MAACBA

Mid-Atlantic Association of Colleges of Business Administration

2016 CONFERENCE

Hosted by

FIT **Fashion Institute of Technology**
State University of New York

WELCOME TO MAACBA 2016!

Dear Colleagues,

A warm welcome to the 2016 Annual MAACBA conference at the Fashion Institute of Technology, in New York City. We wanted to have a conference that provides participants with many opportunities for networking, exchanging ideas and best practices in business education, in addition to having a great time in New York. On Wednesday, we start the conference with AACSB International accreditation volunteer training for those who are interested in serving as mentors and peer review team members, followed by a cocktail reception.

This year's conference features five plenary sessions covering such topics as the future of retailing; demonstrating business school impact to AACSB International and other stakeholders; deans' perspective panel discussion; AACSB International update; and business school rankings according to the experts. We have three exciting keynote sessions with David Cox of Global Business Manager at Microsoft Corporation speaking on "Technology, Disruption and the Digital Enterprise," Danny Dworkin of Schaffer Consulting covering the topic of "Leadership May Not Be the Problem with Your Innovation Team," and Sara Eisen, co-anchor on CNBC's *Squawk on the Street* and Worldwide Exchange speaking on "Stuck in a Rut: The State of the Global and U.S. Economy."

The conference offers concurrent sessions covering topics of interest to business schools and recognition of the recipient of the Teaching and Innovation award.

The cocktail receptions allow you to network with other participants and speakers. This conference is allowing our participants to take advantage of what New York City has to offer with opportunities on Friday and Saturday.

Thanks to the hard work of MAACBA Board and the Jay and Patty Baker School of Business and Technology at the Fashion Institute of Technology. Special thanks to Jennifer Maden, Assistant Dean of the Jay and Patty Baker School of Business and Technology who has coordinated this year's conference. Many thanks for participating in this year's conference, and I hope you will have a great time.

Best Regards,

John G. Kooti
Dean
John L. Grove College of Business
Shippensburg University
2016 MAACBA President

WELCOME TO NEW YORK CITY!

Dear 66th MAACBA Conference Attendees, Sponsors, Speakers, Members, and Friends of FIT:

On behalf of the Fashion Institute of Technology and the Jay and Patty Baker School of Business and Technology, we are pleased to welcome you to "The City That Never Sleeps," a city as diverse in her attractions as her people, and one of the most visited places in the world. From Battery Park at the tip of Manhattan all the way to the outer boroughs of Brooklyn, Queens, the Bronx, and Staten Island, our city has something to offer each and every visitor, regardless of age, budget, culture, taste, or interest. Visitors are amazed after their first visit, and their 100th, at the vast reach of New York City's cultural spectrum.

Compare the trendy boutiques of Soho and Greenwich Village with the high-end retailers that line Fifth Avenue. Take in an exuberant Broadway musical followed by a one-man show Off Broadway. Admire the city skyline from the deck of a harbor cruise or from the heights of the Empire State Building. Have lunch in Chinatown, dinner in Little Italy, and New York Style cheesecake for dessert after a stroll through Central Park or ice skating in Rockefeller Center.

To make your stay more enjoyable, we have arranged a Networking Excursion on Friday evening that can serve as your personal guide to the city during your stay.

Under the auspices of MAACBA and FIT, the Baker School of Business and Technology is hosting this 66th Annual MAACBA conference with great pleasure and a pride in our city campus. Following the MAACBA mission, we have produced for you a conference of exceptional panels, world-famous keynote speakers, and various other sessions in keeping with conference preferences as voiced by those who have attended in the past.

As you enjoy your time here and take a tour of FIT you will see a campus that is ever-changing and growing in delivered programs, budding influencers of future thought, developing and working with advanced technologies through scholarship, industry connections, and government partnerships. The Baker School of Business is the largest school at FIT, and we hope that you enjoy seeing our students, advanced laboratories, and our everyday workplace.

Please let us know if there is anything we can do for you to make this experience personally more enjoyable.

Warm Regards,

Steven Frumkin

Second Vice President and
2016 Conference Host, MAACBA
Dean, Jay and Patty Baker
School of Business and Technology
Fashion Institute of Technology

Jennifer Maden

2016 Conference Host, MAACBA
Assistant Dean, Jay and Patty Baker
School of Business and Technology
Fashion Institute of Technology

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MAACBA BOARD OF DIRECTORS

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Shippensburg University

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Marist College

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Provost & Senior Vice President, Academic Affairs
Iona College

Jennifer Maden
2016 Conference Host
Assistant Dean, Baker School of Business and Technology
Fashion Institute of Technology

GENERAL CONFERENCE INFORMATION

Check-in INFORMATION

Wednesday, October 26
1:30–5:00 p.m.
Dubinsky Student Center, 1st Floor Entrance Area

Thursday, October 27
7:30 a.m.–1:00 p.m.
Marvin Feldman Center Lobby

Friday, October 28
7:30–10:30 a.m.
Marvin Feldman Center Lobby

CONFERENCE LOCATION

John E. Reeves Great Hall and
Dubinsky Student Center, 8th Floor
Fashion Institute of Technology
Seventh Avenue at 27th Street
New York, NY 10001
www.fitnyc.edu/maacba

TRANSPORTATION

Directions to FIT by rail

Subway
Take the 1 or the N, R to the 28th Street station. Alternatively, take the C, E, or F to the 23rd Street Station or take the 1, 2, 3, A, C, E, D, F, N, or Q to the 34th Street Station. For more info visit the MTA's website at www.mta.info.

