

ALLEGHENY COLLEGE

BRUCE R. THOMPSON  
CENTER FOR BUSINESS & ECONOMICS

# Business and Economics Review

*The Bruce R. Thompson Center for Business & Economics prepares Allegheny College students to succeed in a diverse, global economy.*

## Looking Forward to the *New Normal* while Honoring the Past

*Dr. Tomas Nonnenmacher, Incoming Department Chair*

**When I tell people that I've been on sabbatical this past year, the universal response that I get is, "Wow! What a good year to be away!"** It's true that this was a challenging year for higher education. Students had to learn how to learn in a new and sometimes taxing environment, participate in sports, clubs and other activities in different and creative ways while seeking and securing jobs and internships. Faculty had to redesign and reimagine courses taught over the web, compress 16-week courses into a three-week module, and continue to offer a first class education to students who were both in Quigley Hall and thousands of miles away. Administrators and staff had to design many plans and contingency plans for our return to campus, to keep the community safe, and plan for the college's future in the ever changing higher education landscape. Almost everyone that I talk to says it was an exhausting year, and yet there is a great deal of pride in what we've been able to accomplish as a community.

**We are looking forward to a "return to normal" again in the fall of 2021.** The college plans to be entirely in person in August, which is the strength of our residential liberal arts tradition. We have a great lineup of events already scheduled for next school year with these themes in mind - for Fall, "Business in a Diverse Global Economy," and in the Spring, "Healthcare Post-Covid."

**As the incoming department chair, I'd like to thank Steve Onyeiwu for the outstanding job he has done in that role over the past five years.** Steve has many accomplishments in the role of department chair, the most important of which was the introduction of the new Business major, the changing of our name to the Department of Business and Economics, the self-study that we do every 10 years as part of the Middle States accreditation process, and the mentoring of our many excellent new faculty. Steve will be on sabbatical in the spring of 2022, when he will be in Nigeria on a Fulbright Award, a very prestigious accomplishment.



*Professor Nonnenmacher speaks with students after the annual CBE Executive Roundtable*

### Inside this issue

- [Remembering Professor Steve Casler](#)
- [16 Students Earn Bloomberg Certification](#)
- [New in 2021! The ECON Games](#)
- [Wealth Management Club](#)
- [Duquesne MBA Articulation Agreement](#)
- [Springtime Marketing Mondays](#)
- [CBE Fellows Excel & International Business](#)
- [Omicron Delta Epsilon Honor Society](#)
- [Honors Convocation](#)
- [Zingale Big Idea Competition](#)
- [CBE Calendar](#)

## Remembering Professor Emeritus Steve Casler

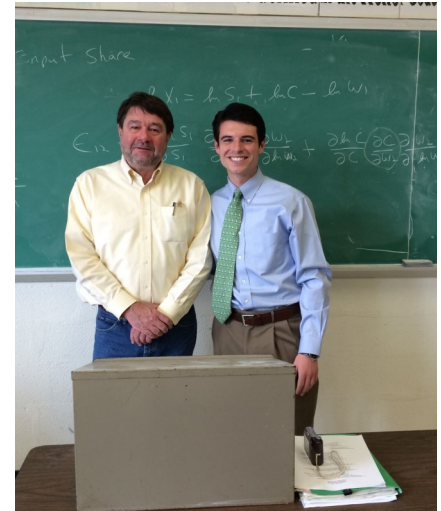
*Professor Tomas Nonnenmacher '90*

**It was with deep sadness that we learned of the death of Professor Emeritus Steve Casler, a long-time member and chair of the Economics Department.** My own relationship with Steve goes all the way back to 1988, when I was a second year student sitting in his Macroeconomic Theory class. I was mesmerized by the IS-LM analysis and worked hard to figure out how all the curves interacted with one another. I still have my notes from that class, with Steve's inimitable style of lecturing hardwired into them. I can still hear him saying in his Boston accent, "OK, we're now at Roman numeral III, letter A, number 2..." I ended up in graduate school, (Illinois, where Steve went, and where Steve sent a stream of Allegheny students over the years) thinking that I wanted to become a macroeconomist, but soon changed my mind. Macro at the graduate level was a very different beast, and I was attracted to the fields of Economic History and Industrial Organization instead.

