

# Dickinson

---

## A MESSAGE FROM THE DEPARTMENT CHAIR, HELEN TAKACS

Dear INBMers,

The department welcomes 79 new alumni to our ranks! At this year's commencement, 79 INBM majors walked down the limestone steps of Old West. This is our second largest class; we had 83 majors in the class of 2009. Next year, we anticipate a senior class with 74 INBM majors.

Pierce Brosnan, our commencement speaker, noted that the world needs “people with courage to create.” Brosnan received an honorary doctorate in environmental advocacy. He called upon people in all walks of life, including business, to come together to protect the health of our planet. The INBM faculty hopes that we have instilled courage in our students. Through projects and assignment in many of our courses, we have also tried to strengthen our students' ability to be creative. This spring semester, for example, the INBM electives we offered included Prof. Jin's “Creativity, Innovation, and Knowledge Management” course and Prof. Ritchey's “Social Impact through Communication and Storytelling.”



The INBM department continues to offer both qualitative and quantitative courses in the belief that effective leaders need the capacity to use both analytical approaches. In the spring, our quantitative electives included Prof. Wang's “Big Data in Business” course, Prof. Middaugh's “Introduction to Cost Accounting” course, and Prof. Erfle's “Applied Empirical Data Analysis” course.

Brosnan joked that it's not loners such as James Bond who can save the world now but rather “people who are willing to work together.” As INBM alumni, you know that teamwork is a significant component in many of our courses. The ability to work productively in teams is, not surprisingly, one of the department's learning goals for our majors. This year and next,

and as part of Dickinson's ongoing assessment work, our department will be reviewing our efforts to teach team skills. Specifically, we are studying how the 200-level and 300-level INBM courses build upon and reinforce the strong foundation of knowledge about teamwork that is communicated in INBM 100: Fundamentals of Business. (If you have thoughts you wish to share with us regarding how your learning about teams as an INBM student has been useful after graduation, know that we welcome your input.)

My third, and final, reference to Brosnan's commencement speech was his acknowledgement that Dickinson was founded to "provide a revolutionary education designed for a revolutionary age." Today's challenges are no less momentous than they were in the late 18th century when our democracy was young. Dickinson is existentially rooted in delivering a revolutionary education. As such, President Margee Ensign has issued a Revolutionary Challenge that seeks out "your most audacious ideas, your most ambitious initiatives, your most daring visions for the future of Dickinson's useful liberal arts education." Read more about, or, better yet, submit your revolutionary idea here <https://www.dickinson.edu/revolutionary>.

There are some faculty shifts upcoming for the INBM department next year. My three-year term as chair of INBM ends on June 30, and I will be handing the baton off to Prof. Fratantuono. Professors Sarcone and Jin will be on sabbatical in the fall, and I will be on sabbatical all of next year. We are bringing on Prof. Missy Breckenridge for a one-year appointment. She is the retired dean of a business school and, as you might imagine, brings much knowledge and experience that will benefit our students.

May you have a fruitful and fun summer,  
*Helen Takacs*  
INBM Department Chair

### **INBM ALUMNI IN THE SPOTLIGHT!**

**MEET RACHEL ZEPERNICK—INBM '09  
ENGAGEMENT MANAGER, L.E.K. CONSULTING**



**1. Is the job you have today, the job you envisioned upon graduation?**

HA! In answer to the question, I guess in some ways my path to-date isn't shocking – I saw myself going to business school one day - but no, I didn't even know my current job existed upon graduation.

**2. If, yes, describe. If no, what changes did you or are you making?**

I think historically people chose and stuck with a career for life by the end of college. There is nothing wrong with that and that can lead to a successful and fulfilling career, but I think you can also change paths or companies more frequently and still build the skills you need to move forward with your career path. I originally chose a job that required a strong learning curve, sharp negotiating skills, and strong analytical skills. However, I realized in my next role that I was on a path I did not want to be on long-term, so I took the GMATs and went to business school to learn additional skillsets and ultimately switch jobs to something else.

**3. Tell us your story. What is your passion?**

I enjoy a lot of things! Personally, I love spending time with my incredible friends (many of which I met at Dickinson!), family, and husband, and I love traveling, playing soccer and board games, and enjoying all New York City has to offer (food, drinks, rooftops, parks, etc.).

