

ALLEGHENY COLLEGE

BRUCE R. THOMPSON
CENTER FOR BUSINESS & ECONOMICS

BUSINESS & ECONOMICS REVIEW

The Bruce R. Thompson Center for Business and Economics (CBE) prepares Allegheny College students to succeed in a diverse, global economy.

DYNAMIC NEW PROGRAM OFFERS STUDENTS A CLEAR PATH TO ONE OF THE WORLD'S FASTEST GROWING PROFESSIONS - HEALTHCARE MANAGEMENT



Allegheny College has unveiled two exciting new degree programs beginning this fall: a Bachelor of Science and an accelerated Master of Science in Healthcare Management.

The BS follows a traditional 4-year undergraduate curriculum, while the Master's program offers students the opportunity to earn both BS and MS degrees in 4 or 5 years. Both pathways benefit from Allegheny's rigorous coursework and unique interdisciplinary and applied approach to learning.

Healthcare Management involves the study of the healthcare industry, including service providers, health economics and financing, insurers, manufacturers, non-profit organizations, and government entities at all levels. It emphasizes an understanding of the complexities of the US healthcare system in the 21st century, including the organization and delivery of preventive health and healthcare services. It also develops the interpersonal, leadership, and management skills needed by healthcare administrators to efficiently and effectively meet health and institutional goals.

Steven Farrelly-Jackson, Ph.D., HCM Program Director commented, "These programs develop students' broader understanding of the pressing challenges posed by soaring costs of US healthcare, inequities of access, and worsening health outcomes – especially for the marginalized and vulnerable. The aim is to train a new generation of healthcare managers who, whatever their role in the healthcare industry, will contribute meaningfully to improved effectiveness, sustainability, and social justice."

Allegheny's Healthcare Management programs draw on the college's proven strengths in its Business and Economics department and landmark Global Health Studies program, as well as decades of success preparing students for healthcare professions. Both BS and MS programs emphasize thorough grounding in economics and business management skills, while also including coursework in medicine, public health, the US health system, the social determinants of health, data analytics, human resources, finance, ethics, and sustainability to ensure that graduates are immediately ready to succeed in whatever area of healthcare management they choose to pursue.

We welcome your feedback or questions. Please contact Professor Tomas Nonnenmacher, Chair of the Business and Economics department at tnonnenm@allegheny.edu.

Naveed Ismael '12 VP of Customer Management, Healthcare Analytics at Craneware offered this observation: "My experience at Allegheny College was transformational for me in developing my strengths in communication and contextualizing challenges, learning to apply myself to solving problems, and thinking strategically, all of which I consider to be core tenets of the liberal arts education I received. Everything I learned I found to be immediately transferable to my career in healthcare management.

I am particularly excited for the next generation of Allegheny students to experience the new Healthcare Management program because of how it will bring together critical industry insights, interdisciplinary studies focused around the mission of healthcare, and practical business concepts and theory to prepare graduates to tackle the unique and growing challenges that the U.S. healthcare industry faces in the coming decades. Healthcare represents nearly 20% of the nation's GDP and, with an aging population, the industry demand will only grow for well-rounded individuals with the experience and skills this program will produce."



Board of Visitors member Naveed Ismael '12, VP Customer Management, Healthcare Analytics at Craneware



From left: Susie Delo, Jaime Kinder, Beth Ryan, Lisa Pepicelli Youngs '79, Susan Wycoff '74, Elisabeth Smith, and Zula Stenger '25

ABOUT THE WOMEN IN BUSINESS AND ECONOMICS

The mission of the Women in Business and Economics Club is to promote and support women in the fields of Business and Economics. By shedding light on the issues that women in these fields face, the club strives to provide valuable resources that promote academic success and engagement. We understand that meaningful change requires collective efficacy, collaboration, and empathy, which is why we invite everyone who is interested to join our organization. Together, we can promote an inclusive future for the fields of Business and Economics.

