

# Morning Brew

FOR WHEN THE WORKADAY WORLD IS A LITTLE CLOSER TO HOME

NOVEMBER 4, 2020

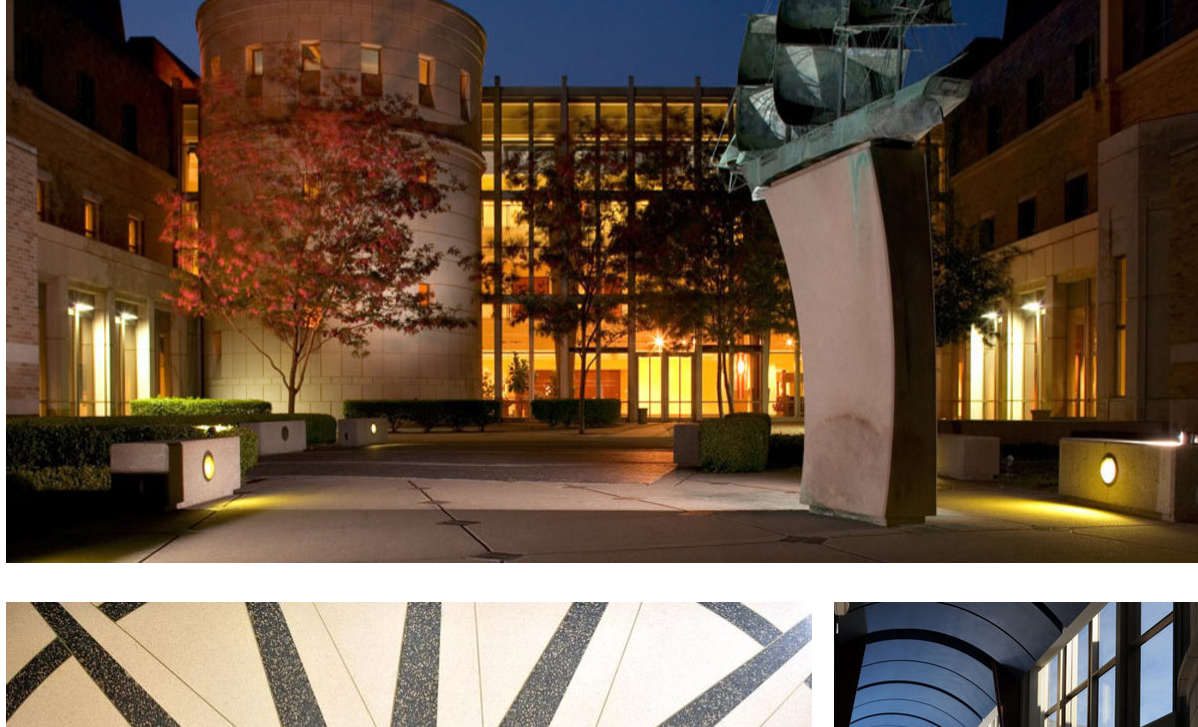
## HIDDEN HISTORY

### Ahoy, Mendoza!

The Mendoza College of Business' building carries a nautical theme, which seems a bit out of place for a college in Indiana. But the theme stems from the copper model of a clipper ship — the "ship of commerce" — that topped the original business school in the Hurley Building. The ship represented the fastest form of business travel back in the 1920s when the College of Business was founded. It currently sits atop a wave-shaped pedestal as the centerpiece in Mendoza's courtyard.

Other nautically themed features in the building's design include the central stair tower — an impressive circular staircase anchored at the base in an inlaid mariner's compass — designed to look like a lighthouse. The compass points to True North, and concentric bands are inlaid throughout the main atrium floor to suggest longitude and latitude. The pillars in the atrium represent ship masts and the blue panels on the ceiling resemble ship sails. In the open courtyard, paths are laid out in wavelike patterns.

All together, these elements remind those who visit, work and attend classes in Mendoza of the focus on scholarship, ethics and global interests.



"Hidden History" celebrates the series of people, moments and events that collectively constitute 100 years of Mendoza's history as we approach the College's centennial in 2021. Do you have a little-known bit of trivia to contribute? Email us at [mendozabusiness@nd.edu](mailto:mendozabusiness@nd.edu).

## THREE CHEERS



Three Cheers to **Kara Palmer**, **Maggie Neenan-Michel** and **Amanda Rink**! Accountancy's **Ram Ramanan** had this to say:

"Kara, Thank you for your help when I approached you about mailing Beta Gamma Sigma certificates and pins to our graduates, since we could not hold a ceremony last spring. You asked for help from Maggie Neenan-Michel and Amanda Rink. Amanda identified the person to contact to get address labels. Subsequently, Maggie was of tremendous help in purchasing appropriate envelopes, carefully assembling the certificates so they do not bend in transit, and matching the names and addresses. I am most appreciative of the exceptional support provided by Maggie. I have known Maggie over the past 30 years, and she has always exhibited a high level of professionalism and support to all of us here at Mendoza. Thank you, Amanda, and Maggie."

Each week, we'll highlight some of the ways our colleagues Collaborate, Contribute and Compete in order to Grow the Good in Business. Please send your nominations to [mendozabusiness@nd.edu](mailto:mendozabusiness@nd.edu).

## IN THE NEWS

Finance's **Gianna Bern** was featured on Poets & Quants' list of Favorite Professors Of The Executive MBA Class of 2020.

In a wide-ranging conversation, **Tom Mendoza** discussed tech trends and leadership insights with Sequoia Capital's Carl Eschenbach during a new webinar series.

