



FREEMAN COLLEGE OF MANAGEMENT

5 April 2021 MEMO


- Freeman College BLOG
- Freeman Student Events Calendar
- Management Majors MOODLE

Freeman Events and Programs

A CELEBRATION OF MANAGEMENT AT BUCKNELL UNIVERSITY

FREEMAN WEEK > 2021

April 5-9



5 MONDAY	7 WEDNESDAY	8 THURSDAY	9 FRIDAY
<p>3 - 4:30 p.m. Ice Cream Social Picnic Tables Outside Taylor Hall</p> <p>All are welcome to join faculty, staff, and student leaders for a sweet, pre-packaged treat to kick off a celebration of management.</p> <p>11:59 p.m. Deadline Twilio Challenge https://forms.gle/9D4Gd4Z845lg96</p> <p>Provide hands-on experiences to increase each student's ability to solve real problems in creative and collaborative ways by exploring design thinking mindsets and methods for identifying, developing, and delivering meaningfully differentiated solutions.</p>	<p>7 - 7:50 p.m. Management Student Stories Panel</p> <p>Zoom: https://bucknell.zoom.us/j/621960481?pwd=UjR0d1VkdjZ09kaGlnbVhWbWp1eE1lY291Pm50dDZkdz09 https://forms.gle/9D4Gd4Z845lg96</p> <p>Hear from Freeman Fellows and their Freeman Advisory Board about their decisions, paths, and insights on their college experience thus far.</p>	<p>6 - 7 p.m. Walling Lecture: Courageous Conversations with James Nevels '74</p> <p>Zoom: https://bucknell.zoom.us/j/621960481?pwd=UjR0d1VkdjZ09kaGlnbVhWbWp1eE1lY291Pm50dDZkdz09 https://forms.gle/9D4Gd4Z845lg96</p>	<p>11:30 a.m. - 1:30 p.m. Senior Celebration McDonald Commons</p>

Launched in 2019 to commemorate the first anniversary of the naming of the Freeman College, this weeklong celebration is where undergraduate students can rub elbows with powerful industry leaders in a number of fields.

Bucknell UNIVERSITY Freeman College of Management

Freeman Week is HERE!

Walk through the lobby of Taylor Hall this week and bring a memento to add to our **Taylor Time Capsule!**

Bring a photo, a printed message, your favorite professor's saying, a crayoned card, a small memento to send a positive message to a future Bucknellian.

Add your name to our **Freeman Week Prize raffle** - win hydroflasks, yetis, or waterproof portable speakers; enter by **Friday, April 9th at 4pm**.

Sign up for the week long virtual **Business Trends Summit** and other Freeman Week activities; [register HERE!](#)

Twilio Challenge Competition, part of Freeman Week, is open to all majors and class years across the University. The deadline to [sign up](#) is **April 5 at 11:59pm**. TOP PRIZE is \$1000!

New MiDE course open to all! In the Fall 2021 we will be offering a new MiDE course – **Brand Communication: Society & Culture (MiDE 315-01)** taught by prof. Richard Kedzior. This course presents both managerial and critical perspectives on branding.

Want to Win \$1,000 and Learn Stuff? Do the Twilio Challenge!



A VIRTUAL EVENT

BUSINESS TRENDS SUMMIT 2021



Monday, April 5, Noon-12:50 p.m.
Sustainability in Consumer Products with Pepsico

Monday, April 5, 8-8:50 p.m.
The Future of Retail

Tuesday, April 6, 10:30-11:40 a.m.
Anatomy of Digital Commerce

Tuesday, April 6, 5-5:50 p.m.
The Art of the Deal: Private Equity

Wednesday, April 7, 12:15-1 p.m.
Multifamily Real Estate Acquisition Strategies

Friday, April 9, 9:30-10:20 a.m.
Art of the Possible, With Data

Friday, April 9, Noon-12:50 p.m.
Working Towards a Common Good

Friday, April 9, 1:50-2:40 p.m.
Venture Capital: How Does it Work?, History, Trends & Predictions

FREEMAN WEEK > APRIL 5-9, 2021

Freeman Week > 2021

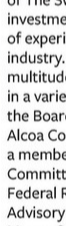
Walling

LECTURE

April 8, 6-7 p.m.

JAMES E. NEVELS '74 COURAGEOUS CONVERSATIONS

A Virtual Event





JAMES E. NEVELS '74 is Founder and Chairman of The Swarthmore Group, a Philadelphia-based investment advisory firm, and has nearly 40 years of experience in the securities and investment industry. During this time, Mr. Nevels has held a multitude of board roles and leadership positions in a variety of industries. He currently serves on the Board of Directors of two public companies: Alcoa Corporation and WestRock. Mr. Nevels is also a member of the OFR Financial Research Advisory Committee, the Council on Foreign Relations, the Federal Reserve Bank of Philadelphia Presidential Advisory Committee, the Board of Trustees of Manor College, the Capital Partners for Education Foundation, Committee and the Pennsylvania Prison Society.