CONNECTING WITH THE WORKING WOMEN IN THE MEADVILLE COMMUNITY

CBE Fellow and President of the Women in Business and Economics (WIBE) Club, Zula Stenger '25, spearheaded an insightful and spirited event, "The Women Behind the Meadville Economy" in Quigley Hall with Susie Delo, Founder of You Matter LLC and You Matter Foundation, Susan Wycoff '74, Co-Owner of The Woolen Mill, Attorney Lisa Pepicelli Youngs '79, Elisabeth Smith, President, Acutec Precision Aerospace, Jaime Kinder, Mayor of Meadville, and Beth Ryan, CBE Program Coordinator.

We asked Zula, what inspired you to organize this event?

"Some of my most meaningful experiences at Allegheny have come from being connected with the Meadville community. Meadville has so much to offer across fields that I know business and economics majors find professionally engaging. I wanted to create an event that highlighted the diversity of Meadville's professional landscape and gave students, faculty, staff, and community members the opportunity to come together and engage in conversations that would hopefully spark collaborative efforts within the community.

I am incredibly grateful for the willingness of these women to come and talk with us. The event was a success, resulting in a professional conversation that led to a student, Katherine Pointer '25, having a summer internship with Acutec as a Human Resources Intern.

Looking ahead, I hope that the Department can continue organizing programming that fosters connections with the community. By facilitating more events like this one, we can bridge the gap between academia and practical experience, empowering students to gain professional experience while enriching our ties with the Meadville community."

In addition to panel participants, Sarah Chapp, owner of "Confections of a Cake Lover" provided her famous cookies, and Jennifer Hellwarth, Professor Emeritus of English and instructor at Meadville Yoga Spot led a mindfulness exercise at the end of the panel.



Community Gathering in Quigley Hall Auditorium



UNDERSTANDING THE NATIONAL ECONOMIC OUTLOOK WITH THE CLEVELAND FEDERAL RESERVE BANK

Russell Mills, Ph.D, Senior Principal and the Senior Regional Officer of the Federal Reserve Bank of Cleveland's Pittsburgh Branch visited Allegheny College to present the "National Economic Outlook," a discussion of current national economic indicators and financial issues from the perspective of the Federal Reserve Board of Governors.

The Tillotson Room was filled with students and faculty ready to learn more about how the Cleveland Fed creates their portion of the qualitative research included in the "Beige Book" - a Federal Reserve System publication about current economic conditions across the 12 Federal Reserve Districts. It characterizes regional economic conditions and prospects based on a variety of mostly qualitative information, gathered directly from each District's sources.

As the Pittsburgh Regional Officer representing the Cleveland Fed, Dr. Mills included the regional outlook, citing the positive signs in the economy as well as the demographic challenges facing western Pennsylvania. He wrapped up his presentation by informing students of all of the various career opportunities available for students in the Federal Reserve System.

"It was great to have the opportunity to provide an economic outlook talk, share career opportunities at the Federal Reserve Bank of Cleveland, and interact with students, faculty, and staff at Allegheny College and the Center for Business & Economics," says Mills. "The Center for Business & Economics faculty, fellows, and staff did a wonderful job of organizing the event while the students posed very thought-provoking questions following the outlook talk."

The Distinguished Lecture in Economics is supported by the Earl W. Adams, Jr. Endowment, established by Allegheny College Trustee William H. Brown, Jr., Allegheny Class of 1980, in honor of Professor Earl William Adams, Jr. - teacher, mentor and friend.

VITA VOLUNTEERS MAKE A REAL DIFFERENCE IN THE MEADVILLE COMMUNITY

Seven students stepped up to the challenge of becoming Volunteer Income Tax Assistance (VITA) volunteers under the guidance of Jill Waugh. Each student was required to learn the basics of preparing tax returns for low-income, elderly, and special needs taxpayers, earn multiple tax certifications from the IRS, and prepare returns weekly at the Meadville Public Library beginning in early February until the April 15th deadline.



