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College of Business Clubs

Accounting Club

President: Kenyon Whiting
Contact: Prof. Norm Sigmond, DF 230
Dave Wagaman (Sabbatical), DF 224

American Advertising Federation (AAF)

President: Lily Rubinstein
Contact: Dr. Jim Ogden, DF 226

American Marketing Association Club (AMA)

President: Christina Madensky
Co-advisors:
Dr. Paul Sable, DF 220;
Dr. Roger Hibbs, DF 233;

Financial Management Association

President: Ognjen Cvetkovic
Contact the Co-Advisors :
Dr. Keshav Gupta, DF 233 and
Dr. John Walker, DF 228

Sport, Leisure Athletic Management club (SLAM)

President: Tim Szewezak
Contact: Dr. Kerri Cebula, OM 212

Students in Free Enterprise (SIFE)

President: Ralph Faas
Contact the advisor:
Dr. Roger Hibbs, DF 233;

SAM Club

(Society for Advancement of Management)
President - John DiFrancesco
Advisor: Dr. Lee Weyant, DF 208C

Tai Chi Club

President:
Contact: Dr. CJ Rhoads, DF 204F
Advisor: Dr. Duane Crider, OM 212

COB Advisory Board Meeting held April 15th

A featured part of the College of Business Advisory Board meeting on April 15, 2013 was a presentation by four student representatives from **AIM (Applied Investment Management)** to the Board. The Board enjoyed the presentation that was followed by questions and answers. (Students pictured in photo below with Dean Dempsey.)

Dr. Eileen Hogan, professor of management, described the strategic plan of the Department of Business Administration that is tied to **AACSB** accreditation. Dr. Hogan's presentation was well received by the Board, especially concerning an emphasis on career planning and related activities for KU business students in the plan and how the Advisory Board can assist KU students. Dr. Hogan also presented the nature of the B.S.B.A. program and responded to questions from Board members.

Dean Dempsey briefly discussed the recently revised accreditation standards of the **AACSB**. The standards have been somewhat simplified but are still fairly similar to the ones adopted in 2003. It was again emphasized that the Advisory Board plays an important role in linking the business programs to the world of business. The next progress report related to carrying-out KU's **AACSB** Accreditation Plan is due June 1, 2013. Over the past 3 years substantial progress has been made. In 2013-14, KU expects to be conducting a substantial self-evaluation resulting in a detailed report that in turn is expected to lead to a peer review team visit in 2014-15.



Left to Right: Daniel Harris, Forrest Kelly, Dean Dempsey, Katie Floyd and Sam Melchiorre

David Haas Memorial Scholarship Fund



The College of Business set up a **David Haas Memorial Scholarship Fund**. The scholarship is set up to provide Recognition and financial assistance to a senior status, undergraduate student in the BSBA major/ Certificate of Recognition in Logistics. It is hoped that funds can be raised so that the scholarship can be given out next academic year 2013-14. Dr. David Haas was a faculty member in the College of Business for 14 years, retiring in September 2012. He passed away on December 14, 2012 and a memorial service was held at Arlington Cemetery on March 4, 2013. We have an opportunity to commemorate Dave Haas who was a wonderful colleague and good friend, by contributing to the scholarship. Your contribution to this scholarship fund can be sent to: The Kutztown University Foundation, P.O. Box 151, Kutztown, PA 19530.

***AMA, American Marketing Association's 35th
Annual International Collegiate Conference***
Hosted in New Orleans on March 21-23, 2013



Left to right: Justin Roach, Kevin O'Donnell, Autumn Anthony, Andrew Leon, Lily Rubinstein, John Wenner and Dr. Therese Maskulka, professor of marketing

Lily Rubinstein provided the following information about the conference: **A.M.A.'s "Live the Marketing Life"** conference hosted hundreds, if not thousands of marketing students from **A.M.A. chapters** all over the nation. As college students and aspiring marketers this experience was incredibly beneficial. There were multiple sessions of "Experience Speaks" where established marketing professionals shared their wisdom and experiences with the club students. This year's conference also had various power point presentations by college chapters present on how they've been successful with membership recruitment, fundraising, and communication strategies. The conference was exciting, action-packed, educational and fun.

Justin Roach remarked, "I enjoyed the conference and it was a wonderful learning experience. We attended workshops on everything from setting ourselves apart in the workforce to **AMA Chapter** ideas. I learned how to give myself the best opportunity in the job searching process - which is huge with the economy still rebounding. I plan on using these tactics when I graduate next spring."

