

Networking Tips:

*The **Accounting Networking Reception**, sponsored by the **School of Business and Accounting Society**, and to be held on **October 17**, provides an excellent opportunity to build business relationships, explore internship and full-time opportunities, and receive guidance from professionals in growing your career.*

Consider these steps to help make the evening successful:

- 1. Clean up your personal social media sites well in advance of the event.*
- 2. Make a list of firms/organizations that interest you and focus on visiting them upon arrival.*
- 3. Get to know your priority firms/organizations. Know what they do; build your “elevator pitch,” and be prepared to ask questions based on your research.*
- 4. Dress professionally.*
- 5. Display confidence.*
- 6. Be punctual.*
- 7. Avoid interruptions by powering off your smartphone prior to entering the room.*
- 8. Bring clean resumes and, if possible, business cards.*
- 9. Carry a professional looking portfolio-notepad (a good place to keep resumes) and a pen or pencil to jot notes during or after the conversation.*
- 10. Stand up straight, make eye contact, and if appropriate, shake hands.*
- 11. Listen carefully, think before speaking, and speak clearly.*
- 12. Follow up within 24 hours with a short email, politely thanking the representative for meeting with you, providing any information requested in the conversation and, if appropriate, asking for an opportunity to speak further with the representative to get guidance on ways to move your career forward.*

Members of the Executive-in-Residence Team are available to speak with you during their office hours (posted on the door at NAB 0085) to discuss any of these steps.

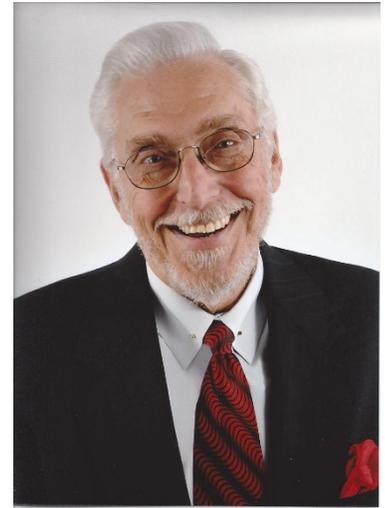
Art Samansky

*School of Business
Adjunct Instructor and Executive-in-Residence*

Executive-in-Residence

Professor Art Samansky is the principal of **The Samansky Group**, a Long Island-based corporate communications consulting firm, an adjunct instructor in the School of Business at SUNY College at Old Westbury, and a member of the School's **Executive-in-Residence** Team. He began his career as a business and financial reporter in New York City at the New York World-Telegram & Sun /World Journal Tribune, and later served as a copy editor at a global news service, AP-Dow Jones.

Prior to forming his firm in late 2000, Art held a variety of corporate communications positions: special assistant in charge of the press and community relations staff in the public information department of the **Federal Reserve Bank of New York**; managing director-media relations in the communications department of the **New York Stock Exchange**; vice president-communications at the Securities Industry Association; senior vice president, **HSBC Group public affairs-U.S.A.**; and managing director of a midsize New York public relations/investor relations firm, Stern & Co.



Art has written and spoken on a range of communications issues, and many of his articles are on his firm's website. He also has authored a wide-range of corporate communications training manuals focused on his specializations. He also co-authored a manual with **Prof. Louise Rotchford**, an adjunct instructor in the School of Business at SUNY Old Westbury, "**The Art of Emails@.**"

Celebrations

- **Professor Joel Lanz's** article "[Enterprise Technology Risk in a New COSO ERM World](#)," was published in the June 2018 edition of The CPA Journal. The article uses the release of the revised **Committee of Sponsoring Organizations (COSO) Enterprise Risk Management—Integrated Framework** to provide an audit committee's perspective on the impact of technology risk in the strategy-setting process, as well as in driving performance. The article discusses some of the more challenging technology risks facing managers due to their enterprise-wide impact or consideration. In addition to cybersecurity, the article also provides guidance to help executives address emerging technology risk management challenges such as data governance, vendor management & cloud computing, artificial intelligence & automation and end user responsibilities. Sections on defining risk appetite and determining the cost of efforts are also included.

Announcement

- **Professor John Capela**, author of *Global Business for Dummies*, will be conducting the presentation entitled: "**A Global Lunch**," on Wednesday, October 17, at 1:00 P.M. in NAB 1100. It is one-hour review on Global Business, with lunch provided, sponsored by the **Business Club**.
- **SUNY Professional Development Week 2018** will be held November 13 - 16. Presented by the **SUNY Center for Professional Development (SUNY CPD)**, the week is an awareness campaign highlighting the important connection between lifelong learning, personal growth and transformative organizational success.
- **Curt Friehs, Business Librarian** will be offering office hours this semester for School of Business students and faculty in the NAB Business School Lounge. He will be available on **Wednesdays from 12-2 P.M.** and **Thursdays from 2:45-4:45 P.M.**
- Be ready to celebrate our **Panther Pride Homecoming**. There are an exciting [line-up of events](#) planned from **Tuesday, October 9 through Saturday, October 13, 2018**, and we cannot wait to see you all there with your "Paws UP!"



Designed and edited by Raul Zevallos – Assistant to the Dean
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If you have any information for future newsletter please send it to zevallosr@oldwestbury.edu