Railroad
Take Amtrak, New Jersey Transit, or the Long Island Railroad to Pennsylvania Station at 34th Street and 7th Avenue. Walk south on 7th Avenue to 27th Street.

Amtrak
Take Amtrak or Metro-North commuter railroad (Harlem, Hudson, New Haven, Port Jervis, and Pascack Valley Lines) to Grand Central Station at 42nd Street and Lexington Avenue. Take the S shuttle subway to Times Square, then the 1 downtown to the 28th Street station.

PATH
Take PATH trains to the 23rd Street or 34th Street stations.

CONFERENCE SPONSORS

DIAMOND

mutantmedia

Contact:
Eric Singleton, esingleton@mutantmedia.com
Rich Silivanch, rsilivanch@mutantmedia.com
mutantmedia.com

PLATINUM

Eduvantis

Contact:
Emily Woodrow, emily@eduvantis.com
eduvantis.com

GOLD

GMAC
GRADUATE MANAGEMENT ADMISSION COUNCIL

Contact:
Glenda Lucas, lucas@gmac.com
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SHIPPENSBURG UNIVERSITY
John L. Grove College of Business

Contact:
John Kooti, jgkooti@ship.edu
ship.edu/business

CONFERENCE SPONSORS

SILVER

Bloomberg Businessweek
B-SCHOOL CONNECTION

Contact:
Kathy Henderson, khenderson28@bloomberg.net
resourcecenter.businessweek.com/b-school-connection-program

BRONZE

S&P Global

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THE PhD PROJECT

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DOW JONES

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A B D J
Your Research Gateway

Contact:
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CONFERENCE AGENDA AT A GLANCE

WEDNESDAY, OCTOBER 26, 2016

1:30–5:00 pm	Conference Registration	Dubinsky Student Center, 1st Floor Lobby Entrance Area
2:00–5:00 pm	AACSB Accreditation Volunteer Training	Dubinsky Student Center, A802
3:00–4:00 pm	MAACBA Board of Directors' Meeting	Dubinsky Student Center, A803
4:30–5:30 pm	First Timers' Welcome Meeting	Dubinsky Student Center, 8th Floor Lounge
6:00–7:30 pm	Cocktail Welcome Reception	John E. Reeves Great Hall
7:30–10:00 pm	Dinner on Your Own in NYC	

