

IMPACT

FALL 2019

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A portrait of Tyler Kasak, a young man with short brown hair, smiling and looking down. He is wearing a blue blazer over a blue and white checkered button-down shirt. The background is a modern building with large glass windows and a geometric design. The image is partially obscured by white geometric shapes.

Tyler Kasak

MS in Real Estate Development, '18



School of Business



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DEPARTMENTS

| | |
|--|----|
| MESSAGE FROM THE DEAN | 2 |
| MASON BUSINESS NEWS | 4 |
| FROM THE DIRECTOR OF ADVANCEMENT AND ALUMNI RELATIONS | 10 |
| ALUMNI STORIES | 11 |
| MAKING A DIFFERENCE | 22 |
| A COMMUNITY OF SUPPORT | 26 |
| FACULTY RESEARCH | 30 |
| ACADEMIC EXCELLENCE | 33 |
| CAREER SERVICES | 36 |

FEATURES

| | |
|---|----|
| LOVE AT MASON | 12 |
| Couples Who Married After Meeting at Mason | |
| FIRST GENERATION | 18 |
| Mason Professors, Student, and Alumnus Share Their Stories | |
| TRANSFORMING TODAY'S MILITARY LEADERS INTO TOMORROW'S BUSINESS LEADERS | 20 |
| Serving Those Who Serve | |



Message from the Dean

Dean Peiperl
shares five key
goals for the
School's
growing
impact—
regionally and
globally

DEAN MAURY PEIPERL

What I most love about Mason is its outside impact—on individuals, families, and organizations; on the state of knowledge and on the development of our region and our world. We provide the opportunity for focused, essential learning to the widest set of people. In the process, we offer a wellspring of talent to organizations.

The School of Business is particularly good at our core mission of business education. Our faculty, staff, and students of all kinds collaborate every day to make this happen. It's an impressive operation, one on which we can continue to build.

And I believe we can do even better. Within the university and the region, the role of the School of Business should be to constantly bridge between learning and application, to model talent development and placement, and to generate high-quality ideas that make a difference in practice. We do these things, but we could do more of them and, in particular, we could *make more out of them*.

Going forward, we need to focus on five key things:

Reputation. The School of Business is still a well-kept secret. We need to get the word out about the great work our students, faculty, and alumni do. We are expanding our marketing and communications team, undertaking a branding exercise, and launching a high-visibility advertising campaign. And we are counting on everyone in our extended school family to help get the word out.

Thought Leadership. Our faculty are experts in data analytics, resilience, entrepreneurship, and many other topics. Our goal is to raise the profile of this expertise and increase its impact in practice. Building on our substantial academic research, we will publish opinion pieces, give interviews, and convene essential industry conversations—from accounting to real estate, regulation to start-ups, marketing to finance—and ensure these receive significant media exposure.

Cross-disciplinary Engagement. Tomorrow's challenges rarely fall within disciplinary boundaries, and we need to work together to address them. Interdisciplinary programs, institutes, and centers—such as the Institute for Sustainable Earth, Center for Government Contracting, Institute for Digital InnovAtion, and Center for Innovation and Entrepreneurship—represent Mason's future.



Lifelong Learning. Complexity and change mean a constant need for learning, well beyond one's first degree. We will offer more and more learning opportunities for people throughout the course of their careers, as well as customized interventions for organizations facing change.

Infrastructure. To deliver the kind of growth, visibility, and impact implied by the aforementioned points, we are embarking on a campaign to construct a pioneering School of Business building on the Fairfax Campus. At the same time, we are expanding our footprint and activities at our Arlington Campus, especially for technology-oriented, graduate, and executive programs.

I am proud of the way our students, staff, alumni, and friends continue to develop themselves and one another and make a positive impact on our region and our world, no matter in what career stage they find themselves.

You'll find many of them in the pages of this magazine.

Please send us your examples as well, and tell us your aspirations for the School of Business.

I'm grateful for your membership in our extended family.



SCHOOL OF BUSINESS SENIOR ADMINISTRATION

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Systems and Operations Management

Masoud Yasai, Area Chair, Management

Laurie Meamber, Area Chair, Marketing

SCHOOL OF BUSINESS DEAN'S ADVISORY COUNCIL

To deepen the business community's participation in the development of future business leaders, the Dean's Council provides strategic guidance as the School of Business seeks to align its programs to the needs of the business community.

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Sutherland Global Services Inc.

Raymond L. Winn III, '82, '85, '86, '90
Deloitte LLP

Mason's Part-time MBA Jumps in National Rankings to No. 32

➔ For the second consecutive year, George Mason University's part-time MBA program has surged in *U.S. News & World Report's* rankings. The program is now ranked No. 32 in the country, jumping 15 spots from last year and 21 spots during the past two years.

"Our MBA program strives to provide a high-quality, transformative experience for our students at a reasonable



cost," says **Paige Wolf**, associate dean of graduate programs at the School of Business. "We are thrilled to have improved so much in the rankings and are proud of this recognition. That said, we plan to continually innovate to meet the educational needs of our students."

"Mason's continued efforts to keep the tuition lower than comparable schools, offer more flexibility to the students, increase its emphasis on analytics in the curriculum, offer more individualized attention from program staff, and provide relatively small class sizes contribute to its success," says

Pallab Sanyal, director of Mason's MBA program.

"Although the sharp rise in ranking is gratifying, it is not surprising, as we are continuously trying to improve and innovate," says Sanyal. "Our program promises an engaging and stimulating learning experience adjusted to the careers and lifestyles of aspiring business leaders. The recognition of the efforts of everyone associated with the MBA program strengthens our resolve to keep fulfilling that promise."

With more than 19,000 alumni in the region, the School of Business shapes the next generation of world leaders. Advantages of Mason's part-time MBA programs include a high return on investment, convenient course schedules to accommodate working professionals, access to lifetime career services, international perspectives through global residencies, and high-caliber peers and networking connections.

"I'm particularly happy to see the growing recognition of one of our most practical and applied programs," says School of Business dean **Maury Peiperl**. "The part-time MBA brings together program participants who know from experience how to get the job done, with faculty and guest speakers whose research and professional expertise helps them to raise their game. It's an unbeatable combination that exemplifies Mason's deep connection with business practice."

Previously, Mason's part-time MBA program was ranked No. 47.



PHOTO COURTESY OF MEGGAN FORD

School of Business's Meggan Ford Receives Fulbright Award

BY JENNIFER BRAUN ANZALDI

➔ **Meggan Ford**, assistant dean for undergraduate academic services at the School of Business, was awarded a spot in the Fulbright U.S. International Education Administrators Program. Ford traveled to India to study higher education as part of the International Education Administrators Seminar this March, participating in site visits at several higher education institutions in Mumbai, Pune, Hyderabad, and Delhi. Ford was one of only 12 individuals selected for this award.

The Fulbright Program aims to increase mutual understanding between the people of the United States and the people of other countries and is the flagship international educational exchange program sponsored by the U.S. government.

"The Fulbright in India was truly a remarkable learning experience for me. The ability to meet with higher education leaders to discuss challenges, motivations, and opportunities, in addition to learning about the cultural and political influences in India, made for a fascinating seminar," says Ford.

"We visited 15 institutions of higher education, as well as Infosys's corporate campus in Hyderabad. Each institution provided unique programs to enhance the overall learning experience for students. I hope to use the connections I made to find a way to provide global exchange opportunities in India for our business students."

Ford says that the Fulbright award not only complements her work at Mason, but also supports her dissertation research for her PhD, which focuses on the role of intercultural competence in transnational leaders at international branch campuses.

Business for a Better World Initiative Selected for 2019 AACSB Innovations that Inspire Award

BY RACHEL CHASIN

➔ The Association to Advance Collegiate Schools of Business (AACSB) selected the School of Business's Business for a Better World Initiative as one of its 2019 Innovations that Inspire. Through a new center to launch this fall, this initiative will provide the foundations for students to become leaders who will "understand the business, social, legal, political, and cultural landscapes of the organizations within which they work." The highlight of the AACSB recognition was the university's Honey Bee Initiative, managed by the School of Business and the College of Science.

"Leaders from all sectors across the globe have issued a clarion call to businesses to demonstrate not only profit but evidence of service to a social and/or environmental mission. To be successful, these businesses will need employees and partners who share a passion for a triple bottom line and for addressing some of our most vexing challenges, often referred to as sustainable development goals or wicked problems," says **Lisa M. Gring-Pemle**, director of global impact and engagement at Mason, cofounder of the Honey Bee Initiative, and associate professor of business. "George Mason University's School of Business is uniquely poised to educate students to be leaders in the business for global good space."

During spring break 2019, 21 Mason students returned from a trip to Colombia, where they learned from families who are using bees as a means of economic empowerment. In the program, students learn about stingless bees and how indigenous women are using beekeeping to support their families and communities. More than 80 percent of the program's beneficiaries are women.

The Honey Bee Initiative educates students and the surrounding community on the importance of bee sustainability and how to best manage and take care of a hive. In March, the Honey Bee Initiative organized a bee release at Valley View Farm Apiary in Delaplane, Virginia, and the farm will continue to work collaboratively with Mason to research bees.

"Business schools that engage across disciplines and with industry, inside and outside the traditional bounds of business and management, exemplify AACSB's vision for the future of business education," says Thomas R. Robinson, president and CEO of AACSB. "We are honored to recognize George Mason University School of Business as they lead by example—emphasizing

their own areas of expertise and embracing collaborative approaches—all while addressing critical issues to drive social change."

The AACSB is a global nonprofit, which was founded in 1916 and helps universities prepare students in becoming great business leaders. The School of Business's initiative was among 21 winners. Mason is accredited by AACSB in both business and accounting.



Gring-Pemle Named Alumni Association's Faculty Member of the Year

BY JENNIFER BRAUN ANZALDI

➔ **Lisa Gring-Pemle**, associate professor of business, director of global impact and engagement at the School of Business, and cofounder of the Honey Bee Initiative, is the 2019 recipient of the George Mason University Alumni Association's Faculty Member of the Year Award.

Each year, the Alumni Association recognizes one distinguished faculty member from across the entire university who exemplifies a commitment to scholarship, teaching, and service as nominated by students, alumni, and the campus community.

