

# BUSINESS MATTERS

Fall 2018

The State University of New York at Fredonia

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School of Business

## Notes from the Interim Dean

- The School of Business Advisory Council, currently comprised of 15 leaders from the local business community, held its first meeting of the academic year on October 23rd at the Fredonia Technology Incubator. After having a guided tour of the facility and receiving an update on the pressing issues of the school, the council established its standing committees and planned a working agenda for the year. The school is indeed fortunate to have such dedicated council members eager to provide their advice on the matters of curriculum refinements, internship opportunities, and program development.



- Business Administration will now have one more scholarship to give out to its majors. The \$5,000 Tom Reilly scholarship to a high-achieving senior in his or her last semester of study was recently established with a generous donation by business administration alumnus, Tom Reilly. Just like the other 15 departmental scholarships, students need not apply for this new one; the awardee will be selected by faculty nomination and formally recognized at the end-of-year awards ceremony.

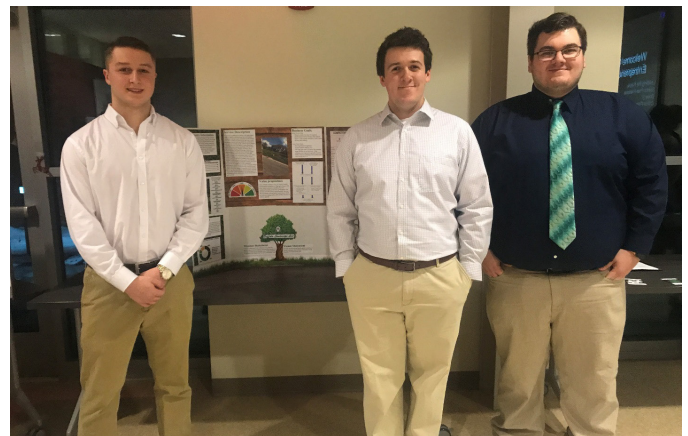
- It is with mixed feelings that I announce the retirement of two of our faculty members – Drs. Penny Hite and Russell Boisjoly. Dr. Hite, Assistant Professor of Sport Management, began her career with Fredonia in 1992. Dr. Boisjoly joined the

School of Business in 2008 as its Founding Dean. We wish both colleagues the best in the next phase of their lives.

- The Applied Professional Studies and Business Administration departments are hard at work in the job market searching for two full-time faculty, one in Sport Management and the other in Accounting, to begin teaching in fall 2019.

- Dr. Moj Seyedian

## Entrepreneurship Fair



From left to right: Eli Salman, Andrew Hauber and David Totaro – presenting their business idea, “Buffalo Landscape List.”

The Business Administration Department’s Annual Entrepreneurship Fair was held on Monday, December 10th at 7:00 pm at Fredonia Technology Incubator. As a final assignment, every fall the student groups in Dr. Sue McNamera’s Entrepreneurship (BUAD 354) class must develop a creative business idea and present them before a panel of judges comprised of business leaders from the local community. Eight student groups showcased their

innovative business ideas to a full-room of faculty, business persons, alumni, and students at the event. The following is a list of projects and the entrepreneurs:

**Leading the Future** (leadership curriculum for high school) - Lindsey Clark, Kailey Falk, Jon Morrison

**Outdoor Adventures** (guided hikes) - Zach Rose, Brandon Sciandra, Avalon Watson

**Stress Free Fredonia** (stress reduction program) - Samantha Larson, Caitlyn Croft, Lauren McMurray, Pinar Uz

**Buffalo Landscape List** (website to find new landscapers) - Eli Salman, Andrew Hauber, David Totaro

**Safe Ride** (service to drive you home with your car) Alexis Terruli, Luke Rivera, Jim Morgan

**Act or See** (game involving drawing and charades) - Josh Koespell, Breanna Damiano, Lara Burke

**Office Fight** (card game involving strategy and action) - David Notaro, Andrew Hauber, Liam Lipsky

Based on the judge's rating of each group in terms of value, table presentation, and pitch, the project, Buffalo Landscape List, won the first place with Act or See and Safe Ride projects placed second and third, respectively.



From left to right: Josh Koespell, Breanna Damiano, Lara Burke – presenting their business idea, “Act or See.”

## Examining the Impact of the Tax Cut and Jobs Act (TCJA) on Individual Charitable Giving

A major provision of the TCJA increases the standard deduction for individuals through 2025. This standard deduction increase, coupled with the reduction or elimination of other itemized deductions, will cause many taxpayers who have itemized previously to now experience a greater benefit by claiming the standard deduction.