THE WALLING LECTURE

The Walling Lecture is funded by the Fitz Roy & Mary Jane Walling Management Endowment, and honors Fitz Walling's many years as a University leader. He served as the longtime dean of admissions; helped start the College of Arts & Sciences, the College of Engineering and the former College of Business Administration; and established the Office of Planned Giving.

Sponsored by the Center for Experiential Learning
Freeman College of Management at Bucknell University.



Opportunities for Networking, Research, Scholarships, Internships

Bucknell University Internal Audit department Opportunity for Freeman College of Management student in the class of 2022; details on [Handshake](#) or email Bob Hoster, hiring manager, at rh031@bucknell.edu directly.

Veeva Crossix is hiring an Advertising Operations Associate; [see the listing here](#); brought to us by Marketing Analytics supervisor and alum Michelle Archambault '17.

Career, Institute and Centers Programming

PSYCHOLOGY ALUMNAE SERIES: IMPROVING CHILDREN'S LIVES Spring 2021

ZOOM MEETING LINK FOR ALL SESSIONS:

https://bucknell.zoom.us/j/92964725226?pwd=VmRoeWRsRkVkdz09MTB1OUZ0d0Y2R0T0g Meeting ID: 929 6472 5226 & Password: 903668
Please Contact Prof. Chris Boyatzis at boyatzis@bucknell.edu with any questions.

<p>MARCH 10, 5-6 PM</p> <p>DR. LINDSAY ZAJAC '14 Post-doctoral Fellow in perinatal mental health & early childhood, Children's Hospital of Philadelphia</p> <p>Supporting Parent-Child Relationships in Adversity: My Adventures as an Aspiring Clinical Psychologist and Researcher</p>	<p>APRIL 8, 12-1 PM</p> <p>DR. EMILY (BOSTWICK) HALPIN '09 Clinical Assistant Professor Human Development & Family Studies, UNC - Chapel Hill</p> <p>It's Okay to Change Your Mind Halfway through Grad School! Experiences with a Non-linear Academic Trajectory</p>
<p>MARCH 18, 12-1 PM</p> <p>DR. SWETA SHAH '99 Global Adviser, Early Childhood Development, The Aga Khan Foundation, Washington DC</p> <p>Beyond Borders: My Journey to Supporting Children and Families in Humanitarian Emergencies Around the World</p>	<p>APRIL 15, 5-6 PM</p> <p>BETHANY (REYNOLDS) DILMAN '14 MEd, EdS, Co-lead Teacher, The Wild Woods Forest School, Allison Park PA</p> <p>Moving the Classroom Outdoors: An Introduction to Forest Schools</p>
<p>MARCH 23, 7-8 PM</p> <p>STEPHANIE GRAYSON '13 MSW, School Social Worker at The Quad Preparatory School, Manhattan</p> <p>How Social Work Was the Best Clinical Path for Me</p>	<p>APRIL 21, 5-6 PM</p> <p>COURTNEY JONAS '17 MS, Child Life Specialist, Boston Children's Hospital</p> <p>The Wild Life of Child Life</p>
<p>APRIL 1, 12-1 PM</p> <p>ALEX SILVERMAN '16 MS, PsyD In progress, Clinical Psychology Extern at Kings County Hospital, Brooklyn, NY</p> <p>Journey to Becoming a Clinical Child and Adolescent Psychologist</p>	<p>APRIL 26, 7-8 PM</p> <p>JULIE (EADES) AMITIE '98 BA, Executive Director of Marketing at Scholastic, the world's largest publisher of children's books</p> <p>The Power of Story: How a Psych Degree Led to a Career in Children's Publishing</p>

SEI Women's Network, Emerging Leaders Program; April 22, 9am-5pm. Interested in applying or know someone that might be? Check out the [Emerging Leaders Program event page](#) for applicant qualifications and instructions on how to apply! Apply through **Wed, April 7, 2021**.

[Adventis Financial Modeling Certification Program](#) - \$200 discount for all Bucknell students. Email Paul Danenberg at pbd003@bucknell.edu.

[BCSE Spring Excursions Are Back!](#) Visit [BCSE Blog](#) for full events

Freeman Students, Faculty, Staff and Alumni in the News

[Read all about Kaya Kopti](#), the coffee company started by Christopher Dunne '15, in the Pangalengan Highlands of West Java, Indonesia.

[Freeman Senior Amy Yowell '21](#), a Managing for Sustainability major, was selected as one of the Best and Brightest business students of 2021 by [Poets&Quants](#).

Freeman Students (at left below) **Colleen Hull '22 MSUS, Taylor Graybill '22 ACFM**, and two College of Engineering classmates, change the [First-Year Experience for Bucknellians through Innovation](#).



Please reach out to Missy Gutkowski (mng019@bucknell.edu) or Amy Bennett (ahb013@bucknell.edu) at any time with questions, ideas and feedback.