Gring-Pemle was presented with the award at the Alumni Association's Celebration of Distinction, the annual dinner and awards ceremony that recognizes outstanding alumni, faculty, and students at the university.

"Since joining Mason in 2000, Lisa has become an invaluable member of the school," says **Anne Magro**, senior associate dean for strategy and impact. "In addition to her commitment to a transformational education for her students, Lisa is a tremendous colleague, leader, and role model who partners across the school, university, community, and,



literally, the world. While doing all this, she still finds time for her own scholarship and to engage students in

that scholarship."

In addition to being an associate professor at Mason, Gring-Pemle also serves as director of social impact and engagement and cofounder and consultant to the Honey Bee Initiative. Her research interests focus on social impact, innovation and entrepreneurship, rhetorical criticism, argument, persuasion and political communication, and public policy. Gring-Pemle received her PhD in communication from the University of Maryland.

Previous Faculty Member of the Year recipients from the School of Business include **Kenneth A. Kovach**, professor of management (1981 and 1995); **Lloyd de Boer**, former dean, School of Business Administration (1987); and **Hale N. Tongren**, professor of marketing (1986).

Accounting Professor Awarded Virginia's Highest Honor for Faculty

BY JENNIFER BRAUN ANZALDI

➔ **Jill Mitchell**, adjunct professor of accounting at the School of Business, was awarded the 2019 State Council of Higher Education for Virginia (SCHEV) Outstanding Faculty Award. Now celebrating its 33rd year, the Outstanding Faculty Awards are Virginia's highest honor for faculty at Virginia's public and private colleges and universities, recognizing superior accomplishments in teaching, research, and public service. Mitchell, an

associate professor of accounting at Northern Virginia Community College (NOVA) and a Mason adjunct since 2009, is one of only 13 recipients of the award for the entire Commonwealth of Virginia.

"We are proud that Jill is being honored as an Outstanding Faculty [member] by SCHEV. Her passion for innovative teaching and commitment to student learning are exemplary and reflect the core values shared by all Mason accounting faculty to help students prepare for a successful career in the accounting profession," says **JK Aier**, accounting area chair and associate professor of accounting.

Mitchell first came to Mason through her volunteer work with the U.S. Coast Guard Officers' Spouses' Club of Washington, D.C. She says that after beginning to teach at NOVA, she quickly realized she wanted to join Mason as well.

"I wanted to also teach at Mason so that we, the NOVA faculty, understood what was expected of our students upon transfer," says Mitchell. "Building relationships with the Mason accounting faculty helps to ensure that NOVA students are successful at Mason."

Mitchell says it's an honor to play a small part in students' big journeys. "At Mason, I teach students who are further along in their educational paths than my students at NOVA. It's a privilege to observe these students mature and to help them persevere, being only steps away from beginning their professional careers."

For Mitchell, the most rewarding moments she's had at Mason involve connections she can make between students and accounting professionals.

Mitchell is one of the authors of *College Accounting* (John Wiley & Sons), along with Jerry Weygandt, Paul Kimmel, and Deanna Martin. She is the past president of the Washington, D.C., chapter of the Accounting and Financial Women's Alliance and has served on the Virginia Society of Certified Public Accountants (VSCPA) Board of Directors, where she also served on the Educators' Symposium Task Force and the VSCPA Educational Foundation Scholarship Selection Committee.



Jill Mitchell at the OFA Luncheon in Richmond with (L-R) Peter Blake, director, SCHEV; W. Heywood Fralin, chair, SCHEV; and Hunter A. Applewhite, president, Dominion Energy Charitable Foundation

Investing in Their Future: Students Gain Hands-on Experience Working on Student Managed Investment Fund

BY KATHERINE JOHNSON DIAS

➔ School of Business finance students are putting their money where their mouths are. Supervised by assistant professors of finance **Derek Horstmeyer** and **Tiago Requeijo**, six students work together on the Student Managed Investment Fund, an actual investment portfolio. The fund has investment and risk committees that present an annual report to the university's Board of Trustees each semester.

The Student Managed Investment Fund launched in spring 2018 with approval from the Board of Trustees. Students can participate by registering for FNAN 477 Student Managed Investment Fund and can voluntarily stay on to serve in leadership roles after completing the course.

"They're tasked with following the portfolio on a day-to-day basis and reporting back to me," says Horstmeyer. "It's a really good career opportunity—having actual practical experience picking stocks, forming a portfolio, and having consequences behind it is really important."

Horstmeyer credits Board of Trustee members and School of Business alumni **Trevor Montano**, BS Accounting '00, and **JP Phaup**, MBA '91, with supporting and launching the fund. Montano worked with alumnus **Brandon Nestor**, BS Finance '17, to develop the fund at Mason.

"I work in the finance industry and have interviewed both undergraduate and MBA students seeking jobs on Wall Street for the better part of the past 15 years," says Montano. "In my experience, the single biggest differentiator among young finance candidates is hands-on experience, much of which has been gained through summer internships and participation in a student-managed investment fund."

Phaup, the Board of Trustees chair of the investment committee, agrees that it was essential for Mason finance students to participate in a student-managed investment fund.

"Without a doubt, students who had experience in their student-managed investment funds were universally more attractive for an employer. It gives the students some legitimate, meaningful experience that is good for their resume and future," says Phaup.

Justin Boileau, president of the fund's risk committee, and **Khalid Al-Masri**, president of the fund's investment committee, led the fund for the spring 2019 semester. Boileau says his main responsibilities included identifying downsides in holdings and guiding

the students serving as committee vice president who might serve as president in the future. Al-Masri's main responsibilities included devising the economic outlook and the future of the portfolio. The two committees work together on the annual report and presentation to the board.

Boileau says that having real money on the line makes the experience an invaluable learning opportunity. "It was the only class that provided real-world experience in security analysis and portfolio management. It allows me to utilize all of the knowledge I've obtained in finance, and there's a level of day-to-day learning outside of the class that you have to do, which I really enjoy," he says.

Al-Masri describes Mason's Student Managed Investment Fund as a continuous learning phase. "It's a very hands-on experience. There's a lot of discretion involved, and, as students, we were given a lot of opportunities to put ourselves out there," says Al-Masri. "We have almost \$250,000, and we have a responsibility to make sure we're really giving our due diligence at every point."

“

The single biggest differentiator among young finance candidates is hands-on experience.

—Trevor Montano

”



(L-R) Ali Kahil, Khalid Al-Masri, Justin Boileau, Myriam Cisse, and Eleri Burnett are on the 2019 risk and investment committee of the Student Managed Investment Fund, which is up 15 percent this year.

Mason@: Taking Mason to Accounting Alumni and Firms

BY KATHERINE JOHNSON DIAS

Mason@EY
Alumni Reception



PHOTO BY ROBERT APPEL

“

It is the best way to find out what is going on at Mason as well as discover fellow work colleagues with Mason connections.

—JK Aier

”

➔ When **JK Aier**, associate professor of accounting, became the area chair, he wanted to get in touch with accounting alumni. He found that after graduation, Mason accounting students seldom stay in touch with their alma mater, even though more than 70 percent of them work in the Washington, D.C., metropolitan area.

“I felt that we need to be proactive instead of waiting for them to reach out to us. Mason@ takes Mason accounting to where our alumni are,” says Aier.

Aier views Mason@ as the first step toward connecting with alumni

and friends of Mason, sharing accomplishments, and renewing Patriot pride. The events are organized during late afternoons or evenings at the participating firm’s office, which makes it convenient for alumni and friends to stop by and meet with the accounting faculty. So far, three events—Mason@ Deloitte, Mason@EY, and Mason@Kearney&Company—have been organized since the idea took off in 2018.

“It is the best way to find out what is going on at Mason as well as discover fellow work colleagues with Mason connections,” Aier says. “We want to

extend this endeavor to more firms so that we can reintroduce ourselves and let them know how the accounting program, the School of Business, and Mason as a whole have grown over the years.”

When Aier and the faculty visit the firms, they highlight academic programs like the MS in accounting and various graduate certificates, like those in forensic accounting, government accounting, and accounting analytics, as well as student success initiatives like Mason MINDS, a mentorship program for accounting students.

“Once alumni start their jobs, they realize how useful their Mason degree is and how beneficial the educational experience was. Mason@ gives them an opportunity to communicate that back and reinforce what we are doing successfully. We love to hear their personal stories and celebrate their success.”

“These are initiatives that alumni get excited by,” says Aier. “It is an introduction to explore ways to support Mason and future accounting professionals, as well as a reminder of why Mason remains one of the largest accounting programs in the region.”



LONGTIME MASON PROFESSORS RETIRE:

Kevin McCrohan and David Kravitz

➔ Longtime Mason faculty members **Kevin McCrohan**, professor of marketing, and **David Kravitz**, professor of management, retired from the School of Business in 2019. Throughout their careers at Mason, both McCrohan and Kravitz have been dedicated scholars, teachers, and colleagues, exhibiting the highest levels of commitment and accomplishment in research, teaching, and service.

During his 38 years at Mason, McCrohan spent 14 years as head of the marketing area. His publications include more than 50 articles, cases, and book chapters, and his published proceedings cover marketing, business, and interdisciplinary topics such as competitive intelligence and information security. McCrohan has been the recipient of several external grants and served as a senior Fulbright scholar at the School of Business at Kathmandu University in Nepal, as well as at Trinity College in Dublin, Ireland. He has completed more than 100 advisory projects addressing major issues such as critical infrastructure protection. In 2017, he established the Kevin and Veronica McCrohan Scholarship, which is available to veterans or active-duty personnel in the Special Operations forces of any U.S. military service branch or in the Marine Corps who are majoring in marketing.

Kravitz joined Mason's faculty as a visiting professor in 1999 and spent 20 years with the School of Business. He served as chair of the management area and has represented the school on Faculty Senate. Kravitz has given more than 60 presentations at national and

international conferences and has written or cowritten more than 55 monographs, chapters, and refereed journal articles. Kravitz's research focuses on diversity management, with special interests in learning what works and in bridging the gap between research and practice. Kravitz spent a year as a senior Fulbright professor at the University of Freiburg in Germany. He has attained fellow status in several scientific and professional organizations. Kravitz is well known for his innovations around the teaching of diversity to undergraduates, and in 2003 he received Mason's Teaching Excellence Award. In 2008 he was selected as the MBA Faculty Member of the Year. Kravitz received the school's Excellence in Service Award three times. In 2014, he received the Sage Award for scholarly contributions in management.