Mark Nickerson,  
Accounting Professor

In fact, the Tax Policy Center estimated in their latest analysis that the number of taxpayers who itemize would decrease by almost 60% from an estimated 46.5 million in 2017 to only 19.3 million in 2018. ([http://www.taxpolicycenter.org/sites/default/files/publication/150816/2001641\\_distributional\\_analysis\\_of\\_the\\_conference\\_agreement\\_for\\_the\\_tax\\_cuts\\_and\\_jobs\\_act.pdf](http://www.taxpolicycenter.org/sites/default/files/publication/150816/2001641_distributional_analysis_of_the_conference_agreement_for_the_tax_cuts_and_jobs_act.pdf))

Individual giving has and continues to be the largest source of donations each year for nonprofits. According to Giving USA, of the total charitable donations of \$390.05 billion made in 2016, \$281.86 billion, or 72%, reflected giving by individuals. (<https://givingusa.org/tag/giving-usa-2017/>) This represents a 3.9% increase in giving by individuals from 2015. Charitable giving by both corporations and foundations each also increased during 2016. While some of these giving trends were undoubtedly affected by the election year and a sharply divisive political climate, donations are generally much more affected by larger economic influences.

For instance, giving by individuals has been shown to increase in correlation with national financial indicators such as disposable personal income, personal consumption, and the S&P 500 Index. All three of these indicators have been shown to be directly associated with spending and financial stability for U.S. families. During 2016, these factors continued to increase as in recent years. Personal consumption and disposable personal income increased from 2015 by 4.0% and 2.6%, respectively



with Americans spending \$12.82 trillion dollars in total. (<https://fred.stlouisfed.org/series/PCECA>) (<https://fred.stlouisfed.org/series/A067RC1A027N-BEA>) The S&P 500 index also had a strong year during 2016 ending up 9.5% from the previous year. (<http://quotes.wsj.com/index/SPX>). Historically, charitable giving has been shown to increase by approximately one-third of increases in the stock market. (<http://foundationcenter.org>)

Of high net worth individuals who give to charity, the primary reason to do so, as indicated by 54.1% of respondents claiming they always gave for this reason, was due to believing in the mission ([http://www.ustrust.com/publish/content/application/pdf/GWMOL/USTp\\_ARMCGDN7\\_oct\\_2017.pdf](http://www.ustrust.com/publish/content/application/pdf/GWMOL/USTp_ARMCGDN7_oct_2017.pdf)). The second most prevalent motivation was believing their gift can make a difference with 44% claiming they always gave because of this and third, for personal satisfaction, enjoyment or fulfillment at 38.7% of respondents. Receiving a tax benefit was seventh most impactful on the list with only 18% of those who indicated they always donate simply to receive a charitable deduction.

The survey responses indicating that receiving a tax benefit is not a major motivation driving charitable contributions does appear contradictory when respondents were posed a slightly different question. In 2013, 50.4% of high net worth individuals indicated that their charitable contributions would decrease if no deduction was in place. That number decreased to 33.4% of individuals who said they would give less without the presence of a tax deduction in 2015.

While the TCJA will still see most high net worth individuals itemize and therefore, receive a benefit from charitable contributions, individuals with lower incomes may not. The question then bears asking, which of these groups of individuals give the most to nonprofits? According to the (<http://nccs.urban.org/data-statistics/charitable-giving-america-some-facts-and-figures>) 2011 Statistics of Income from the IRS covering individuals claiming the itemized deduction on their individual income tax return showed a U-shaped relationship between adjusted gross income (AGI) and charitable giving. This shows that those at either extreme of the

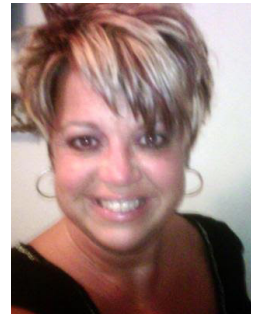
high or low end of income and wealth are likely to give a higher percentage of their income to charity compared to middle-class individuals. Many of these middle-class individuals with income between \$100,000 - \$200,000 are the exact demographic that may no longer itemize under the TCJA.

It remains somewhat unclear how much of an actual impact these factors, positive or negative, will have on the financial longevity of nonprofits operating in the U.S. in the coming years. What is certain however, is that advisers, directors, officers and employees of these organizations will need to continue to evolve in developing ideas to attract new donors while working hard to deepen relationships with those existing benefactors.

## Meet Professor Cheryl Moore

### 1. What courses do you teach?

I have taught various accounting courses for Fredonia both in the classroom and online but currently I am teaching Organizational Behavior, both in the classroom and online.



### 2. If you could teach a new course, what would it be?

I would teach a course on Workplace Incivilities.

### 3. Tell me a little about your teaching style.

I like to think that I adapt my teaching style to the course. When I teach accounting I feel more lecture time is required along with application. Whereas, with Organizational Behavior, I prefer to make it a more collaborative experience with increased student conversations and insights.

### 4. What suggestions do you have for students to be successful in your courses?

The students who appear to be the most successful

in my courses are those who follow through with assignments and are prepared prior to class in terms of the reading material. I also encourage students to understand what is being taught, not just memorize a process or procedure, but really understand the why and how.