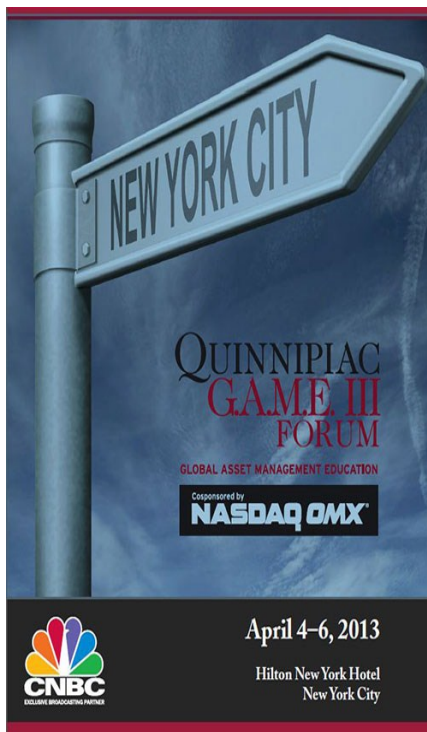
Autumn Anthony remarked, "My favorite part of the entire conference was hearing the guest speakers. My favorite speaker was Kevin Hungate. He really opened up my eyes to a whole new interview process. He said that there were three important tips for getting jobs: 1. Submitting your resume 2. Pro-acting interview 3. Follow-up. He said during the interview you should give a presentation. Mr. Hungate also said it's very important to follow up with a handwritten letter, thanking the company for giving you the opportunity to have an interview. I think this will help me to be successful when it comes to getting an interview."

AIM, Applied Investment Management Students attend the Global Asset Management Education (G.A.M.E.) III Forum

April 4-6, 2013 - Hilton New York Hotel, NYC



Left to right: Tyler Zimmerman, Samuel Melchiorre, Katie Floyd, Ognjen Cvetkovic, Rebecca Peek, Joshua Collar, Taylor Lynch and Forrest Kelly. Not pictured but part of Applied Investment Management Team are: Daniel Harris, Student Analyst and Bilawal Suri, Secretary



About the Quinnipiac Global Asset Management Education (G.A.M.E.) III

Forum: The Global Asset Management Education Forum is aimed at educating students, professionals, and academic professors interested in the financial industry. **G.A.M.E.** is a three-day conference held in New York City consisting of panel discussions on economics, financial trends and the stock market. Each panel consists of finance professionals from top firms within the field discussing these key issues.

Jesse Kimmel remarked, "It was highly informative providing insight with respect to the economy of the U.S. and additional countries, investments, and other similar subjects. The speakers had different opinions on each subject which created well-rounded discussions among panel members. All information discussed was very beneficial to students majoring in finance, accounting, and economics. The most enjoyable aspect of the conference was the ability to bounce ideas off of other students regarding the subjects discussed." **Jesse** was an AIM member in spring 2012 and fall 2012. He will graduate from the Business finance program in spring 2013.

Dr. John Walker, professor of finance, is the instructor and advisor for Applied Investment Management program. He remarked, "In addition to sessions on the economy and stock market, there were excellent panel discussions on how to pursue and interview for a position in the financial services industry and tips for applying to top MBA programs."

For more information visit <http://qgame.quinnipiac.edu>

Target Challenge

The Center for Retailing Solutions

AREA UNIVERSITIES DO BATTLE

They came ready and willing to tilt at windmills and tilt they did as five teams from area universities competed in the **2013 Center for Retailing Solutions (CRS) "Target Challenge"**. On Tuesday, April 2, 2013, teams of student warriors from Penn State – Lehigh Valley, Penn State – Berks and Kutztown University battled for the CRS Challenge Traveling Trophy and \$1,000 cash for first place. The competition was held in the Multipurpose room of the McFarland Student Union on the Kutztown University of Pennsylvania campus.

Kutztown proved too much for the other contenders as the team *Direct Hit Marketing Solutions* took home the trophy. **Members of the team, Lillian Daly, Chris Rossi and Shane Puhlman** under the guidance of Dr. James R. (Doc) Ogden generated an award-winning plan to help reduce retail shrinkage for the Target Corporation. Amy Lauricella, a senior field campus recruiter for Target, in conjunction with CRS Board Members Dr. Denise T. Ogden (Penn State – Lehigh Valley) and Jennifer Seagraves (a Target Representative on the CRS Board) developed an in-depth case study in regard to store shrinkage. The universities were provided the case study and the students developed wonderful plans that addressed this critical issue. Ms. Lauricella commented, "The cases the students created were amazing and in-line with some of the initiatives Target Corporation has undertaken to address the Issue."