Mason's Board of Visitors approved both McCrohan and Kravitz to serve as emeritus faculty for the School of Business.

"Kevin McCrohan has been a formative influence on the marketing area and indeed on the School of Business itself," says Dean **Maury Peiperl**. "We would not be where we are today were it not for his many great contributions over four decades at Mason."

"David Kravitz has been an outstanding scholar and colleague, and a role model for the impact of scholarly research in management practice," Peiperl adds. "His work continues to improve the world of business with its clear implications for action in the area of diversity and inclusion."



McCrohan



Kravitz

LETTER FROM THE DIRECTOR OF ADVANCEMENT AND ALUMNI RELATIONS



Dear Alumni and Friends,

During the summer of 2018, I learned of the bequest from Steve Hale, '75, whose story is documented in this magazine. There are few conversations I can think of as humbling as that call.

My immediate thought was that I hoped he knew how much his gift would mean to us and the generations of students who will benefit from his legacy. His gift will provide a space for students to meet with their classmates and professors, collaborate on assignments

and projects, develop business ideas, and tackle global challenges. The space is something most business schools have, but that we currently lack, and I am thrilled that each day our students will see this gentleman's name and realize an alumnus made the space possible.

Unfortunately, we never knew about his bequest—and never had the chance to say “thank you,”—though we wish we could have celebrated and recognized his commitment while he was alive. He made the gift because he believed in the transformative power of education.

So do I. Mason has opened its doors wide to those who seek to improve their lives and their understanding. We are untethered by how things have always been done and unrestrained by a need for exclusiveness. We celebrate our diversity and the pragmatism of students who may come to campus from their jobs or take an online class while caring for a loved one. We have a place for you and believe education can open the doors that are blocking the way.

Beyond the individual lives that are transformed by education, Mason is the university driving the regional economy. As one of Mason's fastest growing schools, the School of Business is the dominant educator of the business sector throughout our region. The ripple effects of a gift like Mr. Hale's will flow out for the benefit of our community for generations to come.

If you find that you, too, believe in the transformative power of an education—on students and on our community—please consider a planned gift. The gift can be small or large; some have tax benefits; some provide you or a loved one with an income now and a gift to Mason later. If you think this is the best way for you to make a difference, please reach out. Give us the chance to say “thank you.” You can transform lives here, as Mr. Hale did.

My best,

Eleanor Weis

Director, Advancement and Alumni Relations

Your Gift, Your Choice

There are many ways to demonstrate your support for the School of Business. You choose when, how much, and where to give—with several ways in which you can make your commitment and ongoing support known. Gifts of any and all amounts go a long way in supporting the School of Business.

DONATE ONLINE: Make a gift or establish a recurring pledge online via credit card at business.gmu.edu/contribute.

WRITE A CHECK: Mail a check, made payable to George Mason University Foundation Inc., to 4400 University Drive, MS 1A3, Fairfax, Virginia 22030.

CREATE A PLANNED GIFT: Legacy gifts represent sustainability for key academic and research programs as well as scholarship funds to help attract and retain students. These gifts provide benefits to future generations of Mason students—and to you and your heirs.

BUILD A PARTNERSHIP WITH CORPORATE GIVING: Mason offers businesses access to talent, expertise, and infrastructure—striving to create partnerships that provide industry leaders with high-demand resources, enrich the student experience, and promote regional economic development.

EXTEND YOUR SUPPORT WITH A MATCHING GIFT: Many corporations generously match charitable contributions made by current or retired employees and board members. Use our online matching gift database (matchinggifts.com/gmu) to see if your company participates.

ADD VALUE THROUGH GIFTS OF STOCK: Lock in gains for your individual stock portfolio by making a charitable gift of appreciated stock. The charitable donation is tax-deductible, and you may avoid paying capital gains taxes on the appreciated asset.

PROVIDE A GIFT OF REAL ESTATE: Gifts of real estate and tangible personal property may be accepted at the discretion of the George Mason University Foundation Inc. and in accordance with Internal Revenue Services regulations.

Contact Eleanor Weis, director of advancement and alumni relations, at eweis2@gmu.edu or 703-993-2412 to learn more.

Business Alumnus Bequeaths \$890,000 to School of Business

BY KATHERINE JOHNSON DIAS

Steve Hale, BS Business Administration '75, did his best to live an unassuming, modest lifestyle. He worked as a senior design engineer for 39 years at Electronic Instrumentation and Technology LLC (EIT) in Leesburg, Virginia. He was a pioneer in developing electro-



Steve Hale

physiology equipment used in cardiac catheterization labs, and he developed ultraviolet radiation measuring instruments, ground probing radar technology, and a vibration measuring system to quiet nuclear submarines, among other areas of expertise.

Hale was an excellent thinker with a good sense of humor who wanted to be viewed by colleagues as an offbeat, nontraditional farmer. Hale and his wife of 41 years, Jane, lived on a 53-acre horse farm caring for 15 to 18 horses.

But everyone who knew Steve Hale knew he was sincere and thoughtful, even if he could be a practical joker at times. This is how Joe May, chief technology officer for EIT, describes Hale.

"Steve would come in often driving a horse van. We'd kid him about it, that we were the only company around with a horse van in our parking lot."

May was friends with Hale for 43 years and agreed to be trustee of his estate, given that Jane Hale preceded her husband in death in March 2016. Hale died on February 25, 2018.

"Eventually, Steve told his attorney that he wanted me to be his trustee because he trusted my judgment and that I would 'do the right thing,'" says May. "We were talking about the disposition of the proceeds of his estate, and he chose George Mason. We both have considerable appreciation for higher education."

Hale bequeathed approximately \$890,000 to the School of Business to be used to create a collaborative learning and working space for business students.

"He was always appreciative of the fact that George Mason and a degree opened doors for him that wouldn't have otherwise been opened," says May. "I'm certain he would be pleased to know how Mason is going to use his bequest. He would have denied it all, but deep down he'd be very proud of it."

Leave a Legacy

For more than 40 years, the School of Business has prepared alumni and allowed faculty to make a difference in the world. By including the school in your will or estate plan, you can help ensure that your school continues to fulfill this mission. A legacy gift allows you to make a lasting impact that is appreciated by future generations.

How It Works

You can remember the School of Business in your estate plan in a variety of ways:

- ☐ Give a specific dollar amount or percentage of your estate through your will or trust.
- ☐ Leave a specific asset, such as artwork, jewelry, or real estate.
- ☐ Name the School of Business as a residual beneficiary of your estate so that the school receives the remainder after all other bequests have been satisfied.
- ☐ Designate the School of Business as a sole or partial beneficiary of a retirement plan, such as a 401(k) or IRA.
- ☐ Recommend that the School of Business be considered as a successor beneficiary of your donor-advised fund.
- ☐ Consider an income-retained arrangement that would benefit you now and the School of Business later.

Let's Work Together

The Advancement and Alumni Relations Office can help you craft a gift that fulfills your financial and philanthropic goals. To learn more, contact Eleanor Weis, director of advancement and alumni relations, at eweis2@gmu.edu or 703-993-2412.

Love at Mason

BY KATHERINE JOHNSON DIAS

Demonstrating their love for their alma mater and each other, six Mason couples share their love stories. From being classmates to living in the same residence hall, each couple recounts a sweet moment in their Mason history when they met their significant other. Some alumni stories go back more than 40 years.



Alissa Patanarut Mills, MBA '17, Jeremy Mills, MBA '17

Alissa and Jeremy met in 2015 when they were part of the same cohort for the MBA program. They went on their first date in March 2016, got engaged on Christmas Eve in 2017, and married in March 2019.

► What role did your friends play in setting you up?

Alissa: Those efforts mainly started on my end, since my closest confidantes in the cohort knew that I was interested in Jeremy. There were several attempts (some hilarious) made to figure out if he was single, but it ultimately came down to when our cohort was preparing our managerial finance midterm. As cohort representative, I decided to put together a study session on campus and invite our finance-savvy folks to help tutor and answer questions. Naturally, one of those invitees was Jeremy. It took a few email exchanges, but we finally reached a point where we agreed to hang out after the study session, and the rest is history.

► How did you know Alissa was the one?

Jeremy: I knew she was the one just by observing how giving and thoughtful she is and has been from the beginning. Combined with an easygoing nature, positive outlook, and many other qualities, she embodies the type of person I have always wanted to be with.

► What's the engagement story?

Alissa: The proposal was perfectly executed in a Russian nesting egg box approach (started with a large Amazon box, then a medium Amazon box, a Triscuit box, an iPhone box, and finally the ring box). Considering that it was our first Christmas being celebrated at the house, with a tree and everything, the proposal made the holidays even more special.

Evan Del Duke, BA Government and International Politics '15, MBA '18, Alexis Del Duke, BA Communication '15

Evan and Alexis met as high school students in their Advanced Placement government class. They had their first date in April 2011, got engaged in December 2016, and married on July 1, 2017 in Philadelphia, their home city. Evan currently serves as the associate director for development and external relations at Mason's College of Science, and Alexis is currently the marketing project manager at Sonatype.

► What's the engagement story?

Alexis: We had returned to the Philadelphia area for the holidays, and Evan had planned an evening out to dinner and to Longwood Gardens. We were walking around the gardens, and he got down on one knee and asked me to spend our lives together. To make the evening even more special, Evan hired a photographer to capture our special moment.

► What are your future goals?

Evan: We recently moved out of Arlington, Virginia, and settled in Fairfax County. We look forward to exploring and traveling together, starting a family, growing our careers, and being active members of the Northern Virginia community.





**Jack Currier, BA Psychology '81,
Thea Currier, BS Business
Administration '81**

Jack and Thea had their first date in January 1978 after meeting at a fraternity party. They got engaged in October 1980. They've been married for 38 years and have three daughters and multiple fur babies.

► **What were your first impressions of each other?**

Thea: I fell for his big brown eyes and great sense of humor.