**When I returned to Allegheny as a faculty member in 1996, Steve was a steady and influential mentor.** Young faculty make mistakes, in my case, a lot of mistakes, and Steve was always there to help point me in the right direction. His tips on classroom management, how to structure a lecture, how to work and collaborate with the administration and colleagues, how to mentor senior projects, and how to balance work and life were all important to me. We didn't always agree on everything, but I always considered his advice seriously. Steve was both highly scheduled and very generous with his time. He was an excellent editor, reading and rereading many drafts of senior projects and colleagues' academic articles. One of his proudest moments was when he received a "Reviewer of the Year" award from a journal. He had given such good advice on several papers that he reviewed that the editors and the authors wanted to honor his contributions. Generations of senior project students can attest to Steve's careful editing, something that I think is one of the more valuable skills we can model for students.

**Steve was a veteran, having served for four years in the Navy. He then went to the University of Massachusetts Amherst for his undergraduate studies and the University of Illinois Urbana-Champaign for his graduate work.** He was a regional economist with a particular focus on the energy sector, and his 26 articles attest to his dedication to his research. His active mind and dedication to thinking carefully through ideas transferred seamlessly to the classroom. He was awarded the Julian Ross Award for Excellence in Teaching in 2002, Allegheny's most prestigious teaching award. Steve loved being with students in the classroom, in office hours, and in the computer lab, which was reflected in the many letters that the college received in support of Steve for this award.

**If you would like to express your condolences to Steve's family,** you can do so at the [funeral home](#). We created a special webpage entitled, "[Remembering Professor Steve Casler.](#)" Please take a moment to visit, and if you would like us to add your words, please email [bryan@allegheny.edu](mailto:bryan@allegheny.edu), and we'll add them to our page.



*Steve Casler & Ray Jozwiak '15*

***"His active mind and dedication to thinking carefully through ideas transferred seamlessly to the classroom. He was awarded the Julian Ross Award for Excellence in Teaching in 2002, Allegheny's most prestigious teaching award."***

## Sixteen Gators Earn Bloomberg Certification

During the fall 2020 semester, sixteen Allegheny College students distinguished themselves by completing the BMC Certification in the Bloomberg Lab located in Quigley Hall. By taking the *Introduction to Bloomberg Terminals Course*, students received an introduction to financial markets, benefiting from faculty guidance and instruction throughout the process. With on-campus course integration, students learned how to use important analytical functions in the terminal, conduct economic research and analysis, and benefit from a wide-range of pre-built analytical models.

### Adapting to the “new normal” while earning certification

According to Assistant Professor Tim Bianco, “The students thrived taking the Bloomberg course during the pandemic, even those attending remotely. Those taking the course in person were able to get the desirable hands-on training in Bloomberg as usual. We adapted by using more case studies and discussing current topics regarding the markets and Covid-19. The remote students are eager to get back to campus soon, and when they do, they will already have a new set of skills using Bloomberg.”

**Bloomberg certification is a globally recognized credential, giving students a competitive edge when looking for post-graduate opportunities in banking and finance.** The Bloomberg Market Concepts (BMC) is a course that provides an interactive introduction to the financial markets. BMC consists of three sections — Core Concepts (includes four modules – Economic Indicators, Currencies, Fixed Income, Equities), Getting Started on the Terminal and Portfolio Management.



### Congratulations to these students who completed certification in 2020

Ariana Clark	Kaylin Tang
Morgan Douglas	Jacob Dukman
Maxwell Hammond	Shawn Stelling
Chukuwuebuka Oradubanya	Harley O'Brochta
Nolan Thompson	Logan Chisholm
Nazareth Greer	Conner Mastalerz
Marcus Wolf	Noah Tart
Matthew DelRosso	Ryan Hiltz

## New for 2021—The Econ Games!

**Allegheny College joined 18 colleges and universities participating in the 2021 Econ Games on March 12, 2021.** The Econ Games are an experiential learning experience frequently referred to as “an internship in a day” for participating students. This year, the competition was held virtually the first week in March, with additional networking and development opportunities throughout February. Dr. Kathryn Bender, Assistant Professor of Economics and Faculty Advisor, led the way recruiting students from all majors to participate in this data analytics and research event designed to help students solve real-world problems.



**Students were challenged by a corporate sponsor to help them solve a business problem. This year's data collaborator was the Federal Reserve Bank of Cleveland and the theme was “Public Policy.”** The event sponsors included StataCorp, Northern Kentucky University Center for Economic Education, and the University of Kentucky Institute for the Study of Free Enterprise. At the end of the final day, the students presented their results. Students also heard presentations from industry leaders about how they use economics and data analysis at their firm. The event included opportunities for students to build lasting personal and professional connections with peers and businesses in the region.