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Left to right: Shane Puhlman, Lillian Daly, Dr. Jim Ogden, professor of marketing, Alyssa Graham, George Markert and Chris Rossi.



Center are KU Students: Lillian Daly, Chris Rossi and Shane Puhlman receiving 1st place and the \$1000 award. Left: Amy Lauricella, Target contact/coordinator for event, featured with judges from Target Corporation

Background:



The Target Collegiate Challenge is designed to solve a problem for Target Stores that deals with reducing shortages in electronics and entertainment. The top team received \$1,000 and a 'traveling' trophy that will be housed at the winner's school. The second team was awarded \$125/person. Everyone participating received a certificate. The competition spanned from Fall 2012 and Spring 2013. Teams were eligible to submit their entries in the Fall or Spring. Deadline for the paper submission was March 15. The competition took place April 2, 2013 at Kutztown University, Kutztown, PA. Each school or branch was able to submit up to 3 teams. Last year some of the colleges ran a local competition and then sent their top teams to the final competition. This was a great class or club (e.g. **SIFE**, Business Clubs) project! The competition was judged on the written plan, and the presentation of the paper.

Continued: One of the winning team members was asked why he got involved in the competition. His reply, "Doc Ogden asked me, and when Doc asks, you answer." The second place award of \$500.00 went to the Kutztown University team "**Bullseye**" made up of two students; **Alyssa Graham and George Markert**. The Penn State – Lehigh Valley teams TEAM PSULV and K.E.T. Consulting were made up of Steven Salloum, Tim Padilla, Corey Graffin and Colin Coleman (TEAM PSULV) and Ken Jancowicz, Elias Rabeh, and Tiffany Miller (K.E.T. Consulting). Penn State – Berks brought students Allison Wennell, Jace Mickley and Tia Miller (The Bulls Eye Experience). Penn State-Berks was guided by faculty members Professors Ada Leung and Jim Shankweiler; Penn State – Lehigh Valley was coached by Dr. Denise T. Ogden and the two KU teams were under the guidance of Dr. J.R. (Doc) Ogden.

We're thrilled to have such great companies sponsoring the event. We're always looking for new sponsors as well. For information about the Center and the competition, please visit the web-site www.centerforretailingsolutions.org

Distinguished Service Award for 2013

The Commission on the Status of Minorities announced the recipients of the Distinguished Service Award for 2013 on Tuesday, April 16th at 11 a.m. in Boehm 145. The College of Business would like to congratulate **Tiamoy Williams**, dual major in Management & Marketing with a minor in Economics. Tiamoy was one of the recipients who received this award because she showed leadership in multiculturalism and promoting an environment of inclusion on campus. Congratulations Tiamoy!

Announced in Daily Brief—April 16, 2013

Alpha Sigma Lambda Honor Society

On Wednesday, April 10th thirty-two non-traditional students were inducted into the **Alpha Sigma Lambda Honor Society**. Honorees must have at least 24 credits, have at least a 3.2 GPA, and be classified as an adult student. Please congratulate the following COB students recipients: **Kerri Bender**, Marketing, **Daniel Diez**, Marketing, **Janie Howell**, Leisure & Sport and **Edward McTague**, Leisure & Sport. Congratulations to ALL recipients!

Announced in Daily Brief—April 16, 2013



Center are KU Students: Alyssa Graham and George Markert receiving 2nd place and the \$500 award. Left: Amy Lauricella, Target contact/coordinator for event, featured with Judges from Target Corporation



Kutztown University Who's Who

On Monday, April 8, 2013, 37 Kutztown University Students were honored at the Who's Who Among Colleges and Universities Honor. The event was held at 6pm in the McFarland Student Union building. Dr. Cevallos, Dr. Vargas, Dr. Wells, and Robert Watrous were on hand to help confer the awards to the students. Selected students must have a 3.0 GPA and have demonstrated service to the campus/community, have been active in co-curricular experiences, and have held leadership positions.