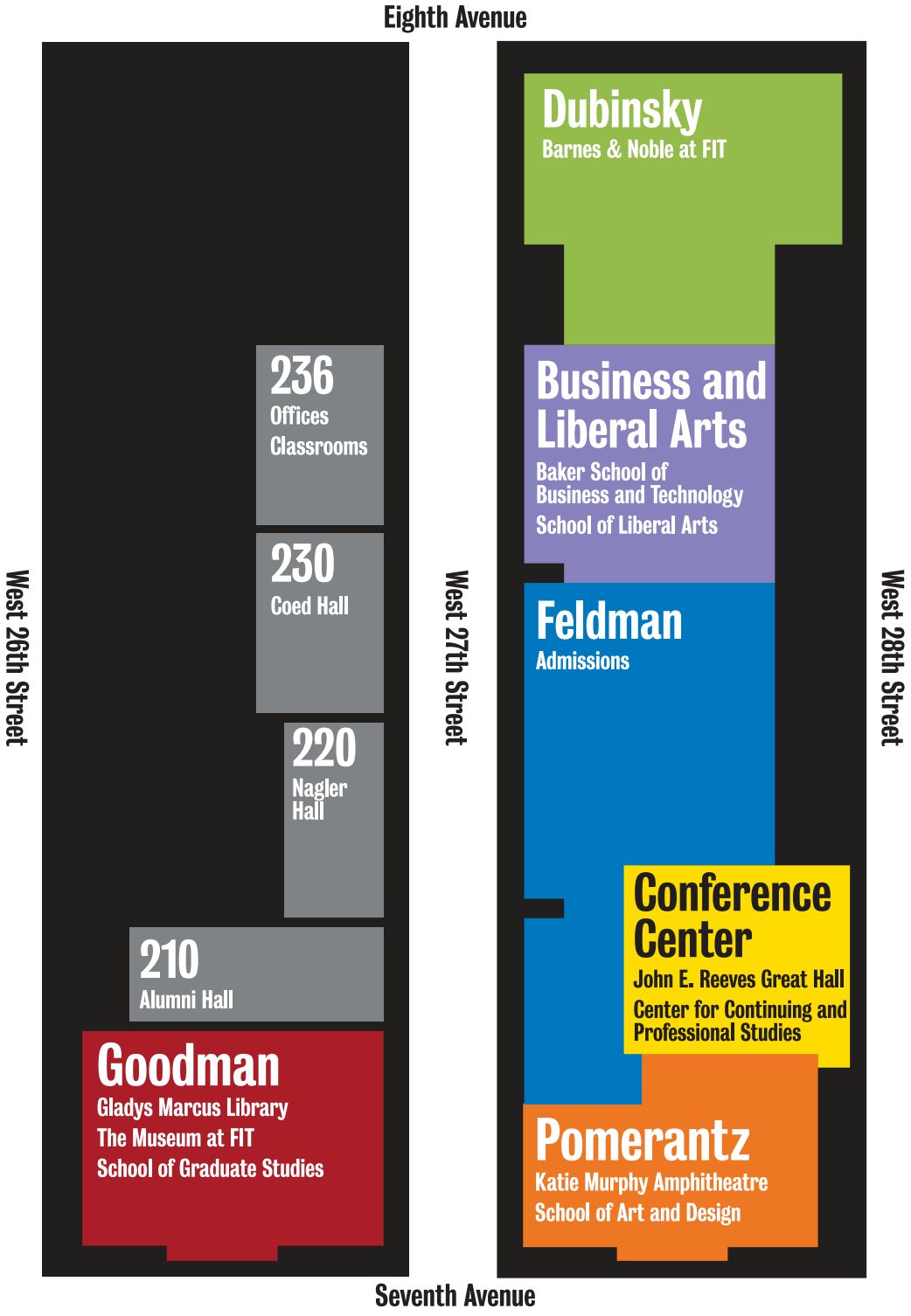
THURSDAY, OCTOBER 27, 2016

7:30 am–1:00 pm	Conference Check-In	Feldman Center Lobby
7:30–8:30 am	Continental Breakfast: Table Topics	John E. Reeves Great Hall
8:30–9:00 am	Welcome Kickoff	John E. Reeves Great Hall
9:00–10:15 am	Plenary Session 1: The Future of Retailing	John E. Reeves Great Hall
10:15–10:30 am	Morning Break	John E. Reeves Great Hall
10:30–11:45 am	Plenary Session 2: Demonstrating Business School Impact to AACSB and Other Stakeholders	John E. Reeves Great Hall
12:00–2:00 pm	Lunch: Keynote #1 – Technology, Disruption, and the Digital Enterprise	John E. Reeves Great Hall
2:15–3:30 pm	Plenary Session 3: Dean's Perspective Panel Discussion	John E. Reeves Great Hall
3:30–4:00 pm	Afternoon	Dubinsky Student Center, 8th Floor
4:00–5:00 pm	Concurrent Sessions 1	Dubinsky Student Center, 8th Floor
	Digital Data and Enrollment Growth Strategies: What You Need to Know to Grow	Alcove
	What's New with GMAC in 2016?	A802
	Your Financial Data Needs on Campus	A803
6:00–8:00 pm	Cocktail Hour	Rare View Rooftop: 152 West 26th Street, between Sixth and Seventh Avenues
8:30–10:00 pm	Dinner on Your Own in NYC	

FRIDAY, OCTOBER 28, 2016

7:30–10:00 am	Conference Check-In	Feldman Center Lobby
7:30–8:00 am	Continental Breakfast	John E. Reeves Great Hall
8:00–9:15 am	Breakfast: Keynote #2 – Leadership May Not Be the Problem with Your Innovation Team	John E. Reeves Great Hall
9:15–10:15 am	Plenary Session 4: AACSB International Update	John E. Reeves Great Hall
10:15–10:30 am	Morning Break with Refreshments	John E. Reeves Great Hall
10:30–11:30 am	Concurrent Sessions 2 The MBA's Metamorphosis: Future Trends Make Global Goals Local Business	 John E. Reeves Great Hall Seminar Room 9
11:45–12:45 pm	MAACBA Annual Meeting	John E. Reeves Great Hall
1:00–2:30 pm	Lunch: Keynote #3 – Stuck in a Rut: The State of the Global and U.S. Economy	John E. Reeves Great Hall
2:45–3:45 pm	Business School Rankings According to the Experts	John E. Reeves Great Hall
3:45–4:00 pm	Closing Remarks	John E. Reeves Great Hall
6:00–10:30 pm	Professional Networking Excursions	Rendezvous: Feldman Center Lobby

CAMPUS MAP @ FIT



CONFERENCE SCHEDULE AND SESSION DESCRIPTIONS

WEDNESDAY, OCTOBER 26

1:30–5:00 p.m.

Conference Registration
David Dubinsky Student Center, 1st Floor Lobby Entrance Area

2:00–5:00 p.m.

AACSB Accreditation Volunteer Training
David Dubinsky Student Center, A802
Advance registration required

The cornerstone of AACSB's success is our volunteer community.

Workshop Leaders:

Robert D. Reid, Executive Vice President and Chief Accreditation Officer, AACSB

Barb Higel, Manager, Accreditation Services, Mid-Atlantic and Northeast, AACSB

3:00–4:00 p.m.

MAACBA Board of Directors' Meeting
David Dubinsky Student Center, A803

4:30–5:30 p.m.

First Timers' Welcome Meeting
David Dubinsky Student Center, 8th Floor Lounge

6:00–7:30 p.m.

Cocktail Welcome Reception
John E. Reeves Great Hall

7:30–10:00 p.m.

Dinner on Your Own in NYC

DURING THE COCKTAIL RECEPTION, TAKE A WALK ACROSS THE STREET TO THE MUSEUM AT FIT.

The Museum at FIT (MFIT) is best known for its innovative and award-winning special exhibitions, including *London Fashion*, which received the first Richard Martin Award for Excellence in the Exhibition of Costume from the Costume Society of America; *The Corset: Fashioning the Body*, which explored the most controversial garment in the history of fashion; and *Madame Grès: The Sphinx of Fashion*, a monographic retrospective that examined the working methodologies and unique aesthetic contributions of a great couturier. Recently, the museum has been mounting even more ambitious exhibitions, such as *Gothic: Dark Glamour* and *A Queer History of Fashion: From the Closet to the Catwalk*.

The museum's permanent collection encompasses some 50,000 garments and accessories from the 18th century to the present. Important designers such as Adrian, Balenciaga, Chanel, and Dior are represented. The collecting policy of the museum focuses on aesthetically and historically significant directional clothing, accessories, textiles, and visual materials, with emphasis on contemporary avant-garde fashion.