### Allegheny College Teams

<i>Quigleys</i>	<i>StataGators</i>	<i>Investigators</i>
Sarah Schmidt George Ackerman Megan Dennis Clarissa Miller Wonjoon Cho	Morgan Douglas Kyrie Doniz Kaleel Van Voorhees	Adriana Solis Zachary Ioli Kevin Lee Noah Tart Maya Ginter-Frankovitch

**Dr. Bender commented, “I think the important lesson from this experience is that students learned what professional economists do in the real world.** They had to not only analyze a complex data set, but they needed to draw conclusions from the data, then link the conclusions to policy implications. This effort required students to draw from all of the classes they have taken while at Allegheny to compete.”

## The Wealth Management Club Provides a Clear Understanding of Personalized Finance

During the 2020-2021 academic year, the Allegheny College Wealth Management Club was focused on gaining new members. Due to the COVID-19 pandemic and travel restrictions in place, the club was unable to participate in many events, and instead turned to planning for the 2021-2022 academic year. Current President Rachel Tobler '21 and Vice President Alex Abadi '21 worked on spreading the news about the club, whose purpose is to provide a simple and clearer understanding of personalized finance and the instruments that it uses.



WEALTH  
MANAGEMENT CLUB

**This involves attending CFA Society events, workshops on personal finance, and any other events members want to see involving investment and personal budgeting.** At the end of the spring semester, the officers have been working with incoming President Morgan Libell '22 and Vice President Kevin Lee '23 to further increase membership and restart regular club meetings and events in the fall. Promotional campaigns, expansion of the board, and event planning have been the focus this year to get the Wealth Management Club running and successful in the fall of 2021.

*The Wealth Management Club is designed to give students a collaborative environment in which they can openly discuss and learn about topics relating to personal finance. The club will invite guest speakers, use simulations, and perform individual research in order to educate members about personal finance topics and learn how to get a head start on managing their own money. Dr. Michael Michaelides, Assistant Professor of Business & Economics is the Faculty Advisor.*

-----

## Allegheny College and Duquesne University Palumbo-Donahue School of Business Join Forces

**A new articulation agreement will enhance the admission of Allegheny College students into any of five master's degree programs at the Palumbo-Donahue School of Business at Duquesne University in Pittsburgh:**

- Professional Master of Business Administration (PMBA)
- MBA Sustainable Business Practices (MBA-SBP)
- Master of Science in Supply Chain Management (MS-SCM)
- Master of Science in Management (MSM)
- Master of Science in Analytics and Information Management (MS-AIM)



Palumbo-Donahue  
School of Business

**The partnership agreement guarantees “preferred conditional admission” to eligible Allegheny College students** with a 3.0 GPA and a GMAT/GRE waiver with a 3.25 GPA. Students whose GMAT/GRE test scores are 500/305, respectively, also earn preferred conditional admission. Students who complete courses identified in the agreement as part of their undergraduate degree should be able to complete the graduate degree in as few as three semesters at Duquesne. [Learn more here](#)



## Marketing Mondays

### New product commercialization into various markets through omni-channel strategies and execution with Kimberly Scochin '10

**Kimberly is the Channel Marketing Manager with GAF. She is a creative, data-driven marketer who has spent the past 10 years in the manufacturing industry focusing on product commercialization, branding, and channel marketing.** She has extensive experience leading new product commercialization into various markets through omni-channel strategies and execution.

As Channel Marketing Manager, Kimberly is focused on curating relationships through the development and execution of channel alignment strategies for both commercial and residential products and services from GAF to the various wholesale and dealer partners across North America.

She shared her career path from Allegheny, giving students a window into the life of a busy, high profile marketing professional.



*Kimberly Scochin '10*

---

### Storytelling in Marketing

**Dr. Payal Trivedi, Assistant Professor of Marketing at the Jagdish Sheth School of Management (JAGSOM), in Bengaluru, India shared her research and experience utilizing storytelling in B-2-C marketing.**

At JAGSOM, she teaches Marketing Management and Consumer Behavior. Her research interests include consumer behavior and digital marketing. She has published and presented her research at various national and international symposiums. She presented a case study on her work for the luxury hotel market in India where her team crafted the messaging and video vignettes for a variety of properties that enables prospective customers to visualize the customer experience.

