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## Strategic Leadership Newsletter: Volume 3, Number 3

Larry M. Starr PhD

Thomas Jefferson University, starrl@philau.edu

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# Jefferson Strategic Leadership Newsletter

Volume 3 Number 3  
September 1, 2017



*Jefferson Strategic Leadership Newsletter* reports information relevant to the Jefferson (Philadelphia University + Thomas Jefferson University) *Doctor of Management Program in Strategic Leadership (DSL)* and its community including personal and professional events and accomplishments, new practices, research, opportunities, and suggestions. You are encouraged to forward the Newsletter to friends and colleagues to expand awareness and to brand yourself as a community member. You are also invited to recommend people or organizations to be added to the mailing list. Contact *Jefferson Strategic Leadership Newsletter* by emailing [starl@philau.edu](mailto:starl@philau.edu).

The most obvious change is that our physical identities as presented in websites, stationery, business cards, buildings, vehicles, etc. are being [rebranded with the new logo and name](#).

The former Philadelphia University campus where our program continues to be based is now the *Jefferson East Falls Campus*.

## Jefferson DSL

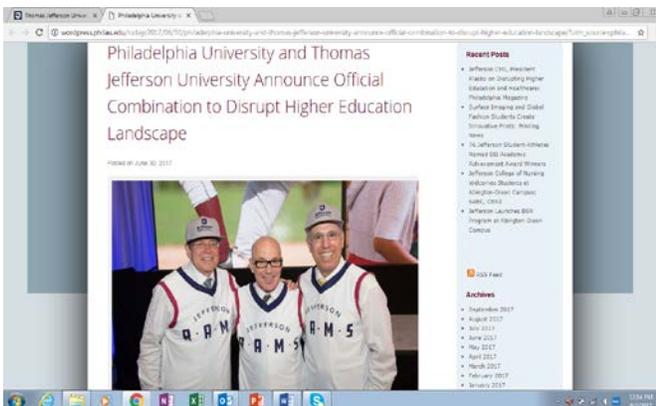
On July 1, 2017, everything changed because Philadelphia University and Thomas Jefferson University became a single entity. All students, faculty and staff in the combined institution will graduate from and are now employed by Thomas Jefferson University. We use *Jefferson* as our conversation and reference name which makes our program the Jefferson Doctorate in Strategic Leadership (*Jefferson DSL*).



Jefferson East Falls Campus

The downtown campus is now the *Jefferson Center City Campus*.

There is a conversation that there will be a single website, but for now, typing “strategic leadership” into the Center City Campus website search engine sends you to the DSL program on the East Falls Campus.



# Welcome New Doctoral Students

*Jefferson DSL* is pleased to welcome Cohort 4 (Class of 2020) into our community. These 13 working professionals increase our scholar-practitioner community to 31 doctoral students and 15 faculty.

*Joy Azikiwe* is Senior Specialist of Staff and Labor Relations at the *University of Pennsylvania* where she is responsible for supporting and developing comprehensive staff and labor relation plans as well as developing, implementing and maintaining a comprehensive staff relations program for the university. Joy previously earned a BA in Communications, an MBA in Human Resource Management, and holds certifications as Senior Professional in Human Resources (SPHR) and SHRM Senior Certified Professional (SHRM-SCP).

*Hamid Bertal* is with the *City of Philadelphia's* HR Office where he is responsible for developing, administering and evaluating tests/assessments and eligibility for civil service positions. Born in Casablanca, Morocco, Hamid holds a BS in Engineering and an MBA in IT, Finance, and Human Resources Management.

*Robyn Chin* is controller for *AthenianRazak*, a boutique firm specializing in consulting, creating, and managing real estate where she develops company financial plans, implements strategies to improve the systems of the company and is responsible for all HR functions. Robyn previously earned a BBA in Accounting, an MBA in Finance, and holds a PA Real Estate License.

*Jim Golden* is Senior Vice-President and Director of Investment Commercial Real Estate and Portfolio Management for *Citizens Bank* where he leads teams in two locations focusing on investments

from \$1M to \$12MM. Jim holds a BA in Liberal Studies and Business and an Executive MBA.

*Seth Hofmann* is Patient Relations Coordinator in the *University of Pennsylvania Health System* where he works with the Office of General Counsel in risk reduction and patient safety. Seth previously earned a BA in Humanities and Secondary Education and an MS in Health Education and Health Administration.

*Odell Jones* is Associate Director for Husbandry Operations at the *University of Pennsylvania* where he is responsible for administration of operations of 12 complex animal research facilities and leadership of more than 150 managers, supervisors and research technicians. Odell holds a BS in Laboratory Animal Science, MS in Biotechnology Management, and an MBA.