Lucia Jueguen and Ana Bonilla ready to work at their tax preparation station at the Meadville Public Library

In addition to Prof. Waugh, the VITA team included Ana Bonilla '24, Lucia Jueguen '24, Joel Zahracka '24, Quila Gustave '24, Maricarmen Cervantes '24, and Preston Turk '24. Gabby Miller '20, Community Librarian at the Meadville Public Library, served as host site coordinator and administrator for this year's program.

"The students involved with VITA in the 2024 Spring semester were instrumental in running a streamlined site that served Meadville and surrounding communities by preparing their federal, state, and local returns in a professional and timely manner. For 2025, we look forward to recruiting a larger volunteer pool including community volunteers and students both inside and outside the Department of Business and Economics as tax knowledge is valuable for all individuals to possess," said visiting Assistant Professor of Business and Economics, Jill Waugh

Lucia Jueguen '24 added, "Participating in the VITA program was very enriching, as it broadened my perspective and gave me valuable skills."

"The Meadville Public Library Volunteer Income Tax Assistance (VITA) site has been active since 2010. During the past decade, the volunteers have impacted thousands of lives in the community through the free tax return preparation of federal and state tax returns. In addition to providing this valuable no cost service to its community, the library provides the students of Allegheny College with both educational and community service opportunities.

The Volunteer Income Tax Assistance (VITA) program relies on partners such as Meadville Public Library VITA to not only prepare tax returns, but to also disseminate valuable outreach material to the public. Without outstanding partners like Meadville Public Library, the Volunteer Income Tax Assistance Program would not be as successful as it is today."

Valerie D Gillcrese

Senior Stakeholder Relationship Tax Consultant
IRS Stakeholder Partnerships, Education & Communication



Rutendo Mavunga '24

"Overall, after witnessing the dedication and hard work that went into organizing the event, I can confidently say that it was a resounding success. The BOV symposium offers invaluable opportunities for students to engage with industry leaders, explore new ideas, and expand their professional networks. I wholeheartedly recommend it to other students seeking to broaden their horizons and make meaningful contributions to their communities."

BOARD OF VISITORS PREP STUDENTS FOR LIFE AFTER GRADUATION

The Board of Visitors met on campus in March for a busy day of career-themed panels and a networking lunch. The Board of Visitors is composed of distinguished alumni and business leaders who convene regularly to engage with students in a variety of activities to answer questions and offer "real world" perspectives on trending topics in business and economics.

The popular "speed dating" networking lunch attracted 50 students, giving them the opportunity to meet with each Board member. Additional time was scheduled for students to linger and spend more time with these distinguished alumni.

Alumni in attendance included –

- Stacy Corbin '89, Managing Director, KeyBanc Capital Markets
- Elizabeth White '83, President, White Biotech Solutions
- Anne Gearan '85, Partner, FGS Global
- Naveed Ismail '12, VP Customer Management Healthcare Analytics at Craneware
- Keith White '83, VP Risk Management, TD Bank
- Evelyn Pendleton '87, VP, CFO, Commercial, Specialty & Markets at Aetna
- Angelica Runova '06, VP, Sr. Strategy & Planning Manager, PNC
- Diane Sutter '72, President/CEO, ShootingStar Broadcasting
- Eileen Webb '06, Manager, Exempt Organization Tax Services, EY
- Devone McLeod '13, VP and Financial Advisor, Wealth Enhancement Group
- Trisha Lawless '92, VP - Transformation Management, PNC Bank

The Board of Visitors annual event is supported by the Earl W. Adams, Jr. Endowment, established by Allegheny College Trustee William H. Brown, Jr., Allegheny Class of 1980, in honor of Professor Earl William Adams, Jr. – teacher, mentor and friend.