Jack: How pretty she was and her nice personality.

► **How did you know they were the one?**

Thea: I was never interested in a romantic relationship at all before I met him. I just wanted to date lots of different

people. After I met Jack, I didn't feel that way anymore.

Jack: Just did.

► **What are you looking forward to in the future?**

Thea: Retirement and spending more time together, which will hopefully include lots of travel. It will be nice to mellow out the schedule a bit.

**Jeanine Callahan, MS Technology Management '98,
Colin Callahan, MS Technology Management '98**

Jeanine and Colin were students in the very first Technology Management cohort. They met in December 1996 on the first day of orientation outside Enterprise Hall, got engaged in April 2002, and married in August 2002.

► **How did going through the program together strengthen your relationship?**

Colin: I think it's foundational. We had a chance to grow together, both in knowledge and having a sense of who we were as people, and develop from there.

Jeanine: Cohort programs like that can be really life changing in general. One of our classmates and his wife are godparents to our son. Those relationships came out of that cohort experience, and we just happened to have that extra bit of magic associated with falling in love. The strength of our relationship comes from, and was nurtured by, that cohort experience.

► **What's the engagement story?**

Colin: It was Jeanine's birthday and I gave her a gift bag of Disney princess items in the morning. I was still trying to figure out how I was going to propose. We were having dinner with her parents that night, and she was late getting back from work to get ready. I decided to put the ring in the Disney gift bag while she was getting ready and told her she had to wear everything in the bag to dinner. She dumped everything out and the ring slid into view.





Louis Fernandez, BS Sports Management '16, MS Management '17,
& Tameka Parker, BS Psychology '16, MSW '18

Louis and Tameka met in 2012 as freshmen, when they lived just a few doors down from each other in Dominion Hall. They will be getting married on November 30.

➤ **What was your first impression of Louis?**

Tameka: My first impression of him was that he was a man of few words (I was wrong).

➤ **What's the engagement story?**

Louis: I popped the question on August 19, 2018, after a wonderful night at National Harbor celebrating our four-year anniversary. We walked around the area, rode the Ferris wheel, and went to MGM. I was a nervous wreck the whole time.

➤ **How did you know he was the one?**

Tameka: I honestly don't remember when I first knew he was the one, but every time he does something thoughtful, big or small, I'm reminded how much I love my life with him.



Connor Leipold, BS Management '14,
& Veronica Leipold, BS Community Health '14

Connor and Veronica met in fall 2010 as freshmen living in Monroe Hall. They were introduced through a mutual friend, built a solid friendship, and started dating during their junior year. They got married in August 2018. Connor is a current MBA student at the School of Business, and Veronica is pursuing a master of public health degree at George Washington University.

➤ **What was your first impression of Connor?**

Veronica: The first thing that caught my attention about Connor was his slight Midwest accent. I grew up mainly in Virginia and thought he sounded funny. I also liked that he laughed at my jokes. As we got to know each other, I admired how he placed such an importance on his relationships with family and friends.


➤ **What's the engagement story?**

Connor: We got engaged in August of 2017 in Nashville, Tennessee, during our trip to see the Great American Eclipse. We spent a few days in the city, and on the day of the eclipse we drove 45 minutes north of Nashville to a small city called Gallatin to watch the eclipse. Gallatin was the perfect location, because it was directly in the middle of the "path of totality," giving us a full two minutes and 30 seconds of the total eclipse. About a minute after the eclipse ended, I told Veronica how special she is to me and that I wanted to spend the rest of my life with her; then I dropped to one knee to ask her to marry me.



REACHING NEW HEIGHTS: School of Business Student Hikes Mt. Kilimanjaro

BY JENNIFER BRAUN ANZALDI

Through altitude sickness, shortness of breath, and physical pain, **Mei Nelson**, MS Information Systems '19, pushed ahead, until the sight of the snow-covered top of Mt. Kilimanjaro was in view, with one thought in mind: getting to the summit. And she did. One of the Seven Summits, Mt. Kilimanjaro is the highest mountain in Africa, standing at 19,341 feet above sea level. Nelson brought the Mason flag with her to show her pride for her Mason community. "As a student who chose to go back to school in midcareer, I really appreciate the learning opportunity that Mason has provided me. Mason's motto: Freedom and Learning—to be truly free you can never stop learning—also resonates with me," says Nelson. "Life experiences, such as challenging myself with a mountain climbing trip, are a learning process. I believe this life experience will help me overcome any academic challenges or career challenges I might face in the future." 

Accounting Alumnus and Entrepreneur Serves as CEO of Ghana Oil Company

BY KATHERINE JOHNSON DIAS

Kevin Okyere, BS Accounting '05 and chief executive officer of Ghana's Springfield Group, remembers being entrepreneurial-minded since he was a child, selling iced sachets of water to soccer fans in Ghana.

He graduated from Mason with a wealth of experience and skills, which he used to study the Ghanaian market to identify potential opportunities.

"I realized that there was a gap in the international call aspect of the budding telecommunications industry. Armed with this information, I packed up my things and moved back to Ghana," Okyere says. "Ghana is home for me, and I always intended to return there."

Okyere established Westland Alliance Ltd, a telecommunications company that provided international call-routing services.

"I began my entry into oil and gas by exploring the opportunity of constructing storage tanks for petroleum products. I realized that it would be more feasible and definitely more profitable to also import and distribute petroleum products, which would then be stored in our tank farms prior to distribution. This would give the opportunity to participate across the value chain of the oil and gas business," he says.

Okyere's new goal is to be the founder and CEO of the first wholly-owned Ghanaian company to operate a producing oil block in Ghana.


He advises young professionals to not give up. "Challenges are not show-stoppers," he says, "they make you better, stronger, and more resilient." 



PHOTO COURTESY OF KEVIN OKYERE

“
I knew I could make a world
of difference by establishing
companies that will provide jobs
and business opportunities for
the youth and contribute towards
growing the economy.”



Becky Anderson,
BS Accounting '10
School of Business
Alumni Chapter
President

From the Alumni Chapter President

When I meet with fellow Mason alumni—whether from the class of 1968 or 2019—invariably they tell me they owe their professional success to the education they received at Mason. They speak about the lifelong friendships made here, the internships that led them down their career paths, and the faculty who left a lasting impact on them (and a homework assignment or two that still keeps them up at night!).

I also take pride in my Mason degree and remember my years here fondly. From the scholarships I received from being a Division I athlete, to the resources available to me as a student, and the internship and resulting job offer I received after attending a campus job fair—everything I experienced at Mason set me up for success in the real world.

Everyone at Mason is here thanks to the generosity of the Patriots who came before us. Today, Mason is a nationally and globally ranked institution recognized for its academic excellence, research, diversity, opportunities for experiential learning, and innovative teaching. All of this contributes to making a Mason degree more valuable than ever before.

Each fall, our chapter gets to welcome the eager, bright students who enroll at Mason, carrying with them the same hopes and dreams I had when I first stepped on campus. Thanks to the school's leadership, volunteers, and generosity of fellow alumni, Mason and the School of Business are able to provide the opportunities and resources needed to help our fellow Patriots succeed.

Today I can't leave my house without running into a Mason alum or proud community member donning our green and gold. Thirteen years have come and gone since I joined Mason Nation. During that time, it has been a pleasure to see the growth, innovation, and recognition on a national and global stage; pride in the green and gold; and most importantly, hopes fulfilled and dreams realized by the next generation of Patriots. The generosity of our community has made all of this possible.

Mason has left a lasting impact on my life, and I will forever be grateful for the experience it gave me.

Today and always, I am a proud Mason Patriot.

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Ava Nia
Emerging Business Leader
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BS Marketing '19

First Generation

BY KATHERINE JOHNSON DIAS

First-generation students and faculty bring a unique dedication and perspective to the George Mason University community. At Mason, 33 percent of students are first generation, meaning they are the first in their family to attend college or to complete a four-year degree. Here, a first-generation student, alumnus, and two faculty members share their stories.

Mason recently announced a new website focused on first-generation students and their families:

firstgen.gmu.edu

Franklin Funes

Management Major

Expected Graduation: Fall 2019

My family is incredibly proud that I am the first to get my degree, especially from such a respected school. My sisters have encouraged me all along the way and know that if I can do it, so can they.

I want to use my personal story as a way to motivate other first-generation students to finish their degree. In the tough moments, I want to be that sounding board and motivator they need to get to the finish line. In the end, I just want my story to help other students meet their goals.



Shin Nan Goto

BS Accounting '07

**Senior Manager, Professional Service Practice,
Baker Tilly**

One thing that I treasure in my role at Baker Tilly is my opportunity to come on campus to meet with and talk to students about the accounting industry. Meeting first-generation students who are pulling themselves up and trying to find their future in the accounting industry constantly inspires me. I always maintain a mindset, when I'm coming to Mason to recruit, that I find out the real story of every individual. A lot of times, it's a story that mirrors my own.

I think Mason is the perfect school for individuals who are first-generation college students. It's uniquely positioned in the Washington, D.C., area to provide opportunities and access to employers, internships, and meaningful employment while you're in school that other universities don't. I credit this as a major reason that I could successfully finish my degree as a first-generation student at Mason.

Jiasun Li

Assistant Professor of Finance

PhD, Finance, University of California, Los Angeles

BS, Mathematics, Fudan University

My situation might be a little different from the United States because my parents grew up in a time in China when most colleges were shut down. It's not that they didn't want to go to college. They didn't have the opportunity, so they always supported my education.

I think it's a precious opportunity to go to college, and I think it would be useful for first-generation students to spend some time and talk to people who have that experience so that they know what to expect in college and what to expect when they graduate so they can prioritize their work.



Suzanne de Janasz

Visiting Professor of Management and Conflict

Analysis and Resolution

PhD, Organizational Behavior, University

of Southern California

MBA, University of Southern California

BM, Music and Business, University of Miami

My parents were supportive of, but a bit confused by, my motivation for graduate degrees. I sometimes wished they understood the pressures I faced, but I found ways to forge my own path and seek support from others who had “been there and done that.” These mentors gave great advice, provided a reality check, and facilitated connections to others.