At work, I'm driven by many things as well. I enjoy doing work that is intellectually stimulating and analytically challenging, improving my managerial style to best support my teams, and

mentoring others to succeed.

#### **4. Has this passion changed since graduation? In what way?**

I still like many of the same things I enjoyed at 22, but I like to think I've matured. We all have plenty of room to grow and change for the better as individuals, employees, friends, and significant others at any given time in our lives (and we should welcome that growth more often), but the transition to the "real world" from graduation is one of the largest shocks where your priorities shift the most. It's an important time, or at least was for me, in developing who you are and who you want to be.

#### **5. What piece of advice would you give to our students?**

Two pieces of advice for students: First, don't stress about finding the perfect life-long career immediately after school. Find a job that is interesting and challenging, where you will learn and build valuable skillsets, and/or where you're surrounded by smart people and there is upward mobility. Whatever aligns with your goals. If you ever feel you no longer have those sorts of opportunities or your goals have changed, that's okay! Recruit for a different job.

Second, practice your communication skills. Take a class that pushes you outside of your comfort zone or try public speaking. I cannot stress enough how important clear communication and comfort speaking with people at all levels within a company (or a client's company) is valued and frankly required as you get older and more senior in the workplace.

#### **6. If you could affect one change in the world, what would it be?**

If I could make one change in the world it would be offering access to a quality education for all. That's a lofty goal, but I think it's one of the most important things that builds us as individuals, and also builds us as countries on a macro level.

I try to support this effort where I can by giving my time (whether that was as a teaching assistant in college and in business school, a SAT prep tutor for many years after Dickinson, or now as a board member of a non-profit in the education sector), but if I had all the money and time in the world, that's where it would go.

**MEET COLE AHNELL—INBM '15  
FINANCIAL ANALYST, INTELSAT**



**1. Is the job you have today, the job you envisioned upon graduation?**

If I am being honest, this is not the exact path that I expected to have after graduating. I started looking for jobs a little later than I would have wanted; and because of that, I did not get a job until September after graduation. I worked at one company for almost a year and then returned to the company where I completed my internship credit, Intelsat.

**2. If, yes, describe. If no, what changes did you or are you making?**

While I am not currently in the job I envisioned I would be in when I was 22, I am very happy where I am. I have autonomy in my position, I have people that I like to work with and work for, I have opportunities to learn and grow every day, and I am continuing to evolve as a professional. One aspect in the professional world that cannot be understated to undergraduates who are looking at different opportunities for employment is the ability to grow and find who you are and what you want to be. I can almost guarantee that the job and

the company for which graduates will work initially will not be the same with which they retire. So, with that in mind, treat every job as a chance to learn new skills and how to interact with all types of people.

### **3. Tell us your story. What is your passion?**

One of my passions that I learned about myself when I was at Dickinson is helping others succeed. In my time at Dickinson I was both a tutor and a Teacher's Assistant. I have found that I am most fulfilled when I help others reach their goal or solve a problem. I have taken the skills I learned at Dickinson and have used them in my current role at Intelsat and in coaching High School football. In my current role, I help others with excel skills and improving models. It may seem like a mundane task, but when you are able to take a process that is very manual and time-consuming and you reduce the effort it takes to produce the same results by a fraction, you can really improve someone's job satisfaction and quality of life. With football, I can give back to the community from where I came and help high school students hopefully study and play football at the college level. I have been blessed with the opportunity to be able to coach because my job gives me that flexibility.

### **4. What piece of advice would you give to our students?**

Can I say two things? First, I would say that whatever "bubble" you are in, get out of it. Make yourself uncomfortable. Get to know people in different groups. In the working world and in life outside of college you are going to meet and work with all different types of people. In order to be successful as a communicator (which is critical) and as a manager, you must know what makes people tick and how to motivate them. More importantly, the more people you meet and get to know, the more well-rounded you will become. Learning new ideas and from different cultures are some of the most gratifying experiences I have ever had.

My second piece of advice would be to evaluate what you consider success and internalize it. You will have friends who do incredibly amazing things after school and you will have friends that search for themselves. You will have friends that start working right away and some friends that travel. Be happy for all of them, but never, ever compare yourself to them. Worry about your own goals and what you are doing to achieve them daily. There is a quote from Mary Schmich that stuck with me, "Don't waste time on jealousy. Sometimes you're ahead, sometimes you're behind. The race is long and, in the end, it's only with yourself."