### **5. What are your pet peeves in the classroom?**

One of my pet peeves would be when students don't accept the additional help that is being offered when they do not have a good understanding of a concept or lesson.

### **6. What kind of research are you working on?**

For my dissertation I did a Phenomenological study on The Effects of Workplace Bullying on the Bystanders in Manufacturing. I would like to delve into this further, since a lot of the outcome from my research was directed toward management and the lack of organizational policies and procedures in this area. So, I have been researching data along these lines.

### **7. How long have you worked at Fredonia?**

I have been at Fredonia as an adjunct for 8 years now.

### **8. Where were you before joining Fredonia?**

Before joining Fredonia, I was, and still am, the Controller at a sheet-metal fabricating plant in Corry, PA.

### **9. Where did you do your undergraduate and graduate studies?**

I earned my Bachelors degree in both Accounting and Business Finance at Mercyhurst University in Erie, PA. I eventually went on to earn an MBA with an emphasis in Accounting at the Keller Graduate School of Management and from there I earned a Doctorate of Psychology with an emphasis in Organizational Leadership from the University of the Rockies in Denver, CO.

### **10. Why did you decide to come to Fredonia?**

An opportunity had opened up for an accounting adjunct and I was looking for a position with a reputable university like Fredonia at the time, so I applied for the position.

### **11. Who has been your biggest influence in life?**

I would say my husband has had the biggest influence on me. We have known each other since grade school and I have always been impressed by his natural abilities to assess situations and reach positive outcomes in both business and personal aspects.

### **12. What advice do you have for the graduating seniors?**

To appreciate every opportunity given to them and to learn and grow from each one. I don't think we should settle and we should continually strive to improve where we are at, whether it be personally or professionally.

### **13. What do you like about the Business Administration department?**

I like the ease with which new individuals can fit in. Everyone has always been welcoming and helpful.

### **14. Is there anything else you would like to share with our readers?**

Take advantage of this time and plan for the future. Don't just live for today and just do what you have to do to get by. Don't wish down the road that you would have applied yourself more and learned more. Do it now so there are no regrets later.

**Business Matters is a student-run online publication of the School of Business Student Advisory Council**

**For story ideas and comments, contact the Editor: Inderdeep Bajwa at [bajw5680@fredonia.edu](mailto:bajw5680@fredonia.edu)**

# Guess the Logo

American Marketing Association kicked off the semester with their first event, “Guess the Logo”, on October 15th at 8 PM in the Williams Center. Students teamed up to see who knew their logos best. There were two rounds, the first round was testing to see if students could tell what the brand was based on the logo with no words or details. The next round was a little harder. We wanted to test if students could identify brands by seeing the logos stripped down and simplified. Many students knew most of the logos but found some to be challenging to identify. This demonstrated which brands are doing a great job with brand recognition and which ones are doing poorly.

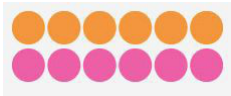
## Stripped down logos students did well on:



McDonald's



Amazon



Dunkin' Donuts



Google

## Logos many students did not know:



Netflix



Blackberry



HSBC



Lacoste

## Alumni Spotlight

Mark Washo, '91, has made a successful career out of his marketing expertise and his love for sports – he pursued a degree in Marketing from Fredonia while leading its tennis team as captain. Immediately upon graduation, Buffalo Bison Baseball offered him a job as a ticket sales representative, a position that he held until 1993 when he moved to the Washington, D.C. area to manage NBA Washington Bullet's ticket sales.



Mark Washo

In 1995, Mark began a long term association with Anschutz Entertainment Group serving at executive and management positions until 2008. He first started as Senior Director of Ticket Sales for DC United in Herndon, VA. He was then promoted to Senior Vice President of NY/NJ MetroStars, followed by another promotion to Executive Vice President at Chicago Fire Soccer, Chicago, Illinois. During his tenure, Mark achieved several milestones, including negotiating stadium naming rights with Toyota Park, delivering the highest ticket and sponsor revenue (\$5.2M) in Fire team history, and organizing high profile soccer matches with International teams, like Real Madrid, Chelsea, and Chivas.

Mark's next career move was in 2009 when he accepted the position of President and General Manager of Washington Freedom, Women's Professional Soccer, in Washington D.C. In 2011, equipped with all the necessary experiences, Mark became the Founding Partner of a profitable sports agency named, Freedom Sports and Entertainment. FSE specialized in outbound professional ticket sales, sales training, executive recruiting and corporate sponsorship sales services to division one college athletics and professional sports marketplace.

Currently, Mark is the Chief Business Officer of Marina Auto Stadium and Rochester Rhinos, Rochester, NY, where he tripled corporate sponsorship revenue in the first 12-month sales cycle. Now living closer to SUNY Fredonia, he is trying to give back to his beloved alma mater by being a member of the School of Business Advisory Council, and plans to teach a much needed course in ticket sales for our Sport Management Program.