Building relationships with mentors continues for me and also my students. For almost 20 years, I've required students in most of my classes to initiate and carry out a relationship with online mentors. Through this process, students expand their understanding of course concepts and also come to recognize the importance of mentors in their lives. Anyone—at any stage of life—can benefit from having (or being!) a mentor.



From academic year 2016 to 2019, the School of Business has awarded 179 scholarships to first-generation college students, totaling more than \$215,000 in aid.



Transforming Today's Military Leaders into Tomorrow's Business Leaders

BY JENNIFER BRAUN ANZALDI

The School of Business fall 2018 class had 138 veterans, active-duty service members, reservists, and guardsmen.

George Mason University's School of Business is committed to the active-duty military service members and veterans who come to Mason to enhance their education. Located in the Washington, D.C., area, Mason offers many benefits to active-duty service members and veterans, many of whom choose to use the Post-9/11 GI Bill that provides them funding for tuition, required fees, books, and housing. The bill covers all tuition costs for an in-state public college. At a private institution, annual tuition is capped at a nationwide threshold. For many students taking advantage of the Post-9/11 GI Bill, the entire Mason degree program is fully funded.

Meet three recent graduates who have taken advantage of the Post-9/11 GI Bill as they share their reasons for attending Mason's School of Business and their advice to others following in their footsteps.



Tyler Kasak

MS REAL ESTATE DEVELOPMENT '18
VETERAN, U.S. AIR FORCE
ASSET MANAGER, GENERAL SERVICES ADMINISTRATION

After six years as an active-duty enlisted member in the U.S. Air Force serving as an aircraft engine maintenance technician and a member of the regional USAF Honor Guard, **Tyler Kasak** sought out Mason's MS in Real Estate Development Program. For Kasak, Mason offered the best value within the Washington, D.C., area and one of the best educations in the country.

"With most private schools in the area being very expensive, you can get close to hitting the GI Bill threshold in one full-time semester of grad school. At Mason, the entire degree program was covered.

"I know many veterans who have access to such amazing benefits but are intimidated about the process. I would emphasize how easy it was at Mason. The veterans and military office is always willing to talk and help you through whatever problems you have."

As for his time in the program, Kasak says his group work with fellow students was most memorable for him. "I was

always surrounded by fun, like-minded, and good people. Some of the members of my project group from my first semester are still some of my closest friends to this day and are thriving in the real estate industry," says Kasak.

Following graduation, Kasak started a real estate development and investment company called Kastle REDI LLC. "With Kastle REDI, I plan to develop and invest in residential real estate assets throughout the East Coast. I am utilizing the knowledge I have learned and the relationships I have built through my Mason MS in real estate development degree in order to do so."

His advice: "I would suggest maintaining your network and the connections that have been cultivated through George Mason University and the School of Business. Nothing is more exciting than seeing your friends and fellow students grow in their careers. You also never know when you may need their help, or they may need yours."

Felicity Wiafe Akenten

BS ACCOUNTING '18, MS ACCOUNTING '19
FINANCE TECHNICIAN AND STAFF ACCOUNTANT, U.S. ARMY RESERVE

Felicity Wiafe Akenten says she chose Mason for her MS in accounting because of the reputation of the School of Business and its location. “Mason is highly praised, and graduates are easily placed into the workforce. Also, I knew I wanted to work in Washington, D.C., so I wanted a school in the area for ease.”

Yet, the support she received from fellow students, faculty, and staff is what made the difference for her. “During what I considered my lowest academic moment [when] I thought about dropping a difficult class, Professor Ingram encouraged me not to drop it and assured me I could definitely do better.”

Akenten says she appreciated the events held by Mason’s Office of Military Services. “They organized activities for military and veterans such as resume polishing, mock interviews, and job

opportunities specifically for the military. I think it’s great that Mason has a veteran’s office, as not every school does, and they try to do events to meet students’ needs.”

For Akenten, her main goal of pursuing her master’s degree was to obtain the 150 credits required for her CPA license, which she hopes will open additional doors in her career.

Her advice: “Whatever you do in the workplace reflects upon Mason, so I would advise all Mason alumni and those about to enter into the workforce to be as diligent and professional as they can, because they become Mason ambassadors once they mention they graduated from Mason. Employers will be willing to hire other Mason students based on their performance and behavior.”



The School of Business offers two military scholarships:

The Cornell Wells Endowed Scholarship—Applicants must be active-duty military, a reservist, or a military veteran with an honorable discharge.

The Kevin and Veronica McCrohan Endowed Scholarship—Applicants must be majoring in marketing and serving or have served on active duty in the Special Operations forces of any U.S. military service or in the combat arms of the U.S. Army or U.S. Marine Corps.



Major Patrick James Jones

EXECUTIVE MBA '19
CONGRESSIONAL APPROPRIATIONS LIAISON AND FINANCIAL MANAGEMENT OFFICER,
U.S. MARINE CORPS

Major **Patrick James Jones** entered the Executive MBA program in hopes that the degree would supplement his career experience and help him become a better financial manager in the U.S. Marines.

With a few Patriots already in the family—his sister-in-law and wife are both Mason grads—Jones says he was drawn to Mason because of the Executive MBA’s course schedule. “Weekend classes allowed me to focus on work and family during the week.”

For Jones, Mason’s commitment to active-duty military was impressive. “Mason’s Military

Services Office has been extremely helpful and responsive whenever I had questions about VA [Veterans Affairs] services. I enjoyed the fact that the folks working in the office were also veterans and students I could talk with about our experiences at school.”

His advice: “Do your best to maintain balance in your life. We all went to school to refine certain skills, obtain new ones, and become better at our jobs, but in pursuit of our new career goals, don’t get too caught up and forget to take care of your mental, spiritual, and physical health.”

Giving Back

One of the greatest things you can provide to the school is your time and knowledge.

► Share Your Expertise

Speak in a classroom, sponsor a student internship, mentor a student, provide career advice. . . . The possibilities are endless. Your business experience and knowledge make a world of difference in educating our business students.

► Become Active in the School of Business Alumni Chapter

Your School of Business Alumni Chapter provides a wide range of programs and services that benefit students and alumni.

► Refer Exceptional Students

Refer the best and brightest students to our graduate and undergraduate programs to build both the quantity and quality of our student body.

► Recruit Our Graduates

Hire School of Business graduates at your company by encouraging recruiting with Mason's Career Services, participating in the school's career fairs and networking events, and thinking of the School of Business first when new job and internship opportunities arise in your organization.

► Help a Fellow Patriot

The Gowns for Grads Lending Program allows students who are unable to purchase their own regalia to borrow a cap and gown for graduation from the university. Our current inventory does not match the needs of our students. We are asking new alumni to donate regalia to give students the chance to walk across the stage and celebrate.

Contact Nikki Jerome Ouellette, associate director of advancement and alumni relations, at njerome@gmu.edu or 703-993-4833.



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Visit **business.gmu.edu/alumni** to learn more.

Mentors Prepare Business Students for Transition from Classroom to Career

BY KATHERINE JOHNSON DIAS

School of Business students now have the opportunity to participate in two mentorship programs. The Women in Business Initiative (WIBI) mentorship program is open to all majors, and Mason MINDS—Mentoring Initiative for Need-based and Diverse Students—is for accounting students. Together, the two programs have grown to include more than 40 mentees.

School of Business Career Services facilitates the programs by providing guidelines and training based on principles from the National Association of Colleges and Employers.

Talmar Anderson, former WIBI chair, says students were requesting mentorship opportunities at their events, and board members wanted to step up to share their experiences and advice. The program launched in fall 2017.

“Many WIBI members can point to very specific advice, mentors, and experiences that inspired and guided us along our path to our current careers. However, all of us can point to times when we would have loved to have had access and time from more people with specific answers to ease and possibly quicken our success,” says Anderson.

Tyler Tep, a senior majoring in information systems and operations management, has participated in the WIBI mentorship program for the last two years. He says his mentors have connected him business leaders, both at Mason and in the Washington, D.C., area.

“They’ve been there to help with any challenges I’ve faced in my internship search, or as a student balancing work and academics. I’ve also been able to learn so much from the advice they’ve given me as I enter the workforce,” says Tep. “They truly are a gateway into the professional world and have surely made that transition from school to the professional field far easier for me.”

JK Aier, accounting associate professor and area chair, created Mason MINDS. **Erin Ogburn**, BA Integrative Studies ’01 and Accounting Advisory Council chair, and **Shin Nan Goto**, BS Accounting ’07 and Accounting Advisory Council member, also assisted with the launch of Mason MINDS in fall 2018.



Tyler Tep receives advice from Eleanor Weis, who served as one of his WIBI mentors.

“An often underestimated component for building a successful career is early mentorship. This issue becomes even more critical for students navigating the roadmap to become an accounting professional, because it requires planning and decision making during the early years in the major,” says Aier. “The year-long mentoring process is designed to support student efforts by providing dedicated mentors who are highly motivated to encourage the next generation.”

Syed Jafri is one of the Mason MINDS students who has a jumpstart on the internship and networking process.

“I thank Mason MINDS and my mentor for providing me with information, such as interviewing skills and networking tips, which helped me attain my current position as an intern at YHB CPAs. Through the mentorship program, I have improved my professionalism, time-management, and leadership skills,” says Jafri, an accounting sophomore.

“

They’ve been there to help with any challenges I’ve faced in my internship search, or as a student balancing work and academics.

—Tyler Tep

”

It's been an EVENTFUL YEAR!



George Mason University Night at the Nationals September 7, 2018

Alumni gathered for the annual Mason Night at the Nationals to enjoy baseball and networking.

Scholarship Luncheons Week of September 10, 2018

2018–19 scholarship awardees took a moment to thank donors and celebrate their accomplishments alongside faculty.

Annual Business Celebration October 25, 2018

More than 300 alumni, community partners, faculty, and scholarship students attended the Annual Business Celebration, held in partnership with Sandy Spring Bank. Attendees networked; celebrated distinguished alumni awardees; interacted with local alumni-owned, -operated, or -supported sip, sample, and shop stations; and generously supported student scholarships and School of Business initiatives. In total, the night raised more than \$20,000.

Tips for Success Etiquette Event November 7, 2018

Students and young alumni learned etiquette tips from LaDonna Myers, director of U.S. Air Force protocol, while they dined and interacted with alumni and advisory board volunteers.

