



# UB Highlights

Vol. 9, No. 1

News & Events for January 2012

## Physician Assistant Info

*Wednesday, Jan. 11, 5:30 p.m.*

Students interested in the Master of Science in Physician Assistant program are invited to come to the Wahlstrom Library, 6th floor, to learn about the application process and program details. Register online at [www.bridgeport.edu/admissions/healthsciences](http://www.bridgeport.edu/admissions/healthsciences).



## MLK Day of Service

*Monday, January 16*

Service For Peace and UB Campus Activities and Community Services will join various service projects in the Bridgeport area, starting at 8:30 a.m. The Field of Hope Indoor Carnival and Wellness Fair will be held at Wheeler Recreation Center, 11 a.m. to 3 p.m. For more info, to make a donation, or to register for a service activity, visit [www.bridgeport.edu/mlkday](http://www.bridgeport.edu/mlkday), email [campusactivities@bridgeport.edu](mailto:campusactivities@bridgeport.edu), or call 203-576-4487.



## Brown Bag Lunch Seminar

*Tuesday, Jan. 17, 12 p.m.*

Bring a bag lunch and join the seminar led by Frank Marco, of Wiggin and Dana, LLP, who will speak on "Getting Started – Strategies for Emerging Growth Businesses." Topics will include creating a legal entity, when to create, differences between C Corporations and LLCs, potential liability of directors and officers, stock options, and others. At UB's CTech IncUBator, 250 Myrtle Avenue, on campus. To learn more or to register, visit <http://www.ctech-ct.org/events.aspx>.



## Concepts in Sharp Focus

*Begins Thursday, Jan. 19*

Come to the University Gallery, in the Bernhard Center, to view illustrations by Barbara Morse, whose graphite images of everyday objects are rendered in stunning realism and playful whimsy. Open 10 a.m. to 4 p.m., Wednesday to Friday, and 12:30 to 4 p.m. on Saturday and Sunday, until February 29. Free and open to the public.



## Purple Knights Home Athletic Events January 1-31, 2012



### Men's Basketball

Jan. 11 (Weds.), 7:30 p.m., Molloy @ Hubbell Gym

Jan. 14 (Sat.), 3 p.m., U of DC @ Hubbell Gym

Jan. 21 (Sat.), 3 p.m., NYIT @ Hubbell Gym

### Women's Basketball

Jan. 11 (Weds.), 5 p.m., Molloy @ Hubbell Gym

Jan. 14 (Sat.), 1 p.m., U of DC @ Hubbell Gym

Jan. 21 (Sat.), 1 p.m., NYIT @ Hubbell Gym

## Graduate Info Session

*Tuesday, Jan. 24, 6-7:30 p.m.*

*Stamford Center*

Information will be offered on M.S. Counseling, Human Resources; M.S. Education and 6th Year; and MBA programs at 5 Riverbend Drive, Building 5. Register at <http://www.bridgeport.edu/admissions/graduate/eventlisting.aspx>.



## FAFSA Workshop

*Wednesday, Jan. 25, 6 p.m.*

Prospective students are invited to the 6th floor of Wahlstrom Library, where Financial Aid and Admissions counselors will guide students through the entire FAFSA process. Participants should bring both their own and their parents' 2011 tax information, or estimates if returns have not yet been completed.



## New Location

The office of Ms. Roxie Ray and the Academic Resource Center have relocated to Wahlstrom Library 5th floor, Suite 506. A formal open house will be announced at the beginning of the spring semester.

## ACADEMIC CALENDAR

- Monday, January 9:** Health Sciences classes begin  
**Monday-Wednesday, January 9-18:** Undergrad, grad change of schedule  
**Friday, January 13:** New undergrad and grad student registration  
**Monday, January 16:** Martin Luther King Day – no classes, administrative offices closed  
**Tuesday, January 17:** Undergrad and grad classes begin  
**Friday, January 20:** Last day for readmission applications  
**Friday, January 27:** Last day to elect pass/fail or to add courses

## Amateur Astronomers Series.

**Friday, January 6, 6:15-8 p.m.**

The Amateur Astronomers Association (AAA) of New York continues its 80-year-old lecture series, with Robert Nemiroff, of Michigan Technological University and NASA, showing his “Best Short Astronomy Videos.” Dr. Nemiroff is co-creator of the Astronomy Picture of the Day, found at <http://apod.nasa.gov/apod/astropix.html>. UB Professor of Mathematics and Physics **David Kraft** is lecture chair for the AAA and arranges the series. Free and open to the public, in the Kaufmann Auditorium of the American Museum of Natural History in New York. For more information, visit [www.aaa.org/lectures](http://www.aaa.org/lectures).

## You might have missed . . .

**November 16:** Prof. Susan Katz’s “Introduction to New Media” course created and produced the first flash mob ever on campus, during Omelet Night in Marina. No advance notice of the event was given because a flash mob is a surprise performance that involves harmless confusion and audience spontaneity. An estimated 300 participants and spectators were involved. View a video of the event at the Flash Mob website, <http://www.wix.com/susankatz/newmediaflashmob#>! where you will also find an article from the *Scribe* and links to a photo gallery.

**December 3:** Campus Activities and Community Services hosted a Leadership Development Day. Twenty students participated in workshops on topics such as public speaking, networking, finding your passion, team building, and professionalism. This event was the first of its kind – but not the last! – held by the department and was open to any student.