The following College of Business students were honored at this event as recipients of the Kutztown University Who's Who Among Colleges and Universities honor: **Tara Bowman** - Leisure and Sport Studies, **Sara Burke** - Business Administration/Management, **Elsbeth Huyett** - Business Administration Core, and **Tiamoy Williams** - Business Administration/Management/Marketing/Economics

Congratulations to ALL recipients!

Announced in Daily Brief—April 9, 2013

FINANCE CLUB

On Thursday, March 28th the Finance Club hosted guest speaker **Peter R. Kohli**, from **DMS Advisors, Inc.** The meeting was held in DF 201 at 11a.m.

The Finance Club also hosted guest speaker **Justin Miller**, from **Milestone Financial Associates, LLC.** on Thursday, April 11th. The meeting was held in DF 201 at 11a.m.

Club officers:

President: Ognjen Cvetkovic, cvet311@live.kutztown.edu

Vice President: Bilawal Suri

Treasurer: Taylor Lynch

Secretary: Katie Floyd

Parliamentarian: Rushi Amin

Co-Advisors: Dr. Keshav Gupta, DF 233, gupta@kutztown.edu

Dr. John Walker, DF 228, walker@kutztown.edu



Left to right: Ognjen Cvetkovic, Dr. Jonathan Kramer, guest speaker, Justin Miller and Dr. John Walker

SLAM Club

*Society for the Advancement
of Management*

Club officers:

President : Tim Szewczak, tszew512@live.kutztown.edu

Vice President: Mike Lineman

Secretary: Kate Herlinhy

Treasurer: Ashley Currao/Zach Werner

Upcoming Events for Remainder of Semester:

April 27th - Reading Phillies night

April 28th - 3v3 outdoor basketball tournament

May 4th- Philadelphia Phillies game

May 5th - Broad street run

The Club is always looking for other volunteer opportunities in the sports field. For more information , please contact the faculty advisor **Dr. Kerri Cebula, JD** , Assistant Professor, Dept. of Sport Management at cebula@kutztown.edu . Her office is located in Old Main 212.

ACCOUNTING CLUB

On **Tuesday, March 26th** the Accounting Club held a Special Club Meeting with recent Alumni Panel at 5pm in Beekey 232. Light refreshments were served.

The Accounting Club also sponsored the **Kutztown University VITA Program** in preparing income taxes on campus for KU Students on Tuesdays and Thursdays during the 11 am free hour. The free income tax preparation program was available to KU Students until Thursday, April 4th.

Prof. Dave Wagaman, has served for many years as the club advisor . He is on sabbatical leave for the academic year, 2012-13. **Prof. Norman Sigmond** is serving as the acting faculty advisor in his absence and can be reached at sigmond@kutztown.edu; office DF 230

Club Officers:

President - Keyon Whiting, kwhit087@live.kutztown.edu

Vice President - Dustin Martin

Secretary - Steven Garcia

Treasurer - Daniel Harris



Student Club Officers meet with Dean Dempsey

On **Thursday, April 11th** COB Club Officers were invited to meet with the Dean. The meeting provided an opportunity to share information about club activities and general discussion about the College of Business programs.

Pictured to the right are: Sport, Leisure Athletic Management club (**SLAM**), President: **Tim Szewczak**, **Dean Dempsey** and American Advertising Federation (**AAF**), President: **Lily Rubinstein**

LEHIGH VALLEY BUSINESS
WOMEN
of INFLUENCE

CONGRATULATIONS to.....

Dr. C.J. Rhoads, Associate Professor in the Department of Business Administration and **Ms. Nancy W. Magee**, Financial Planning Advisor and College of Business Advisory Board member will be recognized as winners at the first annual **"2013 Women of Influence"** awards program. To highlight and recognize these prominent women, *Lehigh Valley Business* is hosting an awards luncheon on **May 6, 2013** at the ArtsQuest Center at SteelStacks, 101 Founders Way, Bethlehem from 11:00 a.m. – 2:00 p.m.

For more information about registering for the event or to see a list of all women being honored, please visit: <http://www.lvb.com/section/Women-of-Influence-Awards>



Dr. C.J. Rhoads, '82,
 professor, Department
 of Administration



Ms. Nancy W. Magee, M'80
 Founder & Owner of
 Financial Planning Advisors

Research Workshop

Department of Business Administration

Tuesday, March 26, 2013

Dr. Victor Massad presented the DBA Research Workshop on Tuesday, March 26, 2013. He presented a paper titled *"Pirates, Mercenaries, Scouts and Saints: A Segmentation Approach to Understanding Digital Downloading."* The following COB Faculty participated in the workshop: Dean Dempsey, and Professors Gary Chao, Muhammed Dalgin, Keshav Gupta, Eileen Hogan, Kathy Kaminski, Rajeev Kumar, Liaoliao Li, and our Visiting Scholar Dr. Jun-yi Ren.