There are three galleries in the museum. The lower level gallery is devoted to special exhibitions, such as the recent *Elegance in an Age of Crisis: Fashions of the 1930*s and *Dance and Fashion*. The Fashion and Textile History Gallery, on the main floor, presents a rotating selection of approximately 200 historically and artistically significant objects from the museum's permanent collection. The exhibition in the gallery changes every six months, although it always covers 250 years of fashion history.

CONFERENCE SCHEDULE AND SESSION DESCRIPTIONS

THURSDAY, OCTOBER 27

7:30 a.m.–1:00 p.m.

Conference Check-In

Marvin Feldman Center Lobby

7:30–8:30 a.m.

Continental Breakfast: Table Topics

John E. Reeves Great Hall

8:30–9:00 a.m.

Welcome Kickoff

John E. Reeves Great Hall

Speakers:
Steven Frumkin, Dean of the Baker School of Business and Technology, Fashion Institute of Technology
John Kooti, Dean of the John L. Grove College of Business, Shippensburg University
Joyce F. Brown, President, Fashion Institute of Technology

9:00–10:15 a.m.

Plenary Session 1: The Future of Retailing

John E. Reeves Great Hall

The current landscape of retail is transforming. The digital side of the business has grown exponentially over the past decade, and technologies are demanding that the brick-and-mortar business keeps up. This, combined with a very empowered and entitled consumer, a demographic shift that will shake up the workforce, and retailers working very hard to converge highly complex systems to deliver a seamless cross-channel experience, is creating a retail maelstrom. Hear top industry executives' perspectives on the retail landscape today and where the industry is heading.

Moderator:
Robin Sackin Litwinsky, Chair of Fashion Business Management, FIT

Panelists:
Shelley E. Kohan, Resident Retail Expert, FIT
Greg Petro, Chief Executive Officer, First Insight, Inc.
Howard Kreitzman, Retail Expert
Robin Lewis, Founder and CEO of The Robin Report

10:15–10:30 a.m.

Morning break

10:30–11:45 a.m.

Plenary Session 2: Demonstrating Business School Impact to AACSB and Other Stakeholders

John E. Reeves Great Hall

With the new AACSB standards emphasizing the importance of "impact," b-schools must change how they demonstrate quality – from traditional "input" variables (faculty credentials, financial resources, and curriculum), to "output" factors (student success over time, influential scholarship, impact on our communities and industry). As we attempt to articulate impact in teaching, research, service, and outreach, we must tackle a new set of challenges. In this session, we will address both the challenges and the opportunities of telling our impact stories.

Speaker:
Sarah Gardial, Dean of the College of Business at the University of Iowa

THURSDAY, OCTOBER 27 (continued)

12:00–2:00 p.m.

Lunch: Keynote #1 – Technology, Disruption, and the Digital Enterprise

John E. Reeves Great Hall

What does the new digital enterprise mean for the future of industry? As we approach the "Fifth Industrial Revolution," newer technologies are changing the way we work and play, and creating expectations for business. In this age of new markets, massive disruption, and the "digital jungle," developing a winning digital strategy can challenge the unprepared business in any sector. In this session, explore how the convention of a "store" will transform over the 21st century with the prevalence of e-commerce and technology. Discover how professionals across industries can strategically plan for the future, and how this can inform curricula at your business school to better prepare students to become new leaders in the rapidly evolving business landscape.

Speaker: David Cox, Global Business Manager at Microsoft Corporation

2:15–3:30 p.m.

Plenary Session 3: Dean's Perspective Panel Discussion

John E. Reeves Great Hall

Topics during the discussion will focus on the contemporary challenges of being a business school dean. We will begin with a set of moderated questions, then will open up the floor to the audience for open Q&A.

Moderator:
Giacomo (Jack) Oliva, Vice President for Academic Affairs, FIT

Speakers:
Elmore Alexander, Dean of the Ricciardi College of Business at Bridgewater State University
Kristin Backhaus, Dean of the School of Business at SUNY New Paltz
David Brookstein, Associate Dean for Undergraduate Studies in Engineering at Temple University
Joseph DiAngelo, Jr., Dean of the Erivan Haub School of Business at St Joseph's University
Michael Williams, Dean of the School of Business and Management at Thomas Edison State University

3:30–4:00 p.m.

Afternoon Break

Dubinsky Student Center, 8th Floor Lounge

THURSDAY, OCTOBER 27 (continued)

4:00–5:00 p.m.

Concurrent Sessions 1

All Concurrent Sessions below will be in the Dubinsky Center, 8th Floor

Digital Data and Enrollment Growth Strategies: What You Need to Know to Grow
Dubinsky Student Center, 8th Floor, Alcove

Learn how much market intelligence you can obtain from mining digital datasets. From market sizing to product trends to competitor marketing strategies, you will be astonished to find how much you can learn about your market and how these digital insights can drive your enrollment growth strategy. This session will use actual business school digital data to highlight how you can compete in the digital era.

Eduvantis helps higher education institutions develop and execute enrollment growth strategies. The firm specializes in working with business schools and combines its deep product expertise with digital proficiency to provide clients with unrivaled growth strategies and marketing execution.

Speaker:
David Mulligan, Co-founder and Chief Executive Officer of Eduvantis

What's New with GMAC in 2016?

Dubinsky Student Center, 8th Floor, A802

Join this session to hear updates from a leading source of research and information about quality graduate management education from an international nonprofit organization that provides products and services to academic institutions and prospective graduate management education students.

Speaker:
Glenda Lucas, Senior Manager of the Americas, Graduate Management Admission Council (GMAC)

Your Financial Data Needs on Campus: How can you best determine your academic institution's data needs?
Dubinsky Student Center, 8th Floor, A803

What value and insights might the Capital IQ platform provide on your campus? Join this interactive session where Q&A will help you assess the right concepts and issues to consider for decision making at your school.