Dr. Trivedi completed her bachelor's and master's degrees in the field of management from the state university system of India. Her doctoral studies focused on the field of consumer behavior from MICA, Ahmedabad, India. She is a visiting scholar at the State University of New York (SUNY) Buffalo. Previously, she worked as an Assistant Professor (Marketing) at the Pune Institute of Business Management (Pune) and as an Academic Associate (Marketing) at the Indian Institute of Management, Ahmedabad (IIM-A). In addition to her academic experience, she served as an inbound sales executive with Jindal RHM Interactive Private Ltd., Ahmedabad.



*Professor Payal Trivedi*

*Dr. Gaia Rancati, Prof. of Marketing is the organizer for Marketing Mondays*

## The CBE Fellows provide peer-to-peer mentoring opportunities with the 5th Annual Excel Workshop and the introduction of office hours



CBE FELLOWS

**Employers today expect students to be proficient in Excel from day one on their job or internship.** The Fellows organize this annual workshop to share tips and tricks for using Excel, while providing peer-to-peer advising based on their internship experiences. This year, **returning Fellow Samantha Bretz '18**, Commercial Operations Analyst at Boston Scientific, demonstrated the uses and applications of Excel in her current position along with her thoughts and advice to better understand how to be successful in your first job after graduation.

**New for 2021, the Fellows organized office hours** to support students who may have an interest in business and economics, but have more questions to ask from the student perspective before declaring a major, and how to be successful once they join the department.

**We offer our gratitude and best wishes to Rachel Tobler and Alex Abadi**, who graduated in May, and welcome **Morgan Douglas '23 and Megan Denis '23** as incoming Fellows. **Special thanks to Maya Ginter-Frankovitch '22, Kaylin Tang '22, Noah Tart '22, and Arigun Bayeraa '22** for all of their hard work in this, a most unusual year, and look forward to great work in the next academic year.



*Samantha Bretz*

## Students Explore International Business Opportunities with the German American Chamber of Commerce

**With the generous support of the Max Kade Foundation, Julia Ludewig, Professor of German in the department of World Language & Cultures, partnered with the CBE to present a virtual tour of the Pittsburgh Chapter of the German American Chamber of Commerce featuring chapter President Rachel Mauer.**

The German American Chamber of Commerce, Pittsburgh Chapter (GACC PIT) was founded in 2015 to promote and support bilateral trade between Germany and the U.S. It is a private, non-profit organization and serves as the official representative of German trade in Western Pennsylvania. The Pittsburgh Chapter is part of an international network composed of 140 German foreign chambers of commerce and government offices in 92 countries.



*Rachel Mauer*

Rachel Mauer is the Co-founder and President of the Pittsburgh Chapter of the German American Chamber of Commerce (AHK Pittsburgh Chapter) with the mission to foster trade with Germany and to grow the regional economy. The German American Chamber of Commerce provides educational and network opportunities, hosts international delegations, and formal events. Rachel and her team also launched the German Dual Apprenticeship program. The registered apprenticeship programs are industry-led programs, including Mechatronics, Mechanic in Polymer Technology (plastics), Sales Engineering (technical sales), and (upcoming) CAD Programming.

## The Omicron Delta Epsilon International Honor Society for Economics inducts new members for 2021

The Omicron Delta Epsilon International Honor Society for Economics, Alpha Psi Chapter, met both virtually and on campus to induct new members, celebrate scholarship in economics and honor outgoing faculty advisor, Professor John Golden on March 30, 2021.

The incoming advisor, **Professor Michael Michaelides** hosted the ceremony with welcoming remarks by **Rachel Tobler '21**, Center for Business & Economics Fellow.

“One of the most interesting aspects of economics is the wide diversity in the interests and backgrounds of its members,” said Golden. “Many come to the field with a desire for a career in policy that can improve the way people live and work. The problems they tackle are many,” he added. “Our ODE chapter will be in excellent hands with Dr. Michaelides as faculty advisor,” he continued, “I welcome you all to Omicron Delta Epsilon and wish you success now and always.”



