rest of my academic and professional career.

Food Marketing. These two simple words have taken me to great places during the span of my college career. As a co-op student, I have had the opportunity to work at Johnson & Johnson for my first two full-time rotations. I have been lucky enough to travel to Las Vegas and Orlando to represent the Food Marketing Department at the Produce Marketing Association and the National Grocers Association.

When industry leaders learn I’m a food marketing major at Saint Joseph’s, their eyes light up. They hear of the program’s reputation, either through our accomplished faculty or former students now working in industry. Whether I’m speaking to a retailer or a manufacturer, there’s almost always a connection back to Saint Joseph’s food marketing.

As the Academy of Food Marketing commemorates 50 years, I can’t help but celebrate the honor that it is to be a part of a program that helped to shape students’ lives and industry standards.”
Recognized for Preparing Tomorrow’s Business Leaders

**U.S. News & World Report’s “America’s Best Graduate Schools”**
- Marketing ranked No. 14
- Finance ranked No. 17
- Information Systems ranked No. 22

**The Aspen Institute’s “Top 100 Schools in the World”**
- Ranked the Haub School No. 12 for integrating ethics in its curricula.

**Beta Gamma Sigma, the honor society for AACSB accredited institutions**
- Recognized the Haub School for eight consecutive years with the Gold, Silver or Bronze Chapter Award.

**Bloomberg’s BusinessWeek’s “Best Undergraduate Business Schools”**
- Received an A for teaching quality.

**The Princeton Review’s “Best 294 Business Schools”**
**Degrees of Excellence**

**Undergraduate**
Day Program
888-BE-A-HAWK

**University College**
Undergraduate Evening Program
800-776-7572

**Graduate Programs**
MBA
Executive MBA
Business Intelligence M.S.
Food Marketing MBA
Food Marketing M.S.
Financial Services M.S.
Human Resource Management M.S.
International Marketing M.S.
Pharmaceutical and Healthcare Marketing MBA
888-SJU-GRAD

[www.sju.edu/hsb](http://www.sju.edu/hsb)

---

**HSB Calendar of Events**

Events through May 2012

**April**
12. HSB Teaching Forum
12. MBA Virtual Information Session
12. Haub School of Business Hall of Fame Dinner
21. Global Community Day
25. MBA Virtual Information Session
27. Last Day of Classes (day)
28. Last Day of Classes (evening)
30. Final Exams Begin

**May**
8. MBA Virtual Information Session
11. Commencement Weekend
14. First Day of Summer Classes