Speaker:
Howard Bernheim, CFA, CPA, Director of Client Development for the Academic Division at S&P Global Market Intelligence

6:00–8:00 p.m.

Cocktail Hour

Rare View Rooftop
Hilton New York Fashion District
152 West 26th Street (between Sixth and Seventh Avenues)

8:30–10:00 p.m.

Dinner on Your Own in NYC

CONFERENCE SCHEDULE AND SESSION DESCRIPTIONS

FRIDAY, OCTOBER 28

7:30–10:00 a.m.

Conference Check-In

Marvin Feldman Center Lobby

7:30–8:00 a.m.

Continental Breakfast: Table Topics

John E. Reeves Great Hall

8:00–9:15 a.m.

Breakfast: Keynote Session #2 – Leadership May Not Be the Problem with Your Innovation Team

John E. Reeves Great Hall

A recent study published in the *Harvard Business Review* highlights the four conditions that leaders must create for innovation to thrive: Constant Energy is the productive tension that keeps people innovating. Creative Friction involves rich interactions that generate diverse ideas. Flexible Structure maximizes speed and agility. Purposeful Discovery means testing possibilities to develop user-centered solutions. Hear more from one of the researchers and authors of the study about the 1,500 *HBR* readers that participated in the study and in-depth definitions and concepts related to each condition, explore why each condition is important, and learn what you can do as a leader to create these conditions in your organization.

Speaker:
Danny Dworkin, Partner, Schaffer Consulting

9:15–10:15 a.m.

Plenary Session 4: AACSB International Update

John E. Reeves Great Hall

AACSB's Chief Executive Officer will provide an update with the latest news and views coming from Tampa world headquarters. This session includes time for a Q&A, enabling attendees to dialogue with our AACSB representatives.

Speaker:
Thomas (Tom) Robinson, President and CEO of AACSB International

10:15–10:30 a.m.

Morning Break with Refreshments

FRIDAY, OCTOBER 28 (continued)

10:30–11:30 a.m.

Concurrent Sessions 2

John E. Reeves Great Hall

1. **The MBA's Metamorphosis: Future Trends**
   John E. Reeves Great Hall

   A generation ago MBA programs were ubiquitous, with the MBA degree essentially synonymous with graduate management education. Since then graduate management education has morphed into a wide range of program options and modes of delivery, including graduate certificates, specialized MS programs in functional disciplines (i.e., MS in Finance, MS in Operations Management, etc.) or industry specialties (i.e., MS in Sports Management, MS in Health Care Administration, etc.) and market-based variations of the traditional MBA (i.e., Global MBA, Executive MBA, High-Tech MBA, Cohort MBA, dual MBA between two partner institutions, MBA as part of a dual degree program within a single institution. In response, many institutions have developed a varied and extensive portfolio of graduate management programs. This interactive session will explore the evolution of graduate management education and identify trends and opportunities for graduate management education in the future as well as implications for the MBA degree.

   Facilitator:
   MarySheila McDonald, Associate Dean of the University School of Business

   Speaker:
   Jeffrey Mello, Dean of the School of Management at Rhode Island College

2. **Make Global Goals Local Business**
   Seminar Room 9

   The Principles for Responsible Management Education is an initiative by the United Nations Global Compact dedicated to sharing good practices to inspire and champion responsible management education, research, and thought leadership globally. In September 2015, all 193 member states of the U.N. adopted a plan, taking place over the next 15 years, to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of "Agenda 2030" are 17 Sustainable Development Goals (SDGs/ Global Goals) and 169 related targets that address the most important economic, social, environmental, and governance challenges of our time. The goals result from a process that has been more inclusive than ever, with governments involving business, civil society, higher education, and citizens from the outset. Higher education has a critical role to play in the successful implementation of this agenda.

   Speaker:
   Jonas Haertle, Head, Principles for Responsible Management Education (PRME) Secretariat and Global Compact Academic Affairs, U.N. Global Compact Office

   Claire Sommer, Communication Director, AIM2Flourish.com

FRIDAY, OCTOBER 28 (continued)

11:45 a.m.–12:45 p.m.

MAACBA Annual Meeting
John E. Reeves Great Hall

3.1. Annual Induction and Presidential Convocation
3.2. Fall 2015 Survey Results
3.3. Teaching Award Presentation
3.4. Beta Gamma Sigma Awards and Annual Meeting

Beta Gamma Sigma (BGS) is the global honor society serving higher education business programs throughout the world. Amber Nicholson, BGS director of chapter relations, will provide an overview on the state of the society and new initiatives and recognize BGS "Honor," "High Honors," and "Highest Honors" chapters.

1:00–2:30 p.m.

Lunch: Keynote Session #3– Stuck in a Rut: The State of the Global and U.S. Economy
John E. Reeves Great Hall

If you listen to any speech by either presidential hopeful for this November's 2016 election, you will feel as though we are still stuck in the trenches of a recession. Whether it's the portrayal of the disillusioned American worker, or the notion that we are being cheated by our trade lifeline (China), post-recession traumatic stress is alive and well on the campaign trail. Are we truly stuck in a rut? In this session we will examine the factors contributing to what feels like glacial growth, and how a potential change in leadership could impact the current recovery.

Speaker:
Sara Eisen, Co-Anchor CNBC's Squawk on the Street *and* Worldwide Exchange

2:45–3:45 p.m.