*Syed Kazmi* is Manager-Business Strategy at *CGF insurance* where he is responsible for new business development, manages the segmented needs of the sales team, and is deeply involved in the technological upgrading and data management setup. Born and primarily educated in Karachi, Pakistan, Syed previously earned a BS in Actuarial Sciences and Risk Management and an MBA in Chartered Financial Analysis.

*Sylvia Liu* from Chengdu, PRC is co-founder and COO of *China US International* where she is responsible for leadership, administrative and operational oversight of programs which develop and establish host families to support and enable Chinese students to study in US high schools. Sylvia holds a BA in English and an MS in Teaching English.

*Mark Pisacane* is National Account Sales Manager for *Campbell Soup*, Pepperidge Farm division, where he manages over \$70MM in channel division sales covering

Baltimore/Washington, Boston and Chicago. Mark previously earned a BS in Marketing and an MBA in Marketing.

**Paul Raison, Jr.** is a Master Tax Advisor, Manager and Instructor at *H&R Block* where he assists in the development and execution of office level sales plans, develops local partnerships, manages office community involvement, and coaches sales and new client growth tactics. Paul previously earned a BA in Accounting, MS in Taxation, and an MBA.

**Pamela Tull** is an Integrated Supply Team Chief/Supervisor at the *US Department of Defense Logistics Agency* where she is responsible for directing a staff of acquisition professionals. Pamela holds a BA in Communication Arts, BS in Business Administration, and an MBA in Management.

**Raul Virella** is a Senior Field Investigator for the *State of New Jersey Department of Labor and Workforce Development* where he is responsible for investigations of compliance and enforcement of labor laws. He previously earned an Associate of Science in Criminal Justice, BS in Workforce Education and Development, and MS in Administration.

**David Williams** is a Guarantor Representative with the *State of Pennsylvania Higher Education Assistance Agency* which conducts student loan activities as American Education Services. David works with borrowers, lenders, and institutions engaged in student loans, and with business units in the development of strategies to manage liability. He previously earned a BBA in Accounting, BA in History, MBA, MS in Taxation, and an EdD.

## Strategic Planning Thank You

During spring 2016, *Jefferson DSL* students worked with the [Arlen Specter Center for Public Service](#) to help them develop a strategic plan.



Here is correspondence received from the Specter Center leadership:

Larry,

Evan Laine, Faculty Director and I want to thank you and the DSL students (*Adena Johnston, William Myles, and Jim Plummer*) for leading us on an excellent planning path, and we also wanted to let you know that this effort led to some immediate tangible results; specifically, a donation from Shanin Specter, son of Senator Specter. Thanks to the conversations with Shanin that were part of the strategic planning design sessions about funding an award in his father's name, we secured from him a \$10,000 gift which will fund two research fellowships for the upcoming year. We are hoping this support will continue. We very much appreciate your contribution to this happy result!

Thanks again,  
Karen  
Karen M. Albert, MS  
Coordinator, Arlen Specter Center for Public Service

# EDBAC Member Support

*Jefferson DSL* is a member of the [Executive DBA Council \(EDBAC\)](#) a global community of universities that offer professional executive doctorates.

Here is correspondence received from [Dr. Tom Mierzwa](#), EDBAC Board Member (2012-2016), professor in the Doctor of Management program at University of Maryland University College, and [Coursera lecturer in technology entrepreneurship](#).

Hi Larry,

Thanks for sharing your program's newsletter. This current one (and the many prior ones) are well put together and informative. They may serve as exemplars for what our program here should be doing to communicate with our alumni community.

Kind regards,  
Tom



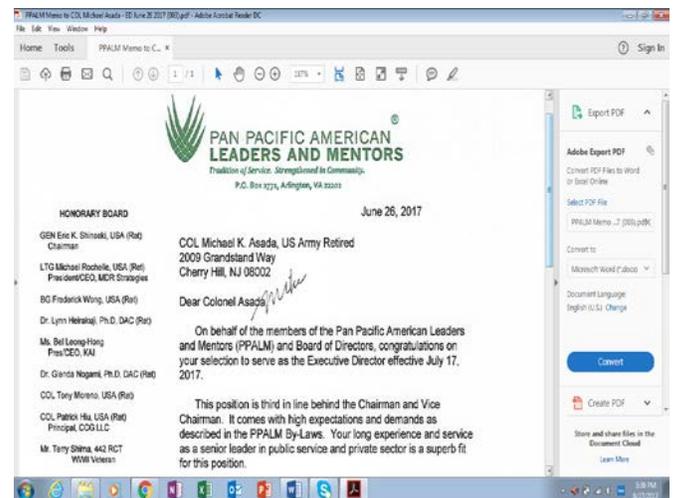
## Jefferson DSL Student and Faculty Professional and Academic Activity

[Jefferson DSL Doctoral Candidate Michael Asada](#) has accepted the role of [Executive Director](#) of [Pan Pacific American Leaders and Mentors](#) a nonprofit

organization with a mission to engage a network of Asian Americans and Pacific Islanders, military and civilian, committed to serving the Nation by providing leadership, education, mentoring and fellowship opportunities.