James R. Beers Scholarship Reception November 27, 2018

James R. Beers student scholars, as well as accounting honors and Beta Alpha Psi students, gathered to network with Baker Tilly representatives and faculty members as awardees received recognition for their academic achievements.

TechMan@20 Reunion December 6, 2018

Master of science in technology management alumni reconnected to celebrate the 20th anniversary of the first class of the Technology Management Program at Chef Geoff's in Tysons Corner. At the event, technology management alumni and faculty raised \$3,000, and we extend a big thank you to faculty member Kumar Mehta for his matching gift. The money was raised to go toward the creation of a new endowment—the Clodagh Bassett Capstone Award by TechMan Alumni. Created in honor of former program manager Clodagh Bassett, the endowment will recognize capstone competition winners with a \$1,000 award, a first for the program.

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Happy Hour**
February 28, 2019

The Master's in Real Estate Development Program sponsored a happy hour to connect Mason alumni working in the real estate profession.

**Annual Mason Means Business
Tailgate and Basketball Game**
March 5, 2019

School of Business alumni, supporters, students, and faculty gathered on campus for a pregame food-truck tailgate, then cheered on the Mason men's basketball team as they took on Virginia Commonwealth University.

**Giving Day**
April 4, 2019

In our third annual 24-hour challenge, the School of Business raised more than \$50,000 for scholarships, student initiatives, and career services, among other initiatives, from more than 100 supporters.

**Brown and Brown Speaker Series
Featuring Sheryl Connelly**
April 15, 2019

Students attended an interactive presentation on future trends and business strategy by Sheryl Connelly, corporate futurist at Ford Motor Company.

**Celebration of Distinction**
April 25, 2019

The Celebration of Distinction recognized four recipients of the Alumni Association Awards and 14 Distinguished Alumni Award recipients who are honored by each academic unit and alumni affinity chapter. This year, the Faculty Member of the Year was Lisa Gring-Pemble, associate professor of business foundations, and the School of Business Distinguished Alumni awardee was Jenny Herrera, BS Accounting '95.

*Celebration
of Distinction*
2019**Graduation**
May 18, 2019

We celebrated 1,401 students at the School of Business Degree Celebration. Michael Gallagher, MBA '94, was on stage to celebrate his daughter Maggie Gallagher, BS '19, joining him in the alumni ranks.

**Distinguished Patriot Reception**
May 21, 2019

Faculty, staff, and alumni came together for an evening of conversations with 25 years of distinguished alumni awardees (1993 to 2018). These well-rounded scholars and creative thinkers have made an impact on their professions and industry and are demonstrated leaders in the community.

Women in Business Tour of France
May 30, 2019

While sipping on French wines, more than 200 attendees had their "passports" stamped for chances to win wine-themed door prizes while also supporting Women in Business-funded student scholarships, raising more than \$8,000. The Women in Business Initiative Advisory Board presented two inaugural awards. The inaugural WIBI Woman of the Year Award was awarded to Dia Adams, BA Integrative Studies '00, principal at *Deal Mommy*, a travel blog, and affiliate relations manager at *Travelingmom.com*. This year's WIBI Business of the Year Award was awarded to Eyetopia Inc., owned by Paige Buscema, BA English '94.

WHY ACCESS MATTERS:

Business Students Live Together in Special Residential Community

BY NIKKI JEROME OUELLETTE

Mason's campus is its own residential community where students experience a large portion of their growth and development outside the classroom—at sporting events, on the Quad or in the Johnson Center, in conversations over dinner at Southside, through student organizations, and in residence halls. Students enroll from around the country and the world, from across the socioeconomic spectrum, and from every race and ethnicity.

The Living Learning Communities (LLCs) at Mason provide students an opportunity to live and learn together in an integrated environment with other students who share a common interest or major. For the past 10 years, the School of Business has offered a freshman living learning community for first-year students, but this year the program expanded, welcoming undergraduate students from all classes and fields of study who are passionate about new business learning opportunities.

This dynamic residential experience offers specialized programming, a connection to faculty inside and outside

the classroom, and a supportive community of students, and it also makes a large university feel smaller.

“There are a great deal of benefits within the LLC, as students are exposed to additional experiential learning,” says **Maxwell Gocala-Nguyen**, assistant director of undergraduate recruitment and outreach. “Students who elect to participate in an LLC are charged no more money than the regular price of housing but are offered specialized programming, faculty and staff mentors, networking opportunities with our alumni, and career-readiness excursions and workshops. Students also have many interactions with school leadership to help pave the way for their experience and aid in the direction of the school.”

Special events range from dinners with the dean, welcome back dinners, alumni socials, and tours of local and national companies, to workshops with School of Business Career Services and the academic advisors.

For the past three years, about 20 students per year have participated. For the new expanded program in 2019, 88 students are participating in the business and entrepreneurship LLC. Each community allows students to connect with business- and entrepreneurship-minded students, gain real-world perspective from alumni mentors and panel discussions, and possibly secure an internship or grow a strong network for success.

On the Fairfax Campus, the freshman cohort (Business LLC) is housed within Franklin Hall, which is part of the Commons. Upperclass LLC students are located in Piedmont Hall.

“Throughout the year, our students become involved with organizations, nonprofits, government entities, and major corporations to understand their role in society, the economy, and our region,” says Gocala-Nguyen. “Living Learning Communities offer unique opportunities to expand [a] student’s classroom discussions to real-world settings, while interacting with our vast alumni networks.”



Business LLC students and faculty participated in community-building programs throughout the year. Above, a group of LLC students participate in an Escape Room at the beginning of the semester. .



Call center students are responsible for contacting alumni and asking them about their Mason experience while updating alumni on current Mason news.

MASON MESSENGERS: Student Callers Raise Money for Mason

BY KATHERINE JOHNSON DIAS

The Mason Messengers sit down at their computers and put on their headsets, settling in for their Friday evening shift, this time calling parents of current George Mason University students. Students working in the call center speak with alumni, parents, and donors, reconnecting them with what's happening at Mason and asking for gifts.

The call center is at maximum capacity, with 40 callers on staff. Students can make up to 160 calls each shift and are typically matched with alumni from their school. Calls usually last between four and eight minutes.

Arsalan Hassan, an accounting major, started working at the call center in September 2018. He says his average donations were around \$100, and he has raised a total of close to \$6,000 as a caller.

"My main responsibilities are contacting alumni, updating and correcting their information, taking notes on their comments from the call, and seeing if they'd be willing to partake in any of the fundraising opportunities we have," he says. "As a student, I can answer any of their questions."

Hassan enjoys speaking with business alumni, who share their memories of Mason and professors who made an impact on their lives.

"The experience shows me how a university can impact their alumni, even on an everyday basis. Their experience shapes them as a person. As many of us know, we're not the same people as when we entered college," he says. "The paths and careers that our

alumni take vary so widely, and it's really interesting and motivational to hear what they've been up to and how Mason has helped them."

Esther Lee, an accounting and management junior, started working at the call center in November 2018.

"I had a good conversation with an alumna who's an employer with a company, and I was telling her how Mason prepares their students for the workforce. She gave me a lot of good advice, because she was also an accounting major. I don't hear that a lot, and she was really nice about it," says Lee.

Lee plans on graduating in spring 2021 and says she would like to give back to Mason one day.

"I personally think giving back to Mason is really important, and I didn't realize that until I started working at the call center. Giving back means a lot to the Mason community and what we can do," she says. "Alumni who really enjoyed their time at Mason want to give back, because they want that to live on for others."

In 2018, student callers raised nearly \$400,000. Jeff Yu is the call center manager and has seen this number increase steadily since he started working as a caller in 2014. He has served as a call mentor and supervisor running shifts. During his time as a caller, he raised close to \$32,000, and as a manager, he understands the importance of giving back to Mason.

"I see firsthand the impact of alumni giving back. Any gift we receive helps students in achieving their goals."

“

The experience shows me how a university can impact their alumni, even on an everyday basis.

—Arsalan Hassan

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A COMMUNITY OF SUPPORT

PHOTO BY MAX TAYLOR



PHOTO BY MAX TAYLOR



Young Alumni Make a Difference: Staying Engaged and Involved

BY KATHERINE JOHNSON DIAS

PHOTO COURTESY OF MICHAEL LY



Michael Ly, BS Accounting '12, MS Accounting '13, understands the importance of giving back to Mason Business. He serves on the board of the School of Business Alumni Chapter and also commits to annual giving.

"Giving back is important. I find that even if I can engage with a nominal gift, that's better than nothing. It's my way of showing support to the school," says Ly, an assurance manager with PricewaterhouseCoopers.

He encourages young alumni to give back, regardless of the amount of their gift.

"Even if it's a \$5 gift, the cost of a coffee run, it makes an impact at the school," he says. "As a beneficiary of scholarships from the School of Business, I know the importance of supporting students."

Alumni can also volunteer their time by visiting as a guest speaker, mentoring, or just answering questions from students.

"An alum can be so helpful, even just by answering a call and speaking with another alum or student who's interested to hear your story. You could change someone's life just by spending 30 minutes talking with them," he says.

Ly encourages alumni to reconnect and engage with the school. "It can start as simple as attending an alumni meeting, and your involvement can shift as you learn more," he says. "There are so many things changing at the school. Even if it's just coming back to visit campus, you'd be surprised at what has changed over the years. It's eye-opening and exciting to see."

The Center for Government Contracting

The School of Business

By the **NUMBERS**

business.gmu.edu/govcon

1

The Center for Government Contracting (GovCon) is the only center of its kind in the nation. Focused on government contracting, the center is the research, education and training, and collaboration nexus for government, industry, and academia to address business, policy, regulatory, and other issues in government contracting.

3

Three government-contracting-related scholarships are offered to School of Business students.

Shrivastava GovCon Scholarship:

Created through the generosity of Sumeet Shrivastava, Dean's Council and GovCon Advisory Council member. The first scholarship was awarded in 2019.

Two Kearney & Company Scholarships in

Accounting: Created through the generosity of Brian Kearney, BA Integrative Studies '02. One scholarship is awarded to an undergraduate accounting student and the second is awarded to a graduate or nondegree student who has completed the first two courses required for the Government Accounting Certificate, in partnership with Kearney & Company.

