

THE BUSINESS COUNCIL BUZZ....

The Official Newsletter of the Business Council of the
Leon Hess Business School



The Business Council held a general meeting on Friday, April 1, 2022, at Deal Golf & Country Club; well over 50 guests attended the meeting consisting of council members, distinguished faculty and guests.

The meeting was facilitated by John DiNapoli, Chair, and John Paoella, Vice Chair, of the Business Council. Dr. Jonathan Daigle, the new Graduate Programs Director, was introduced to the assembly. This was followed by the premier of the first promotional video recently recorded to highlight Business Council members. Deb Clay, a prominent member of the Steering Committee, was the feature video which can be viewed using this link - <https://vimeo.com/668795974>.

Dr. Raj Devasagayam, Dean, Leon Hess Business School, updated the audience on the status of the school's new strategic plan. He outlined a vision for using business education as a force of good as well as preparing our students for a modern business world.

SPRING 2022 EDITION



OFFICERS:

John DiNapoli, MBA (Brigadier General
Ret) Chair

John Paoella Esq.
Vice Chair

Thomas Cardinale, CPA
Treasurer

MEMBERS:

Suzanne F. Barba, CPA
Jemal Beale

Glenn G. Bellomy
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Ryan Campbell
Brian Carolan

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Deb Clay

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William MacDonald
James Mazza
Gloria Nilson
Jeana Piscatelli

Richard L. Ricciardi
Joseph Rice
Lawrence Shapiro, Esq.
Andrew Young
Kenneth Young





The Dean stressed that the knowledge and expertise of the business council is vital to the future of our students and the Leon Hess Business School as a whole. Dean Raj then introduced Dr. Joseph F. Rocereto, Associate Professor, Marketing & International Business, who

addressed the group with a very engaging presentation on the effects of brand anthropomorphization. Simply put, “Humanizing Brands as a Strategic Branding Strategy.”



After Dr. Rocereto’s presentation, two outstanding gentlemen, Brian Carolan & Michael Troy, were inducted to the council by Richard Ricciardi, membership chair. Brian was Chief Financial Officer for Commvault Systems and Michael is Chief Development Officer for Troy Container Lines. They bring excellent industry diversification and skill sets to the council and will be a tremendous resource to the students.



With the ongoing war in Ukraine on everyone’s mind, it was very fortuitous that our keynote speaker was an expert on the subject. To speak on the realities of the conflict, Lieutenant Colonel Drew Eisenhofer, a graduate of the Air Force Academy gave a history of the Ukraine and how it led to the current crisis. His presentation was followed by a very active question & answer segment.

ASSOCIATE MEMBERS:

Alexander Daudier
Jenna Hersh
Christine Nadramia
Nicole Puccio
Bayaan Oluyadi
Joseph Tuzzio

IN MEMORIAM:
Raj Devasagayam, Ph.D. (2010)

STAFF:
Raj Devasagayam, Ph.D.
Dean

Dean Gilda Agacer, Ph.D.
Associate Dean

Janeth Merkle, MBA
Assistant Dean

Sharon Hartmann
Assistant to the Dean

UPCOMING EVENTS:

SUMMER SOCIAL
DEAL GOLF & COUNTRY CLUB
JUNE 30, 2022
6:00PM

'DAY AT THE RACES'
MONMOUTH PARK RACE TRACK
JULY 29, 2022
1:00PM - 5:00PM

2022-2023 BUSINESS COUNCIL MEETINGS

Friday, October 14, 2022

Friday, December 9, 2022

Friday, February 24, 2023

Friday, May 5, 2023