### **5. If you could affect one change in the world, what would it be?**

Wow that is a tough, broad question! You ask if I could affect one change in the world what would it be? It would be to improve the communication of people across cultures, generations, countries, Dickinson CAMPUS! etc. Of course, there are many other changes that could be made, but in my everyday life I see that this is one of the biggest challenges we face, even with technology allowing us to connect with people halfway around the world. I

chose this change because it is something that we can all do to improve relationships, solve problems, and generally just understand one another better. Dickinson does a great job at facilitating thoughts from many perspectives through curriculum and study abroad programs. Once you get "beyond the limestone" do not let that fertilized knowledge go fallow.

### **INNOVATION COMPETITION AT DICKINSON (IC@D)**

2018-2019 marked the fifth year of the Innovation Competition at Dickinson (IC@D). The culminating event was held on Thursday May 2, 5:00 to 6:15 PM, ATS Auditorium. Professor Michael Fratantuono served as Co-Director of the IC@D for the fifth time. He received assistance from Maddy Braybrooke '19 (Sociology) and Joanne Adebayo '21 (International Business and Management).

The first-place team won a cash prize of \$4,000; the second-place team a prize of \$2,000; and the third-place team won a cash prize of \$1,000. Those prizes were made possible by Catherine '78 and Richard '75 White; Natascha '97 and Nick '98 Hunter; and The Kenneth C. Spengler Sustainability Education Fund.

This year's winning team named themselves the Electric Cycle Company: ECCO. Their innovation is a business that constructs, rents, and sells electric bicycles (e-bikes) to provide an affordable alternative to carbon-based transportation and support an equitable and inclusive Carlisle community. An e-bike is bicycle that is supplemented by a rechargeable battery.

The team did extensive market research and came to recognize two groups who might benefit. First, Dickinson students, who do not have cars and would like to have more mobility. Second, Low-income members of the Carlisle Community who do not have flexible and reliable transportation, and therefore are hampered when it comes to commuting to possible jobs and to navigating town for basics like food shopping.

Madie Ritter '19 (Environmental Studies); Mariam Kapanadze '19 (International Business and Management); Nikoloz Tsargarelli '21 (Physics); and Alexander Haver '20 (Environmental Sciences) were the team members. Mr. Nick Hunter '98, Director and Co-Founder Pureintegration, served as alumni mentor.

Team Health-Care Marketplace finished second. They proposed a navigable index of healthcare providers, procedures and prices to provide much needed transparency to a consumer. Sophie Kivlehan '21 (Biochemistry & Molecular Biology); Josh Lesser '20 (Middle Eastern Studies); Andrew Tartaro '21 (Physics); Ellis Tucci '20 (Economics); and Carter

Vaughn '21 (Quantitative Economics) were team members. Brad Hughes '90, Founder, Housefly Drones, and Director of Operations STS VIP Helicopter Flights, served as mentor.

Team Infinity finished third. They proposed an educational center in Hangzhou China that provides education in parenting skills to young adults and ways to develop healthy family relationships. Team members included Zhouxuan Li '19 (Quantitative Economics; International Studies); Min Xie '19 (East Asian Studies; Economics); and Moyie Tian '19 (Mathematics; Physics). Their mentor was Yvonne Buysman '94, National Director of Sales and Development, Apple, Inc.

The rules of the IC@D are simple. Teams of 3, 4, or 5 students, representing at least two divisions of the College (Sciences, Social Sciences, Humanities) may propose any innovation intended to provide some combination of Economic, Social, Sustainable, or Public Value.

The Competition consists of three rounds: The Idea Round; The Value Proposition Round; and the Viability and Scalability Round.

This year, eleven teams—the largest and most diverse set of contestants to date—participated in Round 1 and ten participated in Round 2. Each Round consisted of two different sets of questions.

For those two Rounds, the panel of four judges—Josh Levie '06, Founder and CEO, brunchdigital.com; Sara Love, Director Catamaran, Harrisburg-based Accelerator; Amy Mckiernan, Department of Philosophy, Dickinson College; and Michael Fratantuono, Department of International Business & Management; Department of International Studies—evaluated the team's written submissions.

