

Morning Brew

FOR WHEN THE WORKADAY WORLD IS A LITTLE CLOSER TO HOME

APRIL 14, 2021

HIDDEN HISTORY

The March 4, 1932, issue of Scholastic covered a WSBT broadcast by advertising professor Fr. Lahey, who discussed the place of a College of Commerce in preparing students for business leadership.

FATHER LAHEY ON AIR OVER STATION WSBT

**Discusses College of Commerce
In Seventh Radio Talk.**

By Mitchell Tackley

Representing the College of Commerce in the third part of the University radio series of talks being



REV. THOMAS LAHEY, C.S.C.
“... Business men need a spiritual education too.”

broadcasted over WSBT, the Tribune station of South Bend, Reverend Thomas A. Lahey, C.S.C., Ph.D., professor of advertising, spoke on “The Place of a College Commerce in Preparing Students for Business Leadership” last Wednesday evening.

In his opening words, Father Lahey stated that the choice of his particular topic was instigated by the fact that the American people have come to realize the necessity of a responsible business leadership. This, he said, is important if the country is to administer its business resources for the benefit of the many rather than of the few.

Man Equalized

In a short historical sketch of the development of ancient art and the gradual accomplishments with a mingling of this art and the natural resources of the infant nation, America, Father Lahey showed how throughout the years man has become more and more equalized.

“Now the thing for us to realize,” he continued, “is that while opportunities have not lessened, the conditions for leadership have. An investigation shows that out of fifty men who have recently been voted the industrial and educational geniuses of the age, all but a scant half-score

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came up out of poverty,” he finished.

“What has been your educational approach to your work?” is the question now being asked the majority of the young men who seek employment today, said Father Lahey.

An intricate understanding of the details of a business must be thoroughly accomplished through the medium of study. He said that he believed the educational institutions could build a new type of commercial leadership because of the over-night demand for a professional business training.

About The Dollar Sign

Father Lahey said, “Where the dollar sign twinkles, the robber usually gathers, and the liars, and the murderers also.” To combat these factors, business organizations must pick those men who are willing to dedicate their lives, if necessary.

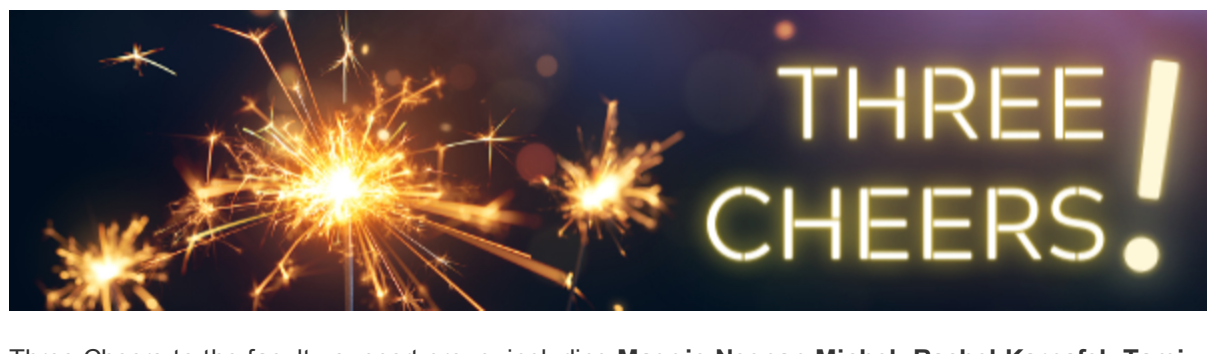
Without sacrificing the technical requirements, the courses of young men and women in college must be made as Christian and cultural as possible, he said.

Abuses of the business organizations should not blind us to our opportunities, spoke Father Lahey. “We have been elected as a people to take the leadership in what has been the greatest material development that the world has ever seen; but we must accept the problems of that leadership also,” he said.

Because of the boldness of the cheaters and sharpers, our young men must be equipped spiritually and educationally, he advised. The work of our college of commerce today, he concluded, should be a work of training commercial leaders of the future to a skilful, honest, responsible stewardship of the material gifts of the age.

“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.

THREE CHEERS



Three Cheers to the faculty support group, including Maggie Neenan-Michel, Rachel Karnafel, Tami Springer, Denayia Phillips and Amy Spangler, for coordinating the Annual Lenten Food Drive to benefit the St. Vincent de Paul Society of St. Joseph County. This year they collected the equivalent to 35 boxes and \$400 in monetary donations. Thank you also to everyone who donated!