MBA alum **Rodion Begliak** (MBA '19) shares his first-hand account of being caught up in the unfolding political maelstrom in Belarus.

## PUBLISHED & PRESENTED

ITAO's **Scott Siler** presented "From Pain to Gain: The Impact of Sponsorship and Change Management" to the Public Sector Change Management Community of Practice.

M&O's **Michael Crant's** paper "When There is a Will There is a Way: The Role of Proactive Personality in Combating COVID-19" was accepted by The Journal of Applied Psychology.

## KUDOS

Finance's **Zhi Da** has been named as the Howard J. and Geraldine F. Korth Professor of Finance. The appointment to an endowed professorship is one of the highest honors that the University can bestow on a faculty member. The professorship was given in recognition of Zhi's distinguished achievements as an educator and scholar of finance.

Marketing's **Frank Germann** presented key findings of his award winning paper "The Chief Marketing Officer Matters!" at the 2020 Summer Academic Conference in a special session hosted by the Journal of Marketing.

Emeritus professor of Marketing **John F. Sherry Jr.** was named as the 2021 Fellow in Consumer Behavior by the Association for Consumer Research (ACR). The fellowship is the highest honor granted by ACR in recognition of an individual's scholarly contribution to consumer behavior research over his or her career.

## MESSAGES OF GRATITUDE

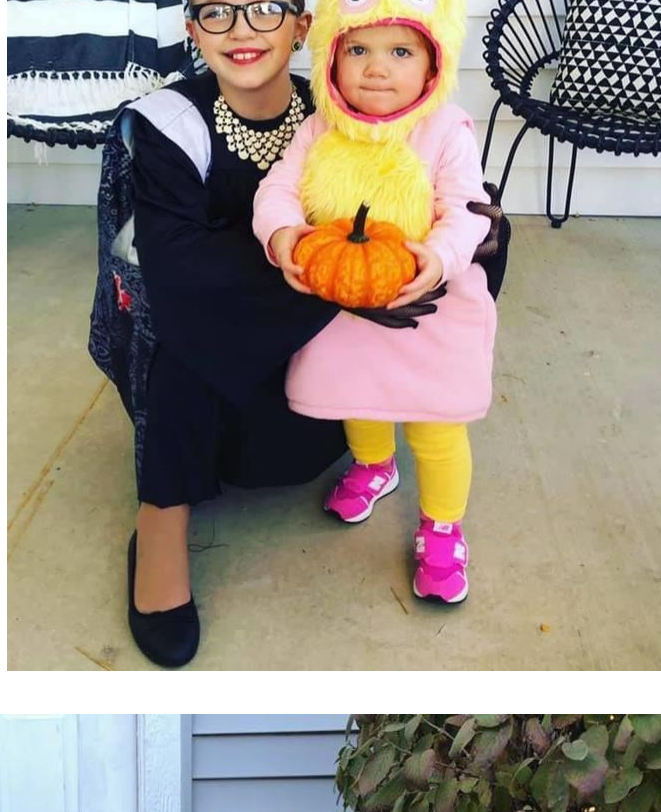
As we head toward Thanksgiving, we wanted to give you a space for our community to share reflections of gratitude. Email your 100-words-or-less response (and a photo, if you'd like) to [Mendozabusiness@nd.edu](mailto:Mendozabusiness@nd.edu) and we'll share them in Mendoza Morning Brew each week.

- What moment, situation, change, challenge or lesson learned has given you an important new perspective?
- What advice has meant the most to you?
- Who is a role model or mentor you're grateful for?
- What has the pandemic made you thankful for?



## SPOOK-TACULAR

Send your fun Halloween costume photos to [mendozabusiness@nd.edu](mailto:mendozabusiness@nd.edu)!



1. M&O's **Jen Cronin** says Oscar (age 6) and Evelyn (age 2) had a great Halloween at home this year: "We bribed them with Costco-sized candy bags and toys if they stayed in."
2. The Justice Office's **Kristen Collett-Schmitt's** daughter Harper (age 10) plays tribute to the late Ruth Bader-Ginsburg while Hazel (age 21 months) takes a more whimsical approach.
3. Mendoza Alumni Relations Director **Ryan Retartha's** son Ellis (age 2) sports a PJ Masks Catboy costume next to some awesome character-themed pumpkins. Someone is a superfan!

## WOULD YOU RATHER?



**Joseph Torma** began hosting his weekly "Would You Rather" (WYR) poll in his cubicle in late fall of 2017. Since then, WYR has generated plenty of unexpected insight and amusement as participants debated (and defended) their choices in various highly unlikely scenarios.

- Would you rather:**
- Would you rather find five dollars on the ground
  - Find all your missing socks?

**Would You Rather?**

Trick question or brain teaser, last week's question provoked some interesting comments:

*This is going to sound strange from an IT guy, but I think I could survive with just basic electricity, plumbing, and books. I consider a day without reading to be a day wasted. - Jeremy*

*Actually, is there really a choice here? Couldn't we have all of the above on a computer?? I've already given up going to movie theaters (stupid COVID), today's TV programming does not appeal to me much, and I read on my Kindle. So ha! - Liz G.*

Check out the results and read all the comments from last week's WYR [here](#).

## NEW ADDITION

Dean's Office's **James Ng** and his wife Shareen welcomed new bundle of joy Theodore Ng on Oct 31, weighing in at 8lbs and 2oz and measuring 21in, with a full head of hair. Baby and mommy are doing well!



Mendoza College of Business  
Department of Communications  
Director [Carol Elliott](mailto:Carol.Elliott@nd.edu)

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