(Scores earned by a team in Round 1 were worth 10% of a Team's final Competition Score; scores earned in Round 2 were worth 30%). At the conclusion of Round 2, the judges selected the three finalist teams. At that point, an alumni mentor was assigned to each team.

For Round 3, the teams each submitted written answers to four additional questions. (Scores awarded by the judges for those written submissions were worth 40% of a team's final Competition Score.) The team's final presentations to the live audience will make up 20% of each team's final score.





#### **INBM AWARDS FOUR STUDENTS FOR 2019 DEPARTMENTAL HONORS**

The International Business and Management awarded departmental honors to Jinglei Liu, Hang Khanh Nguyen, Minh Anh Nghiem Thi and Nang Mao Hseng Cett, recognizing both their outstanding academic achievement and demonstrated excellence in business analysis. Students who carried a 3.6 overall GPA, who were in the top 10% of the senior class majors by major GPA and earned at least an A- in the INBM senior seminar were invited to participate in departmental honors. Students analyzed a business case on Walmart which examined the company's future challenges in eCommerce, global expansion, and social responsibility. Students who pursue honors must develop a fifteen-minute presentation offering their recommendations supported by strong analysis using frameworks obtained in the senior seminar on strategy. Presentations are given to the INBM faculty (in this case serving as Walmart's board of directors) in which students must defend their rationale for the recommendations they proposed.



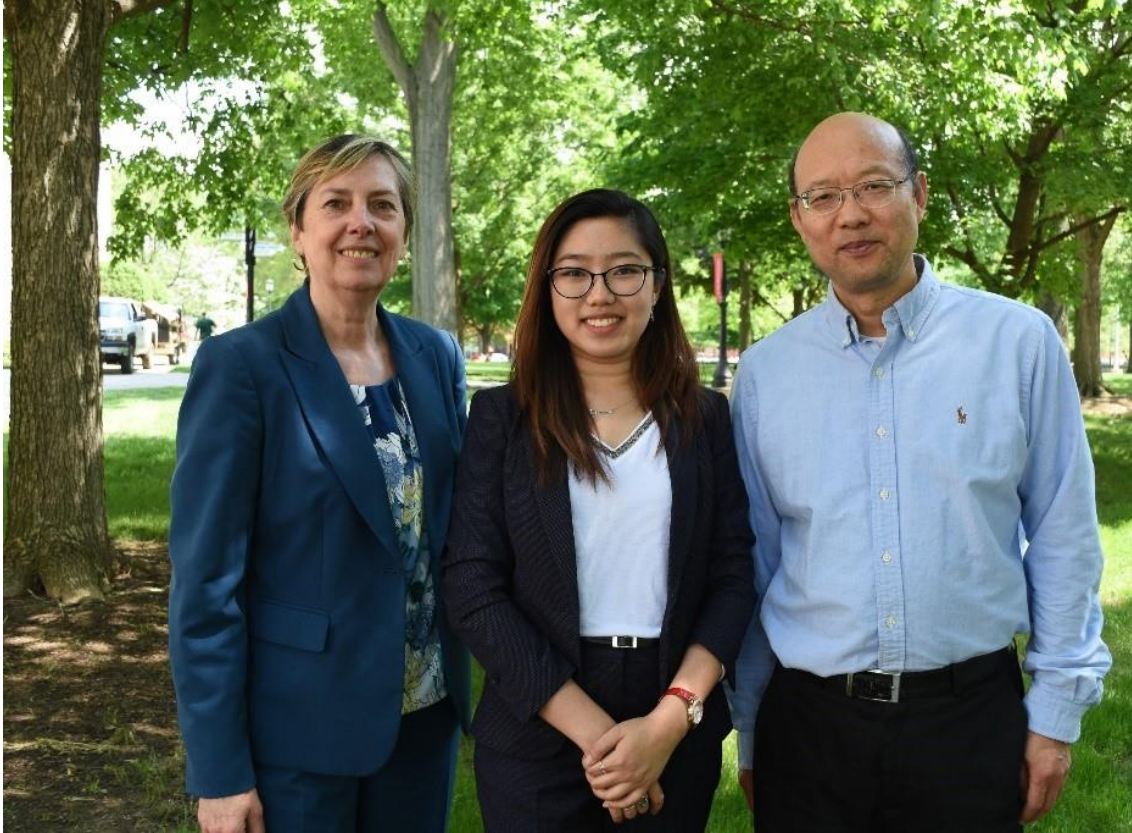
(Left to Right) Prof. Helen Takacs, Department Chair, Jinglei Liu ('19). Professor Joy Middaugh, Academic Advisor, Not Pictured



