

THE BUSINESS COUNCIL BUZZ....

The Official Newsletter of the Leon Hess Business
School's (LHBS) Business Council

Spring 2024, Issue #10



Business Council Meeting Features Three New Initiatives



Message from the Chair

The Business Council's quarterly meeting on February 23 focused on the importance of experiential learning with several programs supported by Council funding, member mentoring and affiliated corporate participation.

Students today need work experience prior to entering the job market. It has become evident that a degree is not enough. This is underscored by the NACE Job Outlook, which cites that 91% of employers prefer entry-level candidates to have work experience. In the past, this experience came in the form of internships only, but we're now offering our students a variety of opportunities that help them gain experience in applying their knowledge, as well as developing their collaboration and communication skills.

The Business Council also provides opportunities for part-time work, work study, field trips, project-based learning, research and extracurricular activities. Two new pilot programs were highlighted during the February 23 meeting.

Business Council member Michael Troy hosted Professor Mikhail Sher to experience a "Professors-in-Residence" day at Troy Container Lines where he was able to apply what he learned in the classroom in a real-world environment. Professor Sher, Michael Troy and LHBS junior, Kyle Bleiweis shared their personal testimonies of the new program's benefits.

Also, Julia Angeliadis, Career Development Outreach Coordinator, was there to share about the newly launched micro-internship program offered through Career Services. This links companies who have project-based initiatives with students seeking short-term experiences to produce tangible work product for pay.

Together, these new programs are providing students with new and innovative opportunities that will enable them to thrive and land the job they want and succeed!

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Max Cohen

**Guest Speaker: Dr. Richard Veit, Interim Provost &
Senior Vice President for Academic Affairs**



About Dr. Richard Veit

Dr. Veit, a Professor of Anthropology and former Associate Dean in the School of Humanities & Social Sciences, became the Interim Provost last fall.

The key responsibilities of the Provost position include: academic planning, policies and practices. It also involves providing guidance to the deans of each school within the university and making resource allocation decisions related to funding.

Veit received a Bachelor of Arts degree from Drew University, a master's degree in Historical Archaeology from the College of William and Mary, and a PhD in Anthropology from the University of Pennsylvania.

An accomplished educator with more than 25 years at Monmouth University, has authored/co-authored five books and numerous articles. His research has been featured on NPR, *Archaeology Magazine* and TEDx Navesink.

Dr. Veit serves on the New Jersey Historical Commission, the boards of the Council for Northeast Historical Archaeology, Crossroads of the American Revolution and the Archeological Society of New Jersey. He is also the President of the Middle Atlantic Archeological Conference.

While at our meeting, Dr. Veit opened his remarks by offering gratitude to Business Council members for the generosity of their time, talents, and resources.

He also underscored the importance of complimenting knowledge learned in the classroom with experiential learning opportunities provided through executive mentoring, internships and student led projects.

In addition, Dr. Veit spoke to some of the challenges and opportunities facing the university including declining enrollment, changing demographics, and the need to continually evolve and adjust to remain relevant. He conveyed optimism and excitement around the university's strategic plans and future.

Important Dates:

April 17, 2024

Hawk Tank

Bey Hall Auditorium

May 3, 2024

Business Council Meeting

May 7, 2024

*Beta Gamma Sigma Induction Ceremony &
Dinner*

Hollywood Golf Club

May 30, 2024

*Kislak Real Estate Institute Annual
Leadership Excellence Award Dinner
The Great Hall*

June 3, 2024

MU Golf Outing

Metedeconk National Golf Club

June 6, 2024

***Business Council Spring Social
Deal Country Club***

Check out the Business Council's Social Media

Our Business Council web pages have been updated with our most recent member directory, upcoming meeting and event dates, digital newsletters, photos and more. You can also follow the Business Council group on LinkedIn, Instagram, Facebook and Twitter. Thanks to Ken Young, who chairs the Communications Committee, and support from Nicole Puccio, Pooja Shah and Andrew Young for this amazing modernization of our digital presence.

Professors-in-Residence



Kyle Bleiweis, LHBS junior; Dr. Mikhail Sher, Professor, Management and Leadership;
Michael Troy II, Chief Development Officer at Troy Container Line

The Professors-In-Residence as previously mentioned is a pilot program whereby members of the faculty spend a portion of a day shadowing an executive from the Business Council as they go about a normal working day in their respective industry. The goal of this initiative is multifaceted. We want the business professors to get a glimpse of how their lessons can be applied to real world applications. On the flip side, we want students to see what they are learning being used in private industry to better prepare the students for their careers. It is crucial for students to be able to connect classroom theory and practical applications.

The coordination of this initiative is the responsibility of the corporate relations officer and the department chairs to select faculty professors and match with members of the Business Council in their respective fields of expertise.

This past semester, the four business faculty members who participated in this new initiative were: Dr. Daniel Li, Accounting; Dr. Mikhail Sher, Management; Dr. Anna Sadovnikova, Marketing; and Dr. Jonathan Daigle, Economics, Finance, & Real Estate. A big thank you to our Business Council Members, Thomas Cardinale, Michael Troy, Nicole Puccio and Erin Moran for taking time to make this initiative successful.