51

Fifty-one members serve on the center's advisory board, representing all aspects of the GovCon industry, including accounting, management, health, technology, law, defense, banking, and workforce development.

1 in 4

One out of four Mason alumni work in the government contracting industry.

5

The center's five senior fellows are Craig Reed, Serco North America; James Hasik, National Defense University; Jen Taylor, Institute for Defense Analyses; Victoria Grady, assistant professor of management at Mason; and Brett Josephson, assistant professor of marketing at Mason—with more to come.

\$500 Billion

Government contracting is a \$500 billion industry. The School of Business is uniquely positioned to house this center by virtue of the composition of our faculty and students, as well as our geographic colocation with the federal government and the many headquarters and major facilities of companies serving it.

Scaling Local Government Cybersecurity

BY MARISSA DA SILVA



The School of Business is helping resource-strapped local governments protect themselves from cyberattacks like ransomware and data breaches.

J.P. Auffret, director of research partnerships at the School of Business, and **Angelos Stavrou**,

professor of computer science at Mason and director of the Center for Assurance Research and Engineering, are working on a National Science Foundation-sponsored project to enhance local government cybersecurity by fostering institutional capacity, policies, and legislation to further local government cybersecurity partnering.

While approximately 60 percent of U.S. counties have fewer than 50,000 residents, “nearly all counties play a critical role in transportation and infrastructure,” according to the National Association of Counties.

“Cybersecurity partnerships amongst local governments can provide the means to scale and share capability and capacity and better address the cybersecurity threat,” says Auffret.

The project kicked off with workshops in Virginia and West Virginia with state and local government administrators, and information technology and cybersecurity leaders. Virginia Homeland Security and Public Safety Secretary Brian Moran gave an opening talk at the Virginia workshop, and West Virginia Chief Technology Officer Josh Spence partnered on the West Virginia workshop.

The workshops identified potential areas for local government-cybersecurity partnering, including governance, staffing, technology procurement, and communications. Ten regional workshops followed the statewide workshops, with the U.S. Department of Homeland Security and Palo Alto Networks as project partners.

The project will expand to Ohio and Kentucky in fall 2019.

Making Strategic Business Investment Decisions

BY MARISSA DA SILVA

Kelly Wentland, assistant professor of accounting, along with coauthors Scott Wentland and Martin Jacob, is currently examining the effects of tax uncertainty on



business investment decisions, a topic on the minds of businesses and policymakers in the debate surrounding the recent tax reform (the Tax Cuts and Jobs Act).

Wentland and her coauthors use firm-level data to study how publicly traded companies react to tax uncertainty, finding a reluctance to invest shortly after a 2010 Internal Revenue Service rule change that increased tax uncertainty. Using other measures of uncertainty, they also find that a sizable increase (one standard deviation) in tax uncertainty delays a firm’s next large investment by about nine months and decreases their average annual investment expenditures by about 6 percent.

Many questions remain regarding the implications of the Tax Cuts and Jobs Act for individuals and businesses. However, Wentland’s research is a timely message for the business community on one aspect (uncertainty for firm taxes) that could play an important role as new tax rules are debated and implemented.

Specialization Is Key for Government Contracting Industry Success

BY DAMIAN CRISTODERO



Brett Josephson, assistant professor of marketing, has studied government contracting since he was a PhD student. In recently published research, Josephson—together with Ju-Yeon Lee, assistant professor of marketing at Iowa State University,

and Babu John Mariadoss and Jean Lynn Johnson, associate professors of marketing at Washington State University—recommended that companies focus on specialization.

Reviewing 16 years of data, Josephson and coauthors researched more than 1,300 publicly traded firms that do business with the government. Whereas diversification is often recommended for companies, this research shows that when it comes to the federal government, the more specialized a company can be, the higher the return in stock prices will be.

“Concentration is the key finding of this paper,” says Josephson. “You can’t serve all agencies. It’s very expensive. You have to concentrate on one or two

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Cybersecurity partnerships amongst local governments can provide the means to scale and share capability and capacity and better address the cybersecurity threat.

—J.P. Auffret

”

within the federal government, build that core knowledge. That's where firms see the largest increase to their stock price."

Jerry McGinn, executive director of Mason's Center for Government Contracting, says, "Brett is doing dynamite research that is directly applicable to the \$500 billion government contracting industry. His work is providing great fuel for our center, and I very much look forward to continuing collaboration with Brett and other School of Business faculty."

Using Process Management to Examine Unintended Consequences of Health Care Regulation

BY ROBERT APPEL



In his research, **Hang Ren**, an assistant professor of information systems and operations management, is investigating whether a 2012 federal regulation called the Hospital Readmissions Reduction Program (HRRP)—

intended to improve patient care in hospitals by targeting readmissions for six targeted diagnoses or treatments—is fundamentally flawed in reducing readmissions or improving patient care.

Ren's research, which he is conducting with colleagues Tolga Tezcan from the London Business School and Kenan Arifoglu from University College London, is under review at the prestigious peer-reviewed journal *Management Science*.

HRRP reduces overall Medicare reimbursement to hospitals by up to 3 percent if a hospital's readmissions rates for six targeted diseases and treatments—acute myocardial infarction, chronic obstructive pulmonary disease, heart failure, pneumonia, coronary artery bypass surgery, and hip and knee replacement—are above the national average.

The research, "Hospital Readmissions Reduction Program Does Not Provide the Right Incentives: Issues and Remedies," uses analytical modeling developed in process-management scholarship to project the potential for HRRP to achieve the goals government regulators intended.

"It's not unusual for government to use a very blunt instrument to try to influence a complex issue," says Ren. "We are concluding that the financial penalties HRRP creates don't provide a meaningful disincentive for correcting high readmission rates and fail to provide meaningful incentives for improved performance."

Stationary Bike Becomes Latest Fitness Trend

BY RACHEL CHASIN



In a world of hot yoga, Orangetheory Fitness, and Pure Barre, here comes Peloton Interactive, a unique take on an old classic. While the use of stationary bikes has long been an accepted form of exercise, Peloton has taken it to

the next level: Their stationary bikes come with large tablet screens, providing on-demand cycling classes.

David J. Miller, executive director for the Center for Innovation and Entrepreneurship and assistant professor of management, recently published a consumer memoir and case study that chronicles the innovative company. "Peloton has used an addictive mix of fitness, technology, culture, and content to take off fast, grow its user base, and create a truly singular business model," says Miller.

The company, founded in 2012, offers studio classes in New York City and sells not only in-home bikes, but also treadmills and digital classes that additionally focus on core and strength training.

"From content creation, social media, and talent management, to hardware design and delivery, retailing and community well-being—Peloton Interactive has evolved a business model that provides deep insights into the hybrid digital and physical economy of today and tomorrow," says Miller. "The case of Peloton and its cult-like community offers business leaders, analysts, and investors strategies to consider and tools to explore the innovation-led economy as it expands in size and impact."

Miller's book, *Sweating Together: How Peloton Built a Billion Dollar Venture and Created Community in a Digital World*, will be published this fall.

“

Peloton Interactive has evolved a business model that provides deep insights into the hybrid digital and physical economy of today and tomorrow.

—David Miller

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Mutual Funds: Ask the Expert

DEREK HORSTMAYER, ASSISTANT PROFESSOR OF FINANCE

All financial media, whether it's a commercial pitching a new trading platform or a print advertisement on investments, will try to convince you that their money managers can beat the market, and that you should be trading as frequently as possible—this is how they make money off of you, after all.

All historical evidence that we have over the past 100 years completely goes against these ideas. It's in an investor's best interest to passively invest (since active managers on average really underperform) and trade as little as possible (since commissions paid will hurt your long run returns).

It may not be as exciting as saying "you alone have the tools to crush the market," but, by far, the best thing an investor can do is follow a few simple rules throughout their lifetime of investing:

- 1) Be as tax efficient as possible.** This entails accessing your employer's 401(k) plan and all match programs that come with it. And making use of IRAs and 503(b) and 529 plans will also let your savings grow free from taxes.
- 2) Start as early as possible.** Compound interest (the returns one gets on top of past interest) is a phenomenal thing. Starting to save even a little bit in your 20s plays a much bigger role in your final retirement balance than trying to play catch-up in your 50s.
- 3) Be as passive as possible.** Investing in index funds and other passive vehicles has been shown to

dominate all active forms of investment in all asset classes over the past 50 years. Active management means greater fees and a large tax bill and will kill your long-run returns. If the name of the fund doesn't contain the word "index," it probably isn't worth your time.

- 4) Don't try to time the market.** Human nature goes completely against market timing—99 percent of people sell out of their equities at the bottom of a market when they can't take the pressure anymore and buy back in at the top (or in a bubble). This is what we call the return gap, and the average investor sacrifices 2 to 4 percent in returns per year because of trying to time the market. Over 40 years, this can cut an individual's retirement balance by more than 50 percent.

**All content above is the opinion of Derek Horstmeier. Be sure to consult your financial advisor before making any changes to your investments.*

Derek Horstmeier is a regular contributor to the Wall Street Journal (monthly column) and has published in the Quarterly Journal of Finance, Managerial Finance, and other mainstream business publications. He developed and currently leads the Student Managed Investment Fund at Mason, where top students in finance are tasked with deciding all trades and the complete management of an all-equity portfolio at Mason. Horstmeier's research focuses on boards and directors, exchange-traded funds and mutual fund performance, and hedge-fund activism.

GEORGE MASON UNIVERSITY | School of Business

RANKED
32 **IN THE COUNTRY**
FOR PART-TIME
MBA
U.S. NEWS & WORLD
REPORT



PHOTO BY GERMÁN PERILLA

COMBINING FORCES: Mason and Colombian Beekeepers Come Together to Help Build a Sustainable World

BY JENNIFER BRAUN ANZALDI

▶ Twenty-one George Mason students traveled over spring break to learn how Mason's Honey Bee Initiative empowers communities through sustainable beekeeping, and to investigate how trisector partnerships (nonprofit, for-profit, government) can work together to solve complex global challenges like gender equity and food security.