ALLEGHENY STUDENTS EARN TOP AWARDS AT THE SIGMA XI INTERCOLLEGIATE STUDENT CONFERENCE



Three Allegheny students participated in the Humanities and Social Science session at the spring Sigma Xi student conference at Penn State University, the Behrend College. Each student presented their senior project research, and their preparation and professionalism stood out to the Penn State faculty evaluators, resulting in top awards for all three!

First Place: Bindiya (Bindy) Batsaikhan '24, "Empowering the Backbone: Elevating Developing Nations as Indispensable Fashion Partners and Reshaping the Global Fashion Paradigm." Faculty mentor - Steve Onyeiwu

Second Place: Bintou Fofana '24, "Things Just Got Spicy" - Podcasting, Political Engagement, and Gen Z." Faculty Mentor - Ishita Sinha Roy

Honorable Mention: Jah' Farri Brown '24, "Hero for Black Hope Through Afrofuturism." Faculty Mentor - Ishita Sinha Roy

From left: Bindiya (Bindy) Batsaikhan, Jah' Farri Brown, Bintou Fofana

BUSINESS AND ECONOMICS UNDERGRADUATE RESEARCH, SCHOLARSHIP & CREATIVE ACTIVITIES ON DISPLAY DURING THE ACROSS 2024 SUMMER RESEARCH PROGRAM

Three Business and Economics faculty members, Steve Onyeiwu, Chris Finaret and Aisha Yusef mentored three student teams working on research projects in African economic development and AI in Manufacturing, along with a creative project to increase student engagement through gamification of coursework.



Zachary Wyse '25 describes his ongoing research project entitled, "Busting the Youth Bulge in Africa: Does Demography Foster or Impede African Development" prepared under the mentorship of Professor Steve Onyeiwu.



Gabriel Xavier Saccoccio '27 and Shayan Colabawalla '27 introduced their project, "AI and the Manufacturing Sector: Comparative Analysis of US vs EU" under the guidance of Professor Aisha Yusuf.



Batbayasgalan Bat-Amgalan '25 and Aldrich Simon '27 are collaborating with Professor Chris Finaret to design and build course enhancements through Sidequest to gamify otherwise difficult academic material, and make it accessible to all students.

ROBOTICS ON DISPLAY DURING THE ZINGALE BIG IDEA COMPETITION AWARDS CEREMONY



This year, 38 students across 21 teams from six colleges and universities — Allegheny, Carnegie Mellon, Duquesne, Grove City, Geneva, and Westminster — entered into the annual event to compete for \$32,000 in prize money - but only 7 teams took home an award at the finals held at Allegheny College's new Allegheny Lab for Innovation and Creativity (ALIC @ Bessemer) in downtown Meadville.

"It is amazing how Allegheny and other schools in Western PA are increasing their focus on developing skills that businesses are searching for today. This year's Competition showed how students are already applying them at the beginning of their careers!" commented Lance Zingale '77, sponsor of the annual competition.

Byron Rich, Assistant Dean for Academic Innovation, programmed the robot housed at the Bessemer lab to hand out trophies to our 2024 winners.

The Zingale Big Idea Competition focuses on seed-level new business ideas. This contest emulates the experiences seen on the ABC show "Shark Tank," but with a heart. Unlike "Shark Tank," the Zingale Big Idea distinguished panel of judges do more than evaluate business models — they offer constructive feedback, coaching, and encouragement.

Our special thanks to Karen and Lance Zingale '77 for their generous support of this program.