*On campus students and faculty at the March induction ceremony*

---

### Congratulations to the new members for 2021

---

Angel (Alyssa) Astaria	Olivia Brophy	Ian Craycroft
Ryan Dayton	Matthew Del Rosso	Morgan Douglas
Brett Heckert	Emily Jones	David Kraus
Grace Lengauer	Christian Lussier	Harley O'Brochta
Jack Parker	Megan Powell	Joseph Silvester
Nicholas Taliani	Noah Tart	Molly Tarvin
Dakchyata Thapa	Thomas Uranga	Victoria Vradenburg

---



## Celebrating Academic Excellence – Honors Convocation 2021

*Each year, the Business & Economics faculty and staff meet to select the students who will be recognized at the annual Honors Convocation. Having worked all year with so many excellent students, it is a nearly impossible task.*

**It is our distinct pleasure as a department to congratulate our 2021 award winners for their hard work and commitment to the study of Business & Economics:**

- *The Prize of the Pennsylvania Institute of Certified Public Accountants* awarded for excellence in accounting studies: **Owen M. Harkins '21.**
- *The Economics Senior Project Prize*, a monetary gift for the best senior project assigned annually by the Department of Economics to encourage understanding and good scholarship: **Alex Abadi '21.**
- *The Graduate Student's Prize in Economics*, an annual prize to a senior whose achievement has been outstanding and whose promise as a graduate student is substantial: **Kirsten D. Lashbrook '21.**
- *The Outstanding Achievement Prize in Economics*, awarded to a senior with an outstanding record in economics and for general contributions to the vitality of the department: **Alex Abadi '21 and Rachel Tobler '21.**
- *The John L. Porter Prize*, an award jointly assigned by the Department of Political Science and the Department of Economics to recognize a student who has written the best thesis on a topic of political economy: **Victoria Vradenburg '21.**
- *The Outstanding Junior Major Prize*, awarded for exceptional academic achievement, performance in the seminar, and contribution to the general life of the department: **Maya Ginter-Frankovitch '22**

At the Bruce R. Thompson Center for Business and Economics, students may choose to pursue a major in economics or business with each course of study applying the rigor of a strong background in economic theory with the added benefit of interdisciplinary course work that allows students to create a concentration that matches their personal interests. Like many related disciplines in a liberal arts curriculum, Business and Economics emphasizes oral, written, and quantitative methods in courses and seminars.



## Allegheny College Student's Dry Lake Farm Pitch Wins Zingale Big Idea Competition

**Allegheny College student Brandon Bolling won the \$10,000 first-place prize at the 14th annual Zingale Big Idea Competition, held virtually by the College's Bruce R. Thompson Center For Business & Economics on Saturday, May 8.**

In this year's competition, which emulates the experiences seen on the popular ABC broadcast "Shark Tank," Bolling pitched a concept for Dry Lake Farm, an environmentally friendly chicken producer. However, unlike "Shark Tank," the Zingale Big Idea Competition judges do more than evaluate the competitors' business models; they offer constructive feedback, coach, and encourage students.

**"I believe that the societal and environmental impact of 2021 winner Brandon Bolling and his Dry Lake Farm will be more life changing than any of the other ideas that we saw this year. Big ideas like that are the foundation of the competition," said Lance Zingale, a 1977 Allegheny graduate and longtime judge and sponsor of the competition.**

Bolling is graduating with a double major in integrative informatics and environmental science and sustainability; he is also minoring in energy and society.



Brandon Bolling '21

**Students from Allegheny College, Grove City College, and Westminster College participated in the competition. Other prize categories included the best Social Venture Idea, The Next Big Idea, and Honorable Mention.** Visit the [Zingale Big Idea Competition website](#) for more information on the competition and other honorees in this year's contest.

*The Zingale Big Idea Competition is supported by Lance and Karen Zingale and by Burton D. Morgan Foundation. Next year's competition is scheduled for May 29-30th.*

### CBE Fall Calendar

#### Theme: "Optimal Business Practices for a Diverse Global Economy"

- Sept. 13: Marketing Monday with Paul Furiga, President and Chief Storyteller, WordWrite Communications
- Sept. 21: Paola Corna Pellegrini, CEO, Allianz Partners
- Sept. 30: Brian Rosenburg, FDIC
- Oct. 4: Marketing Monday w/Prof. Jorge Barraza, University of Southern California
- Oct. 13, 14: Executive in Residence: Afua Osei, entrepreneur, investor and co-founder of *She Leads Africa*
- Oct. 14: Robert Marchman, Senior Policy Advisor on Diversity and Inclusion, US Securities and Exchange Commission
- Oct. 18: Virtual Board of Visitors Meeting
- Dec. 2: A Roadmap for Careers in Business & Economics, Chris Allison and the CBE Fellows
- Dec. 4: CBE Financial Literacy Challenge