Michael Asada



[Professor Larry Hirschhorn](#) has written an essay, "James Comey's fateful decision: Undermining the FBI while trying to protect it" on his [Learning from experience weblog](#).



Larry Hirschhorn

Larry writes,

This essay suggests that Comey, influenced by the wider Republican Party narrative that the election in particular and the “system” in general were rigged, came to believe that it was his task alone to prove that the system was fair and just. It also proposes that Comey had a valence for being the hero in dramas of his own making, shaped in part by the accolades he received for confronting President George Bush in 2004 over a wiretapping protocol. I suggest that this valence created a bias for action and led him to discount the impact of his decision, if Clinton should in fact lose the election, which of course happened.



Congratulations to [Jefferson DSL student Paula Smith-Benson](#) who has accepted the position of [COO at Women Veteran Command Center](#) (WVCC) which provides strength-based initiatives to empower, educate, and enrich the lives of women veterans throughout their lifespan.



Paula Smith-Benson



We also congratulate [Jefferson DSL student Teresa Wolfgang](#) who was the Keynote Speaker at the [opening event and announcement of the WVCC](#).



Teresa Wolfgang



Congratulations to [Professor Les Sztandera](#) for supervision of students in his iMBA new product development course which resulted in [winning second place](#) in the national [Advanced Textiles Student Design Challenge](#) for their reinvention of the medical face mask.



Les Sztandera

“I could not be happier about this placement, especially in such a competitive environment,” Sztandera said. “The student team has proved, yet again, that the [Nexus Learning](#) approach works remarkably well.”

This accomplishment marks the fourth team from Sztandera’s course that has placed in national design challenges over the past two years. A transdisciplinary team of students [won the top prize](#) in a U.S. Department of Defense challenge to redesign protective chemical-biological suits for military troops.



## *Most Influential People in Healthcare of 2017*

08/21/17: PHILADELPHIA — Stephen K. Klasko, MD, MBA, President and CEO of Thomas Jefferson University and Jefferson Health, is named to [Modern Healthcare’s 2017 list of the 100 Most Influential People in Healthcare](#). According to

Modern Healthcare’s website, “The 100 Most Influential People in Healthcare awards and recognition program honors individuals in healthcare who are deemed by their peers and the senior editors of Modern Healthcare to be the most influential individuals in the industry, in terms of leadership and impact.”



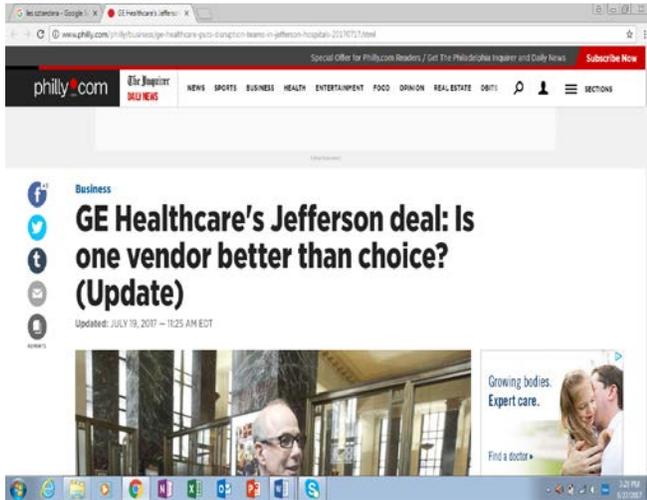
President Klasko

## *GE Healthcare's Jefferson deal*

[GE Healthcare has begun moving 100 staffers into 13 area hospitals of the Jefferson Health network](#) and its Abington and Aria facilities, under a deal the partners say should generate more than \$500 million in savings and new revenue over the next eight years through increased use of GE data systems and health-care machinery.

“What’s really different is, these guys are not coming in as consultants. They are going to be embedded at our place,” said Stephen Klasko, Jefferson’s chief executive.