Business School Rankings According to the Experts

John E. Reeves Great Hall

This session will provide an insider's look at all major university-related rankings, including Best Undergraduate Business Programs, Best Full-time and Part-time MBA Programs, Best Online MBA, and Best Online Graduate Business (Non-MBA) Programs.

Panelists:
Lance Lambert, Data Journalist, Bloomberg, *Businessweek*
Robert Morse, Chief Data Strategist, *U.S. News & World Report*

3:45–4:00 p.m.

Closing Remarks
John E. Reeves Great Hall

Speaker:
John Kooti, Dean of the John L. Grove College of Business, Shippensburg University

4:00–5:00 p.m.

Visit Sponsor Tables and Networking

5:00–6:00 p.m.

Dinner on Your Own

PROFESSIONAL NETWORKING OPPORTUNITY EXCURSION

Friday, 6:00–9:00 p.m.

Circle Line Harbor Lights Tour

Nothing quite compares to a New York sunset cruise, through city lights glistening like diamonds on the dark water. On this tour, narrated by professional guides, you will sail within 100 feet of the Statue of Liberty, enjoy great views of Midtown and Lower Manhattan at sunset and the skyline at night, and pass under the Brooklyn, Manhattan, and Williamsburg bridges.

CONFERENCE PRESENTER BIOGRAPHIES

ELMORE ALEXANDER is the dean of the Ricciardi College of Business at Bridgewater State University. He specializes in working with executive and management teams to develop strategic plans, improve group effectiveness, and manage conflict. He has served as dean at the School of Management at Marist College; the dean at the School of Business Administration at Philadelphia University; associate dean at the School of Continuing Education at Johns Hopkins University; and associate dean at the Kogod School of Business at American University. He recently served as president of the Northeast Business Deans' Association (2015-2016) and the Mid-Atlantic Association for Colleges of Business Administration (2014-2015) and has authored over 70 articles, papers, and presentations. His research interests include organizational communication and verbal and sexual harassment in the workplace. Alexander has also consulted for organizations such as the Army Research Institute, Federal Express, Kimberly-Clark, and the U.S. Postal Service. He holds a Ph.D. and an M.A. in business administration from the University of Georgia's Terry College of Business and a B.A. in economics and communication from Wake Forest University.

KRISTIN BACKHAUS is dean of the School of Business at SUNY New Paltz. During her 29-year tenure at the campus, she has served as assistant dean for assessment, professor of management, assistant director of human resources, affirmative action officer, and assistant to the dean of education. Since 2000, she has served as the faculty advisor to the Management Association. Backhaus has received a 2009 Chancellor's Award for Excellence in Teaching, a 2008 School of Business Distinguished Service Award, and a 2005 New Paltz Alumni Association Distinguished Teaching Award. She is also president of the Eastern Academy of Management. She holds a doctorate in educational administration and policy studies from the University at Albany, a master of education degree in student personnel administration from the University of Vermont, and a bachelor's degree in literature and rhetoric from Binghamton University.

DAVID BROOKSTEIN is associate dean for undergraduate studies and professor of Instruction in the Department of Mechanical Engineering at Temple University. In his current and former roles, he has collaborated with deans and other stakeholders for joint programming and curriculum concepts and offerings between the Business and Engineering Schools. He has formerly held roles as dean for science, technology, engineering and mathematics at Montgomery County Community College; executive dean for university research at Philadelphia University; and dean of engineering and textiles at Philadelphia University. Brookstein also served as the principal investigator for the U.S. Army Laboratory for Engineered Human Protection, where he led a research team in the development of a new class of chemical protective garments for soldiers, and he has testified to the U.S. Senate Subcommittee of Consumer Protection, Product Safety and Insurance on the subject of apparel product safety. Brookstein established the Philadelphia University Institute for Textile and Apparel Product Safety, the Biomedical Textile Structures Laboratory, and the Philadelphia University/MAG Composites Institute for Education and Research. He is a fellow of the American Society of Mechanical Engineers and has 12 U.S. patents. Brookstein holds a D.Sc. in mechanical engineering and an M.S. in textile technology from MIT, as well as a bachelor's degree in textile engineering from Georgia Tech.

CONFERENCE PRESENTER BIOGRAPHIES

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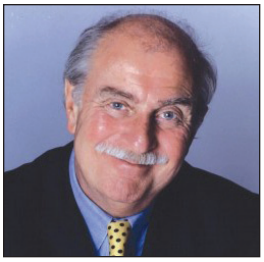

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NOTES

NOTES

CHELSEA NEIGHBORHOOD RECOMMENDATIONS

Quick Snacks

Gigi Cafe at 307 Seventh Avenue, New York, NY 10001 (between 27th and 28th streets), (212) 807-8500

- 1-minute walk from FIT campus
- www.gigicafe.com/
- Outlet of a quick-bite deli chain purveying straightforward sandwiches, plus a sizable salad bar.
- Offers free delivery services.
- Price Range: $

Epice Café at 297 Seventh Avenue, New York, NY 10001 (between 26th and 27th streets), (212) 243-4673

- 1-minute walk from FIT campus
- http://www.epicecafe.net/
- No-frills, 24-hour outpost providing a hot foods and salad bar, plus burgers, subs, ramen and bibimbop.
- Offers free delivery services.
- Price Range: $

Bella Napoli Pizzeria at 257 Seventh Avenue, New York, NY 10001 (between 24th and 25th streets), (212) 675-4050

- 3-minute walk from FIT campus
- http://www.bellanapoli.com/
- New York pizzeria that offers slices and pies, pastas, and calzones.
- Price Range: $