Center for Business and Economics (CBE) Fellow Reece Smith, a Zingale Big Idea participant in 2022 and 2023, and a judge in 2024 commented on the benefits of student participation, "One of the biggest benefits of this program is learning how to create a business plan and conduct entrepreneurial research. Those skills are integral if you ever want to start your own business, even if it's just a small side hustle. You also learn a lot of soft skills, such as presenting. This was the longest, most in-depth presentation I ever gave, so it pushed me out of my comfort zone, which is where all learning and skill building happens." Reece Smith '24



First Place (\$10,000) – Athletes After – Justin DeMild & Max Muncy – Grove City College

App and consulting service to help high school football players develop a personal brand in order to be recruited by college teams

Second Place (\$8,000) – bi.ai – Oleksandra "Sasha" Safran '25– Allegheny College

AI-driven app that designs logos and corporate branding

Third Place (\$6,000) – Itellikey – Nick Tysiachney '25– Allegheny College

Encrypted door lock

Honorable Mention (\$3,000) – Natalie Franke Designs – Natalie Franke - Westminster College

Sports-focused graphic design consultancy

Honorable Mention (\$3,000) – Bean There Drank That – Rebekah Schwenk & Megan Veon– Geneva College

Coffee shop/safe space to address mental health concerns among college students

Gator Spirit Big Idea (\$1,000) – Gator Gather - Rutendo Mavunga '24 & Manasvi Bantawa '24– Allegheny College

Student-friendly activity app

Gator Spirit Big Idea (\$1,000) – Gator's Den – Andrew Strobel '24 – Allegheny College

Student-friendly activity app



CELEBRATING ACADEMIC EXCELLENCE BEYOND EXPECTATIONS

Every year is special, but our 2024 graduates are distinctive in that they began their academic career at Allegheny during the pandemic and, not only did they persist, they surpassed all expectations to become this year's prize winners for academic excellence.

The Outstanding Junior in Business Prize - Zula Stenger '25 and Aleksandra (Sasha) Shafran '25.

The Outstanding Junior in Economics Prize - Zachary Wyse '25

The Business Senior Project Prize - Jacob Boord '24

The Economics Senior Project Prize Winner - Maricarmen Cervantes '24

The Business and Economics Graduate Student Prize - Andreas Vukas '24

The Outstanding Achievement in Business Prize - Jacob Boord '24

The Outstanding Achievement Prize in Economics - Reece Smith '24

The John L. Porter Prize for the best thesis on a topic of Political Economy - Lucia Jueguen '24

A convocation is a large formal assembly, from the Latin convocare, "to call together." The Honors Convocation refers to the formal ceremony held annually when faculty and staff "come together" to recognize and celebrate the academic achievement of our undergraduate students.

CENTER FOR BUSINESS & ECONOMICS FALL SEMESTER 2024 CALENDAR

AUGUST

27

First day of class

SEPTEMBER

5

The Roadmap to Navigating Careers in Business and Economics, Entrepreneur in Residence, Chris Allison '83

10

Adulting 101, "Managing Your Finances Is Very Manageable"

17

Constitution Day Celebration in Quigley Hall

18

Book Launch, "Food Economics: Agriculture, Nutrition and Health," Professor William Masters, Tufts University and Professor Amelia Finaret, Allegheny College

19-20

Board of Visitors Meeting & Student Event, Gator2Gator Live: Blue & Gold Career Fair with **CCPD

24

Adulting 101, "Your Income"

OCTOBER

1

"Rising Through the Ranks," a conversation with Diane Sutter '72, President and CEO, ShootingStar Broadcasting Inc.

8

Adulting 101, "Managing Your Living Expenses"

10-13

Fall Break

17

Bruce R. Thompson, Vice Chair, Head of Enterprise Credit, Bank of America

22

Adulting 101, "Getting Started Investing"

NOVEMBER

7

Gator Day "Get Out the Vote" Joint Event with the CBE & *CPP Fellows

12

Adulting 101, "Bringing It All Together"

27-29

Thanksgiving Break

DECEMBER

7

Zingale Financial Literacy Challenge

*CPP - Center for Political Participation

**CCPD - Center for Career and Professional Development

Our calendar is constantly changing, for all of our department updates, follow us on LinkedIn at our Business and Economics Showcase page.



Thank you for reading our latest news. Please let us know how we're doing, we love hearing from you.

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