Click the image below for the story.



## Jefferson Nexus Maximus 2017

In a four-day event from September 8 – 11, Jefferson students from East Falls and Center City, as well as students from Pace University, Aalto University (Finland), and Duoc UC in Chile, will be challenged to find solutions to one of the great challenges of our time.



D.R. Widder

As in previous years (the first event was held in September 2014), students will be broken into teams blending from first year to graduate level, with diverse disciplines on each team. This year the students will address the problems of *Refugees and Displaced Populations*, seeking to evaluate and innovate on the challenges faced.

In this annual event, “we are breaking new ground in the transdisciplinary and collaboration aspects of *Nexus Learning*,” said D.R. Widder, vice president for innovation and Steve Blank Innovation Term Chair.

To learn more about *Jefferson Nexus Maximus 2017* and to sign up [visit the website](#).



## Jefferson DSL Celebrates Canada 150

On July 1, as part of the global celebration of [Canada's 150<sup>th</sup> anniversary](#), (and because *Larry Starr* is Canadian), *Jefferson DSL* held a party for students and faculty. More than 30 current and new students, faculty, and guests attended.

Thanks to [Professor Tony Cosenza](#), we had a celebration cake to accompany the Molson Canadian beer and Canada Dry ginger ale.



Canadian cake, eh



## Jefferson DSL Visits Army War College

As part of DSL 703 The Juxtaposition of Military and Civilian Strategic Leadership taught in summer 2017 by Professors [Tony Cosenza](#) and [Robbin Durie](#), DSL students walked the field of Gettysburg and studied military strategy in collaboration with the US Army War College.



DSL Students...studying



## Were You Eclipsed?

Jefferson DSL Doctoral Candidate Adena Johnston sent a photo of watching the eclipse in Wyoming. For those unfamiliar with the recent total eclipse of the sun, Adena (second from right) is pointing to the sky where the sun and moon are located.



© Aaron M. Ellison (2017)

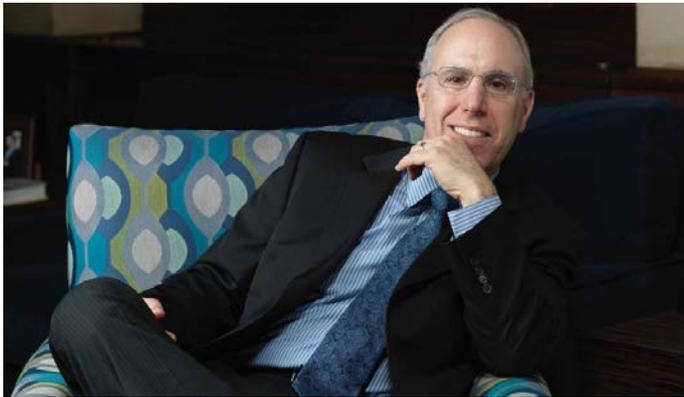
Adena Johnston is the 2<sup>nd</sup> pointer from the right, front row



## Jefferson's Two Steves Love Their Jobs

Jefferson leaders Dr. Steve Klasko and Dr. Steve Spinelli both love their jobs. If you want to know why then read their individual interviews published in *Biz Philly* which describes Philadelphia Business, Innovation & Technology.

Here is the [July 31st interview with Dr. Spinelli](#).



Dr. Steve Spinelli

## *National Ranking*

The Jefferson Doctorate in Strategic Leadership is ranked #22 in the top 50 US Doctorates in Business Management.

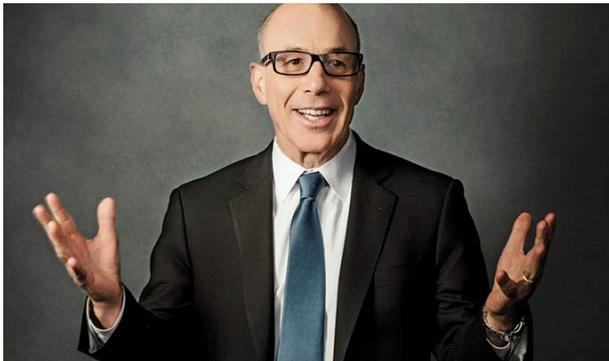
4201 Henry Avenue, DEC 311

Philadelphia, PA 19144

Telephone: +1 215.951.5332

<http://www.philau.edu/strategicleadership>

Here is the [August 31st interview with Dr. Klasko](#).



Dr. Steve Klasko



**Jefferson**

Philadelphia University +  
Thomas Jefferson University

HOME OF SIDNEY KIMMEL MEDICAL COLLEGE