## Sign Up!

- **2012 International Festival Performance Applications** are now available on the Portal. Diverse and creative performances representing various countries and regions are invited. Get a head start on creating your best presentation! Application deadline is February 3. For more info, email [campusactivities@bridgeport.edu](mailto:campusactivities@bridgeport.edu), call 203-576-4487, or drop in at Student Center Room 231.
- **Become a UB Admissions Volunteer!** Alumni are invited to spread the word about UB through attending college fairs and other events on behalf of UB. To sign up or to learn more, visit <http://wwsand-bridgeportprod.sandbox.datatel.com/alumni/volunteer/admissions.aspx>.

## More Fashion Merchandising News

Through the good offices of Professor **Janet Albert**, Silvers Department Store in Westport has donated five new display cabinets, which will be used to teach the art of visual display in Fashion Merchandising classes.

**Gloriana Zambon**, a Fashion Merchandising student, has been chosen to serve in a prestigious internship program with Mitchell’s Department Stores. Gloriana says this internship is the best thing that could have happened to supplement her learning experience at UB, which is leading her to a career in fashion, about which she feels passionate.

Professor Albert took her “Fashion Fundamentals” class to visit the New York markets this fall. The field trips are an integral part of the career-oriented curriculum, extending what can be taught in the classroom. The group visited the Alison Brod public relations company, which represents well-known brands such as Godiva, Kmart, Judith Leiber, Estee Lauder, and Givenchy, as well as celebrities. An executive of the company addressed the students.

The second stop was at Rebecca Taylor, a leading manufacturer of women’s high fashion clothes. A designer, a merchandising coordinator, and a public relations director reviewed the creation of a product from design to finished product. Students also learned about internships offered, and one secured an internship a few weeks later.



Happy New Year!

# UB ACHIEVEMENTS & HONORS

## STUDENTS & ALUMNI

### ATHLETICS

**Kasey Kenny**, senior forward, has been named ECAC Div. II Women's Soccer Player of the Year. She also earned a spot on the ECAC All-Star Team, along with teammates senior midfielder **Katie Stanley** and senior defender **Marie Pettersson**.

**Biljana Savic**, a freshman, has been named the ECAC Div. II Women's Volleyball Rookie of the Year. She also won a spot on the ECAC All-Star Volleyball team.

UB's **Men's and Women's Swimming teams** were ranked nationally number 8 and number 23, respectively, on December 21, based on the national poll of the Div. II College Swimming Coaches Association of America.

### BUSINESS

**Sissy Shen, Carrie Lu, Ying Zhou, Xiao Huang, and Pelin Erbil**, MBA students, won first place in the Connecticut Stock Market Game ending December 16. Over ten weeks, the UB team competed with 16 others in a challenge to beat the stock market by investing a hypothetical \$100,000. The UB team not only beat the market by 15.99%, racking up \$118,092.01, but it beat all the other teams and took first place. The team's adviser was Professor **Steven Rashba**, who formerly worked for a broker-dealer. UB teams have finished in the top three in every competition since 2004.

**Sissy Shen, Carrie Lu, Ying Zhou, Xiao Huang, and Pelin Erbil** added **Pei Zhang** to their team for the next challenge: Sony Home Entertainment engaged these Business School students to evaluate new e-marketing apps in a holiday marketing study. They launched their survey December 16 and headed to Walmart, Target, and Best Buy, where they evaluated apps, checked prices, and interviewed other shoppers. Their adviser, professor **Steven Rashba**, had arranged this opportunity through his contacts at Sony. The study will conclude in mid-January, and the UB team will then report their findings to Sony executives in California.

## FACULTY & STAFF

### ARTS & SCIENCES

**Spiros Katsifis**, professor of biology, was a presenter at the "Environmental Health and Health of the Environment" conference, November 19, sponsored by the biology and health promotion department of St. Francis College in Brooklyn.

### CHIROPRACTIC

**Christopher Good**, professor of clinical sciences, and third-semester student **Saman Pezeshki** have had their abstract, "Utilizing YouTube in a Chiropractic Technique Lab," accepted for platform presentation at the 2012 Association of Chiropractic Colleges Research Agenda Conference in March.

### EDUCATION

**Margaret Queenan**, associate dean, presented a paper, "Widening the Circle for Literacy in an Accountability Culture," at the Literacy Research Association in December. She also served as a scorer for the Connecticut Foundations of Reading test, a high-stakes examination that teacher candidates must pass to become certified as elementary teachers.

### INTERNATIONAL COLLEGE

**Chunjuan Nancy Wei**, assistant professor and chair of IPED, presented a paper, "The China-Taiwan Trade Deal and the Ensuing East Asian Political Economic Order," at the 53rd Annual Conference of the American Association for Chinese Studies (AACS), held at the University of Pennsylvania October 14-16. She also served as a discussant on the AACS panel, "Rising China's Foreign Policy."

**Yanmin Yu**, professor of mass communication, attended a faculty/industry seminar on "Reaching Consumers in the Digital Age," November 15-16, sponsored by the International Radio, Television Society

### ENGINEERING

**Lawrence Hmurcik**, professor of electrical engineering, was one of several experts called by the Camden, New Jersey, police department to determine the cause of a building fire. Assisted by Dr. **Irving Ojalvo**, former chair of UB's mechanical engineering department, Hmurcik determined that the fire had been ignited by an overhead lighting fixture, not the heater for a large aquarium, which had been implicated by other experts.

**Did we miss something?** *UB Highlights* is published twice monthly during the academic year and monthly in January, June, and July to inform the University community about UB events and achievements. To comment or to list your event or award, e-mail Rebecca Salonen, UBHighlights@bridgeport.edu, or call x4988.