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.

LIGHTNING TALKS



The Provost’s Office is hosting another set of [faculty lightning talks](#) this week as part of Moment to See, Courage to Act. If you missed the lightning talk on Tuesday, April 13, featuring Marketing’s Yixing Chen and M&O’s Wendy Angst, videos will be posted at a later date.

Future sessions include:

- Thursday, April 15; 3:30–4:45 p.m.: ITAO’s Kirsten Martin ([sign up to watch here](#))
- Friday, April 16; 8:15–9:30 a.m.: ITAO’s Corey Angst ([sign up to watch here](#))

MENDOZA IN THE NEWS

◆ Marketing’s Mitch Olsen [was quoted](#) in a South Bend Tribune story about the effect of enhanced unemployment benefits on the job market.

KUDOS

◆ Congratulations to Finance’s Jason Reed, whose teams of ND students swept the 2021 Fiscal Policy Challenge, winning first and second places, and tying for third! The winning team included Mendoza and Arts & Letters students Josie Donlon, Michael Flegel, Emma Gran, Bridget Stockrahm and Stephen Vukovits. Jason and economics assistant professor Forrest Spence served as faculty advisers. This is the fourth national championship in five years for Jason and Forrest.

◆ M&O’s Ann Tenbrunsel appeared as a guest on three recent online events. In a video conversation with Mendoza’s Ann Tenbrunsel vice president Lou Nanni, Ann talks about her background and her research interest in studying why people are not as ethical as they think. She also participated in two podcasts sponsored by Skybridge Associates, “Why is it so hard to be an ethical leader? [Part 1](#)” and “[Part 2](#).”

NEW ADDITION

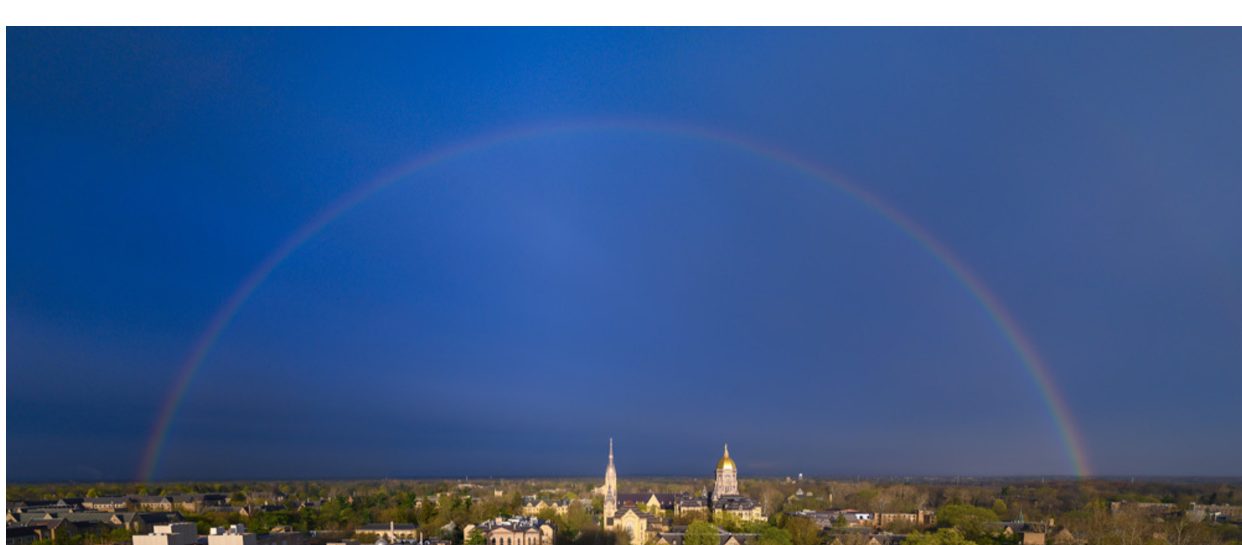
Send your new addition family and pet photos to mendozabusiness@nd.edu.

The Dean’s Office’s Beth Smith had this to say about her family’s new addition: “My new grandson Conor was born yesterday at around 8 p.m. Both Mom and baby are doing great! He weighed in at 7 lb 14oz. I am having a special day with big brother Declan today. I think Nana wore him out!”



ON CAMPUS

Send your fabulous pics to mendozabusiness@nd.edu.



(Photo by Matt Cashore/University of Notre Dame)

Mendoza College of Business
Department of Communications
Director Carol Elliott

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