Coffee

Starbucks, located in the first floor of the David Dubinsky Student Center (on campus)

- Price Range: $$

Gregory's Coffee, 356 Seventh Avenue, New York, NY 10001 (between 29th and 30th streets), (646) 869-63123-minute walk from FIT campus

- Part of a local chain, they've got single-origin beans, free Wi-Fi & barista competitions.
- Price Range: $$

Bean & Bean, 318 Eighth Avenue, New York, NY 10001 (between 26th and 25th streets), (646) 869-2070

- 4-minute walk from FIT campus
- Upscale spacious café with organic coffees and teas, communal tables, and chic industrial décor, plus free internet access and electrical outlets.
- Price Range: $$

Starbucks, 370 Seventh Avenue, New York, NY 10017 (between 30th and 31st streets), (212) 967-2041

- 4-minute walk from FIT campus
- Seattle-based coffeehouse chain known for its signature roasts, light bites and WiFi availability.
- Hours: 5:30 a.m.–11:00 p.m.
- Price Range: $$

Shopping

Whole Foods Market, 250 Seventh Avenue, New York, NY 10001, (between 24th and 25th streets), (212) 924-5969

- 3-minute walk from FIT campus
- Eco-minded, upscale grocery chain with natural and organic grocery items, salad bar, housewares and other products. Most locations sell wine and beer.
- Price Range: $$$

Chelsea Market, 75 Ninth Avenue, New York, NY 10011, (between 15th and 16th streets), (212) 652-2121

- 17-minute walk from FIT campus
- A food hall, shopping mall, office building and television production facility located in Manhattan's Chelsea neighborhood. Contains numerous places for a quick bite to eat, including The Lobster Place, Bar Suzette, and the famous restaurant Buddakan.
- www.chelseamarket.com/
- Monday through Saturday: 7:00 a.m.–9:00 p.m.
  Sunday: 8:00 a.m.–8:00 p.m.
- Price Range: $$$

Restaurants

Rare B&G Chelsea at 152 West 26th Street, New York, NY 10001 (between Seventh and Sixth avenues), (212) 807-7273

- 2-minute walk from FIT campus
- http://www.rarebarandgrill.com/menus/#breakfast-brunch
- Monday through Wednesday: 7:00 a.m.–11:00 p.m.
  Thursday and Friday: 7:00 a.m.–midnight
  Saturday: 8:00 a.m.–12:00 a.m.
  Sunday: 8:00 a.m.–11:00 p.m.
- Reservation recommended but not required
- American cuisine
- Price Range: $$

Triple Crown Ale House 330 Seventh Avene, New York, NY 10001 (between 28th and 29th streets), (212) 736-1575

- 2-minute walk from FIT campus
- www.triplecrownnyc.com
- Monday through Sunday: 9:00 a.m.–4:00 a.m.
- Reservations not required
- American cuisine
- Price Range: $$

CHELSEA NEIGHBORHOOD RECOMMENDATIONS

Seven B&G Bistro 350 Seventh Avenue, New York, NY 10001 (between 29th and 30th streets), (212) 967-1919

- 3-minute walk from FIT campus
- http://sevenbistrony.com/
- Monday through Friday: 11:30 a.m.–11:00 p.m.
  Saturday 4:30 p.m.–11:00 p.m.
- Reservations recommended but not required
- Creative cocktails & American cuisine are offered at this upscale restaurant close to Penn Station.
- Price Range: $$

Niles New York City (in Affinia Hotel, across from Madison Square Garden), 371 Seventh Avenue, New York, NY 10001 (at 31st Street), (212) 629-0210

- 4-minute walk from FIT campus
- http://www.nilesnyc.com/
- Monday through Sunday: 9:00 a.m.–4:00 a.m.
- Reservations recommended but not required
- American cuisine
- Price Range: $$

OCabanon 245 West 29th Street, New York, NY 10001 (between Seventh and Eighth avenues), (646) 669-7879

- 4-minute walk from FIT campus
- French food and wine theme, modern decor, various seating areas (bar, high tables, back room with high ceiling, second floor overseeing kitchen).
- Price Range: $$

Uncle Nick's Greek Cuisine at 382 Eighth Ave., New York, NY 10001 (between 29th and 30th streets), (212) 609-0500

- 5- to 6-minute walk from FIT campus
- Big portions of Greek staples mark this bustling Greek taverna.
- Reservations recommended but not required
- Monday through Friday:
  Lunch: 11:30 a.m.–4:00 p.m.
  Dinner: 4:00–11:00 p.m.
  Saturday and Sunday: 11:30 a.m.–11:00 p.m.
- Price Range: $$

IL Bastardo 191 Seventh Avenue, New York, NY 10011 (between 21st and 22nd streets), (212) 675-5980

- 6-minute walk from FIT campus
- www.Ilbastardonyc.com/
  www.places.singleplatform.com
- Tuesday through Saturday: noon–12:00 a.m.
  Saturday and Sunday brunch: 12:00 p.m.–4:00 p.m.
  Sunday and Monday: noon–11:00 p.m.
- Reservations recommended but not required
- Italian cuisine
- Price Range: $$

Lugo Cucina Caffe at 1 Pennsylvania Plaza, New York, NY 10119 (34th Street between Seventh and Eighth avenues), (212) 760-2700

- 7- to 8-minute walk from FIT campus
- http://www.ldvhospitality.com/
- Reservations recommended
- Named in the top 10 Italian restaurants in New York City by the Food Network, and was recommended for 2016 by the Michelin Guide.
- Price Range: $$