(Left to Right) Professor Helen Takacs, Department Chair, Hang Khanh Nguyen ('19),  
Professor Michael Fratantuono, Academic Advisor



(Left to Right) Professor Helen Takacs, Department Chair, Minh Anh Nghiem Thi ('19), Professor Steve Riccio, Academic Advisor



(Left to Right) Professor Helen Takacs, Department Chair, Nang Mao Hseng Cett ('19), Professor Dengjian Jin, Academic Advisor

*Photos by Zoe Kiefreider ('20)*

## **ALUMNIFIRE**

All alumni, including our new alumni will have opportunity to remain in close contact with the Dickinson network through Alumnifire. Alumnifire is an online platform that provides an additional layer of career and networking support by connecting users with opportunities, information and potential contacts throughout the Dickinson network.

The Alumnifire platform aggregates job, internship and job-shadowing opportunities at organizations where Dickinsonians and friends of the college work. It also makes it easier for Dickinsonians to assist current students and for students to find professional contacts and mentors who are willing and able to help. When they sign up, alumni, parents and friends of the college are asked to identify the help and expertise they'd like to offer, such as: general career or industry advice; informational interviews; mock interviews; networking opportunities/introductions; or help with navigating the application process at their organizations

They also indicate how they like to be contacted and how often. Students and alumni can then directly find and contact the people who've volunteered to provide the very kind of assistance and advice they need.

Paid for by the college through an annual subscription, the service is free for all Dickinsonians and friends of the college. All members of the college community—students, alumni, parents, employees and friends—are encouraged to join. Registration takes just a few minutes to complete at [dickinson.alumnifire.com](http://dickinson.alumnifire.com).

## DEPARTMENT POSTER PRESENTATIONS

### **Applied Empirical Data Analysis Poster Session:**

Prof. Erfle and his students of Applied Empirical Data Analysis (ECON 314/INBM 300), presented the results of their semester-long research on April 30. For their final research project, students were provided the opportunity to find and analyze data on topics of their choosing, or to analyze data Prof. Erfle provided. As a result, topics ranged widely from: determinants of temporal variation in electricity usage in Baltimore, to Airbnb pricing in Boston, to the effect of tourism on housing price in China, to the physical fitness performances of four classes of West Point Cadets, to how social structures affect high school academic performance in Portugal. In addition, three sports come under scrutiny (with one soccer poster, two basketball posters, and three baseball posters).

### **Service Learning/Community Based Learning Poster Session:**

Professor Grant Braught and Professor Sherry Ritchey facilitated an interdisciplinary Service Learning/Community Based Learning Poster Session highlighting work by students in SL/CBL courses from a variety of departments with local, regional, national and international community partners. The presentations portrayed students applying their useful education for the greater good!

## DEPARTMENT NEWS

**MEET LAURA WEBER!**

The INBM department is pleased to share that Laura Weber has accepted the position of Academic Department Coordinator (ADC). Laura graduated from Dickinson in 1987 with a major in Latin and a minor in Anthropology and was accorded Phi Beta Kappa honors. She came to us from the Pennsylvania State System of Higher Education (PASSHE) having worked in Human Resources.

Laura hails from Bethehem, Pennsylvania originally and has two daughters, two granddaughters, and two grandsons. She loves reading, running and weightlifting. A little-known fact about Laura and weightlifting--the most she ever squatted at the gym was 305 lbs. Impressive!



Office of Engagement & The Dickinson Fund | [alumni@dickinson.edu](mailto:alumni@dickinson.edu) | (800) 543-3809  
© DICKINSON COLLEGE | P.O. BOX 1773 | CARLISLE, PA | 17013

[Make A Gift](#) | [Contact Us](#) | [Email Preferences](#) | [Alumnifire](#)