Because of this program, a great synergy evolved between Professor Mikhail Sher and Michael Troy. Dr. Sher has invited Michael Troy to participate in several of his classes to discuss supply chain operations in the real world. Michael Troy discussed the recent impact of the collapse of the Baltimore Harbor Bridge on the international supply chain.

Michael told the class how involved he was with his clients in Asia in moving the goods to their respective destinations. There was also an active Q&A session afterwards. Students were not only engaged in asking further questions about supply chain operations but also the opportunities at Troy Container Line for internships and full-time positions.

Dress for Success

Leon Hess Business School will be introducing a Dress for Success Student Closet, a new initiative aimed at addressing clothing insecurity amongst our students. This closet will provide appropriate business attire for students who are invited to an interview or a business function. This innovative program, a joint effort between the Corporate Relations Officer, Phi Beta Lambda (Future Business Leaders of America), Beta Gamma Sigma International Honor Society and other university departments, is set to launch this fall.



Kyle Bleiweis, Student Liaison; Cameron Aslanian, President of Phi Beta Lambda; Leila Carl, President of Beta Gamma Sigma Honor Society; and Richard Ricciardi, Corporate Relations Officer

The collaboration will involve organizing clothing drives, as well as supplying and manning the closet. There will also be outside stakeholders involved including the Leon Hess Business Council. The aim is to create dynamic and mutually beneficial partnerships that enrich the educational experiences of our students and their professional interaction with employers.

Continued collaboration will be needed to make this new initiative a success. Those in the student organizations will have designated hours to monitor and manage the closet. There will also be a marketing campaign promoting the Dress for Success Student Closet.

Business Council's Newest Inductees



Max Cohen and Gordon Forsyth

Richard Ricciardi, Chair of the Membership Committee, had the privilege of inducting two new outstanding members to the Business Council (shown above).

Gordon Forsyth, who is the Senior Practice Lead, Experience Strategy and Product Management for Defined Logic and a full Business Council member, earned a B.A. in English from the University of Delaware.

Max Cohen, a Business Development Representative for PerformLine and an Associate member of the Council, earned a B.S. in Business Administration from Monmouth University in 2019.

Both Gordon and Max are looking forward to becoming Executive Mentors in our Executive Mentoring Program. We continue to look for new associate and full members as we grow our superb team of qualified and experienced business professionals who are passionate about Monmouth University and helping our business students thrive! Please reach out to Richard Ricciardi to discuss any prospective candidates you would like to introduce.



Richard Ricciardi, Chair, Membership Committee; Max Cohen; Dr. Richard Veit, Interim Provost & Senior Vice President of Monmouth University; and Gordon Forsyth

Member Spotlight – Michael Troy



Michael, a native of Middletown, NJ, graduated from Monmouth University - Leon Hess Business School in 2010 with a bachelor's degree in management. While at Monmouth, Michael enjoyed studying abroad at Regent's College in London through the Experiential Education program at the university. Following graduation, he attended Executive Programs at Stanford Graduate School of Business and the Wharton School at the University of Pennsylvania.

Michael is the CEO at Troy Container Line and COTA Logistics, two logistics firms focusing on different sectors of the supply chain. He lives in Little Silver with his wife, Tori and three daughters, Logan (5), Elle (4), and Molly (2) along with their energetic Labrador, Otis. Michael travels quite a bit for work, all over the globe, so in his down time he enjoys being at home with his family, going to the beach, and being a part of his young children's emerging sports interests. On occasion, Michael enjoys a round of golf, running, and reading, mainly non-fiction. His most recent read was *The Comfort Crisis* by Michael Easter.

Three years ago, Michael joined the Business Council to connect more with the University that gave him so much. Being the CEO of a local company, he feels it's important to support the university as part of a strong and vibrant community. One of Michael's mentors, Paul Doherty, was involved with Monmouth University in many ways and encouraged him to get more involved, specifically with the Leon Hess Business School.



2024 Business Council Membership Campaign is Underway

Business Council Members,

All members play an integral role in supporting the Business Council's mission and strategic initiatives. We depend on the generous contributions of Business Council members to cover our annual operating expenses and support our key programs. Member invoices for 2024 have been sent via email. Payment options have been expanded this year to accept secure online credit card transactions. Scan the QR code below to access the online payment application. With your continued support and leadership, the Leon Hess Business School will further its development as a regional leader in business education.

Thank you for your generosity,

Pooja Shah, Business Council Treasurer

Scan the QR code to access the online credit card payment option.



Photo Gallery



Jeana Piscatelli, Trustee and Richard Ricciardi, Chair of the Membership Committee, enjoyed catching up.



John Terista, Kylensky Miracle, Lawrence Hunter, Dr. Alex Daudier, and Tanner Purdy discussed summer internships.



Student organizational leaders, Cameron Aslanian, Ivana Luna, Daniella Walano, Alana Aufiere and Leila Carl.



Olivia Montana, Jeanie Coomber and Erin Moran networking at the pre-meeting breakfast



Jade Falvo-Fernandes, Peter Samaras and Mariana Marques



Allen Rahanoff, Darian Ricciardi and Grace Black discuss future opportunities in the accounting field.