Eataly 200 Fifth Avenue, New York, NY 10010 (between 23rd and 24th streets), (212) 229-2560

- 10- to 11-minute walk from FIT campus
- https://www.eataly.com/us_en/stores/new-york/
- A variety of Italian restaurants, cafes, and counters
- The counter inside sells a wide selection of fresh handmade pasta and filled varieties.
- Reservations recommended but not required for some restaurants
- Price Range: $$

Tick Tock Diner 481 Eighth Avenue, New York, NY 10001 (at 34th Street), (212) 268-8444

- 10- or 11-minute walk from FIT campus
- www.ticktockdinerny.com
- Open 24 hours
- No reservations needed
- Price Range: $$

Almond Restaurant 12 East 22nd Street, New York, NY 10010 (between Broadway and Park Avenue)

- 15-minute walk from FIT campus
- http://almondrestaurant.com/s/flatiron/www.almondnyc.com
- Monday through Friday: 11:30 a.m.–10:00 p.m.
  Saturday and Sunday: 10:30 a.m.–11:00 p.m.
- This lively bistro serving French comfort food in a rustic setting is popular for brunch.
- Reservation recommended
- Price Range: $$

Champignon: 200 Seventh Avenue (at 22nd Street) 212-366-4410

- 6-minute walk from FIT campus
- http://champignonnyc.com/food-delivery-TW/champignon-new-york-city.2256.r?QueryStringValue=EZJ7i8ngWsVueTc9Icg0Uw==
- Mediterranean restaurant
- Breakfast, lunch, and dinner are served at this cozy bistro with food choices from around the globe.
- Reservation recommended
- Price Range: $$

CHELSEA NEIGHBORHOOD RECOMMENDATIONS

ABC Kitchen 35 East 18th Street, New York, NY 10003 (between Broadway and Park Avenue), (212) 475-5829

- 17- to 18-minute walk from FIT campus
- www.abckitchennyc.com / www.abchome.com
- Monday through Wednesday: 5:30–10:30 p.m.
  Thursday: 5:30–11:00 p.m.
  Friday and Saturday: 5:30–11:30 p.m.
  Sunday: 5:30–10:00 p.m.
- Chic New American eatery via Jean-Georges Vongerichten sourcing local, organic ingredients.
- Reservations recommended
- Price Range: $$$

Restaurants serving Saturday and Sunday brunch

Rare B&G Chelsea at 152 West 26th Street, New York, NY 10001 (between 7th and 6th avenues), (212) 807-7273

- 2-minute walk from FIT campus
- http://www.rarebarandgrill.com/menus/#breakfast-brunch
- Monday through Wednesday: 7:00 a.m.–11:00 p.m.
  Thursday and Friday: 7:00 a.m.–12:00 a.m.
  Saturday: 8:00 a.m.–12:00 a.m.
  Sunday: 8:00 a.m.–11:00 pm.
- Reservation recommended but not required
- American cuisine
- Price Range: $$

Niles New York City (in Affinia Hotel, across from Madison Square Garden), 371 7th Avenue, New York, NY 10001 (at 31st Street), (212) 629-0210

- 4-minute walk from FIT campus
- http://www.nilesnyc.com/
- Monday through Sunday: 9:00-4:00 a.m.
- Reservation recommended but not required
- American cuisine
- Price Range: $$

Il Bastardo 191 7th Avenue, New York, NY 10011 (between 21st and 22nd streets), (212) 675-5980

- 6-minute walk from FIT campus
- www.Ilbastardonyc.com / www.places.singleplatform.com
- Tuesday through Saturday: noon-midnight,
  Saturday and Sunday brunch: noon-4:00 p.m.
  Sunday and Monday: noon-11:00 p.m.
- Reservations recommended, not required
- Italian cuisine
- Price Range: $$

Almond Restaurant 12 East 22nd Street, New York, NY 10010 (between Broadway and Park Avenue)

- 15-minute walk from FIT campus
- http://almondrestaurant.com/s/flatiron/ / www.almondnyc.com
- Monday through Friday: 11:30 a.m.–10:00 p.m.
  Saturday and Sunday: 10:30 a.m.–11:00 p.m.
- This lively bistro serving French comfort food in a rustic setting is popular for brunch.
- Reservation recommended
- Price Range: $$

ABC Kitchen 35 East 18th Street, New York, NY 10003 (between Broadway and Park Avenue), (212) 475-5829

- 17- to 18-minute walk from FIT campus
- www.abckitchennyc.com /www.abchome.com
- Monday through Wednesday:
  noon–3 p.m. and 5:30 p.m.–10:30 p.m.
  Thursday: noon–3:00 p.m. and 5:30–11:00 p.m.
  Friday: noon–3:00 p.m. and 5:30–11:30 p.m.
  Saturday: 5:30–11:30 p.m.
  Sunday: 5:30–10:00 p.m.
- Chic New American eatery via Jean-Georges Vongerichten sourcing local, organic ingredients.
- Reservations recommended
- Price Range: $$$

HELPFUL CONTACTS

Fashion Institute of Technology Public Safety	212-217-7777
Hilton New York Fashion District	212-858-5888
Hilton Garden Inn – Chelsea	212-564-2181
Hotel Indigo	212-973-9000
Cambria Hotel & Suites	212-244-4477
Holiday Inn – Chelsea	212-430-8500
Holiday Inn Express – Madison Square Garden	212-695-7200
Affinia Hotel Manhattan NYC	212-563-1800
Hampton Inn – Madison Square Garden	212-947-9700
Hilton Garden Inn Times Square	212-581-7000
Hampton Inn Manhattan – Times Square	212-581-4100