The next and final research workshop before the fall semester will be on **Wednesday, April 24th at 2:00 pm in DF 117.** **Dr. Muhammed Dalgin** will present a paper titled *"Capital Flows and Asset Prices."*



Left to right: Dean Dempsey, Dr. Victor Massad, and Dr. Mostafa Maksy

CONGRATULATIONS CAMERON KIRBY!

Award for Academic All American

This award is given to athletes who are on the starting line up for a collegiate team and remain a GPA of 3.0 at the minimum. This year the award was given to **Cameron Kirby, Business Core major**. He finished his wrestling year with a record of 5-5 and with a GPA of 3.87. He was selected because he wrestled a specific number of matches that completes part of the criteria. Also, he had the GPA that filled the second criteria to accept the award. Cameron states, "This award means a lot more to me than earning All American award for just wrestling. This award shows me just how hard I have worked in college. Finally, this is a great resume builder to help me earn internship of accepted for future jobs."



Award for Academic All American
 recipient, **Cameron Kirby**



Upcoming CDC Events

Tuesday, April 23rd - 11-11:50am - MSU 250 **Writing Your Resume & Cover Letter**

What is the best way to arrange your resume and cover letter? Which topics should appear...and which ones should not appear? Find out the key parts of a well-written cover letter, including the "grab-their-attention" middle paragraph. These presentations discuss length, kinds of paper, general do's and don'ts, and the different types and styles. Learn when and how to send these key marketing materials to obtain that interview!

Thursday, April 25th - 11-11:50am - MSU 250 **Job Search Strategies**

Find out why a good resume isn't all you need to land that job. This workshop will cover the Six Sure Steps to Success, the art of networking, and tips to locating those "hidden jobs".

113 Stratton Administration Center
<http://careers.kutztown.edu/>

Masters of Business Administration (MBA)



The mission of the Kutztown University Master of Business Administration program provides a solid foundation for building effective leaders who will excel in diverse business environments. The program requires that each student acquire basic competencies in the foundation course requirements so that each has the basic skills and knowledge essential for any business degree. The MBA program requires completion of 10 graduate courses (30 graduate credits) including nine required graduate courses and one elective course.

For more information, please refer to the website:

<http://www.kutztown.edu/academics/business/mbaprograms/requirements.asp>
and LIKE the MBA Program on FB at : www.facebook.com/KutztownUniversityMBA

Or call 610-683-4575 for more information!



VF Outlet Airstream

Wednesday, April 24th
from 10:00am-2:00pm
outside of the McFarland Student Union

The Kutztown University Chapter of the **American Advertising Federation (AAF)** is teaming up with the VF outlets of Reading and bringing them to campus! **There will be merchandise for sale and coupons/promotions!**

President-	Lily Rubinstein
V.P.-	Kelly Nesci
V.P of Media-	Chelsea Trewella
Secretary-	Caroline Solt
Treasurer-	Katelyn Ritter
Faculty advisor:	Dr. James Ogden, DF 226, 610-683-4696 or ogden@kutztown.edu

Department of Business Administration

INTERNSHIPS

For more information regarding internships, deadline dates and qualifying for an internship for credit please visit:

www.kutztown.edu/academics/business/internships.aspx
or the Career Development Center website:
<http://cdc.dept.kutztown.edu/>

Application Deadlines:

Summer I DUE: May 13, 2013
Summer II DUE: June 24, 2013
Fall 2013 DUE: August 5, 2013
Spring 2014 DUE: December 9, 2013

This newsletter serves as an information source for KU students, faculty and staff. If you would like to submit any suggestions or articles for the upcoming newsletter, please email dsantos@kutztown.edu or drop it off at the suggestion box outside of DF 119.

College of Business BSBA



Learning Goals

Thinking about starting
YOUR OWN BUSINESS?

KU has a new class to help "Turn Your Passion Into a Paycheck" Talk to your advisor!

MGM 327-010
Small Business Management • MW 4:30-5:50PM
PRO 210-410
Entrepreneurship Start Your Own Business For Non-Majors • W 6-8:50PM