This year, for the first time, the Honey Bee Initiative brought together students from two universities and multiple disciplines in an effort to enrich the intercultural exchange of ideas between Mason and the University Industrial of Santander (UIS) students in encouraging sustainable business practices. UIS is the largest higher education institution in Colombia and is regarded as one of the leading multidisciplinary research universities.

"The purpose of the trip was for students to investigate approaches to solving sustainable development goals through visiting and interacting with people in government, business, education, and the community," says **Lisa Gring-Pemle**, cofounder of the Honey Bee Initiative, director of global impact and engagement, and associate professor of business. Students worked with eight municipalities and more than 160 families during the trip to reintroduce honey bees and teach apiculture in areas where bee populations have been reduced by pesticides and other causes.

The trip was funded by a Mason Global Discovery Grant and a grant from 100,000 Strong in the Americas, an organization dedicated to providing innovation grants designed to support strategic university

partnerships to increase student exchange and training programs between the Americas.

"As the new graduate fellow for the Honey Bee Initiative, participating in this trip was a great opportunity for me to learn about and see our beekeeping project happening in Colombia firsthand," says **Candace Garthee**, BA Environmental and Sustainability Studies '18.

In addition to the student experience, the Honey Bee Initiative's goals for the trip were to expand the program that began in fall 2017.

"Next year's goal is to increase the program to 200 families and 85 percent female participation," says Gring-Pemle. "In addition, we intend to double the number of hives in these communities."

Currently, Mason's Honey Bee Initiative advances global sustainability initiatives and economic alternatives for underserved regions and populations (e.g. women and children) by using beekeeping as a tool for social and economic empowerment. According to the United Nations Environment Programme, bees pollinate one-third of the food we eat and are considered the most important pollinator worldwide.

Unfortunately, approximately 90 percent of the wild bee population in North America has died out. Mason is working to address this national issue through the Honey Bee Initiative, which promotes multidisciplinary and entrepreneurial approaches to honey bee sustainability through innovative education, global initiatives, public-private partnerships, and research.



PHOTO BY MARK MONSON

Top: Robin Dezagottis and fellow classmates make paper at the Fundación San Lorenzo's women's artisanal paper factory in Barichara.

Bottom: Germán Perilla, director, Honey Bee Initiative, School of Business and College of Science, demonstrates a stingless bee box.



PHOTOS BY KEVIN ROCKMANN

MBA Students Build Community Gardens during Global Residency in Chile

BY JENNIFER BRAUN ANZALDI

Nineteen MBA students pushed beyond the boardroom during this year's global residency in a service project building community gardens in Santiago, Chile.

Kevin Rockmann, professor of management and Dean's Scholar at the School of Business, led this year's students on their one-week global residency. Rockmann says he incorporates a service project into global residencies to bring students more cultural awareness in addition to business

The gardens had a mixture of vegetables, herbs, flowers, and trees to enhance the courtyard area. The community, mostly moms and kids, worked with the MBA students to build the gardens. We built the beds, took them to their sites, dug out the ground for them, filled them with dirt, and did all the planting.

"The service project with Tambo Roca was one of the highlights of the Santiago global residency. It was humbling to visit the Renca neighborhood, interact with the residents, and experience a different lifestyle," says MBA student **Andrea Cox**. "I spent the afternoon planting trees with a group of boys who were excited to get dirty and eager to teach me Spanish. Although we only spent a few hours together, they left an impact on me. I will remember the Spanish they taught me, and I'd like to believe that they will remember us when they enjoy the fruit from the trees we planted."

"What I will remember most from this day is the connection we made with Roque Sanéz, the founder of Tambo Roca, who organized our group for the day with the local community. As he walked around at the end of the day giving us hugs, there were tears in his eyes," says Rockmann.

"His emotion came from the realization that our group, who could've spent the day at a winery or shopping or touring around Santiago, chose to come there to work in the heat and dust to help this community. That is why we do these projects: to make connections with social entrepreneurs like Roque, to learn how people like him are trying to change the world. And to make connections with the people of the community and show them that students from the U.S. are kind, caring, and compassionate toward others, no matter where they live or how much they have."



MBA students, representatives from the Austral Group and Tambo Roca, and residents from Renca gather to celebrate at the end of the day.

experiences. The first project was in Buenos Aires, Argentina, in 2009, painting the walls outside of a community center. To date, Rockmann has led his Mason MBA residency students on five community service projects.

"This year's project was one of the most meaningful," Rockmann says. "Together with a nongovernmental organization called Tambo Roca, Mason MBA students helped plant six small community gardens in Renca—a lower income neighborhood on the outskirts of Santiago.

We even built fences to keep the dogs out."

School of Business graduate students have the opportunity to participate in a weeklong global residency offering firsthand cultural experiences as part of the MBA curriculum. During this intensive learning opportunity, students meet business and government leaders, participate in seminars, network with professors and students from other universities, and visit local and multinational companies. Locations change each year.



Graduate Programs Develop Talent Pipeline for New Amazon HQ and Local Businesses

BY JENNIFER BRAUN ANZALDI

▶ Shortly after the announcement by Amazon that their newest headquarters will be located in Northern Virginia, George Mason University announced an initiative to bolster research and develop more high-tech talent through a large-scale expansion of its Arlington Campus. This move will rapidly increase the number of highly skilled graduates for Amazon and other regional employers.

“Amazon coming to our area is a symbol of the transition that Washington, D.C., is making, transitioning from a primarily federal government town to a primarily business and tech town with a significant portion that has a technology focus,” says Dean **Maury Peiperl**. “It’s very clear that in our regional economy, the government slice has stayed constant and the business slice has grown.”

In a pledge of \$250 million over the course of five years, Mason plans to expand the Arlington Campus from 700,000 square feet to 1.2 million square feet. Mason’s Arlington Campus is located just seven miles from Crystal City, the site that Amazon chose from among the 238 bids for the location of their second corporate headquarters.

Mason’s School of Business currently offers six graduate degree programs and four certificate programs on the Arlington Campus, including the MBA, masters in technology management, executive MBA in national security, masters in real estate development, masters in accounting, and certificates in business analytics, forensic accounting, accounting analytics, and government accounting.

“The School of Business recently updated the MS in technology management curriculum to reflect national and global trends in technology to prepare business leaders in emerging areas such as digital transformation and global IT leadership,” says **Paige Wolf**, associate dean of graduate programs.

“The graduates of this degree are likely to meet Amazon’s leadership needs as a global technology firm and the needs of local businesses in the area.”

“The School of Business Office of Career Services offers employers, like Amazon, unique opportunities to interact with our students through year-round internships, targeted ‘Ask the Professional’ speaker series, and recruiting programs and events,” says

Kerry Willigan, assistant dean of career services. There are more than 24,000 School of Business alumni living in the Washington, D.C., area.

In addition to graduate programs, the School of Business offers high-level executive programs for both individuals and organizations, including open courses to expand business professionals’ knowledge and skills, and fully customized programs for organizations.

Amazon is expected to bring more than 24,000 high-paying jobs to the Washington, D.C., area.



ILLUSTRATION BY MARCIA STAMER



LinkedIn: ASK THE EXPERT

Your LinkedIn profile isn't a resume—it's your online reputation.

KERRY WILLIGAN, ASSISTANT DEAN OF CAREER SERVICES



What is LinkedIn? The short answer is, LinkedIn is a social network for professionals. People use LinkedIn to network, to source new jobs, or to stay connected with colleagues and customers. LinkedIn is also a valuable resource for information on an ever-expanding list of topics.

Why use LinkedIn? A well-thought-out LinkedIn page can be a fantastic way to promote yourself or your business. The platform allows you to list your skills, experiences, education, and achievements. If you're looking for a new job or to make an industry switch, using LinkedIn is a critical part of your job search strategy. We tell students and alumni that if they're not using LinkedIn, they're not really looking for a job. Conversely, employers share that LinkedIn has become one of the most important tools in their recruitment strategy.

Can I find a job on LinkedIn? Recruiters and hiring managers are relying more and more on LinkedIn to source candidates for openings. In many cases, the job may come to you!

Do you have any hints for making my LinkedIn page better?

- Make sure all the information is up-to-date and presents your skills and experiences in the most positive way possible.
- Be truthful. Make sure all the dates, skills, and achievements are accurate.
- Be yourself. Don't try to be something or someone you're not—you want a potential employer to know the real you! If you're passionate about an issue or topic, let that enthusiasm come through.
- Use industry keywords. If your industry uses specific language to describe a task or action, use those words on your page.
- Create a descriptive headline. This is your chance to differentiate yourself and create interest in your profile. In addition to your summary, the headline and your summary should be your "30-second pitch."
- Make sure your headshot is professional. A selfie in the backyard may not project the professional image you're hoping for. The School of Business Office of Career Services offers professional headshots at many events. Please contact us if you'd like to attend one of these events—we're happy to help you get a great professional picture!
- Remember, LinkedIn is not Facebook. . .or a dating site.
- Stay connected through professional groups. Follow companies and industries to learn about current trends and hiring needs.
- Leverage alumni groups—while you might not have a connection in common, you're ALWAYS a Patriot!

83%

School of Business **undergraduate students** who report they are either employed at graduation or attending graduate or professional school, up from 76 percent the year before

Average Undergraduate Salary is
\$61,740,
up from \$56,170 the year before

For **first-generation college students** in the School of Business, the career outcome is

87% with an average salary of
\$61,028

90%

School of Business **graduate students** who reported a positive career outcome at graduation with an average salary of

\$92,469

The top-50 ranked MBA from Mason Business

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Wesley Smith
MBA



School of Business



ANNUAL *business celebration*

Networking Gala | Business Showcase | Distinguished Alumni Awards

- Showcases and celebrates the breadth and depth of the School of Business community and is open to all Mason alumni
- Features interactive stations where you can sip, sample, and shop
- Celebrates our annual distinguished alumni awardees
- Includes cocktail reception with hors d'oeuvres
- Features opportunities to support School of Business scholarships and initiatives throughout the evening

- Thursday, October 17, 2019
- 6-9 p.m.
- Hyatt Regency Tysons Corner, Regency Ballroom
- Tickets: \$45

Register at
[advancement.gmu.edu/
bizcelebration19](http://advancement.gmu.edu/bizcelebration19)

Come join us!