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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, 220DF; sable@kutztown.edu
Dr. Roger Hibbs, 233 DF; hibbs@kutztown.edu

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, 233 DF;
hibbs@kutztown.edu

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

Volume 12, Issue 5

Newsletter Date : March 2013



College of Business Featured Business: Glaxo Smith Kline Pharmaceuticals

Featured Speaker:
Dr. Lee A. Shorter

Dr. Lee Shorter is Director, Disruptive Technology Seekers, Platform Technology and Science at GlaxoSmithKline Pharmaceuticals (GSK). In his position, **Dr. Shorter** seeks disruptive technologies and emerging sciences from academics, biotechs, engineering and designing firms, large established technology-based companies and other innovation centers, particularly from outside the Pharma space. **Dr. Shorter** is

responsible for developing programs with external organizations to simplify chemical and pharmaceutical processes of dosage form development and manufacture. Prior to joining GSK Pharmaceuticals, **Dr. Shorter** was a Director in the Open Innovation Team at GSK Consumer Healthcare. Dr. Shorter was an American Heart Association Fellow. He obtained his BS degree in Chemistry from Washington College in Maryland and his Ph. D. in Bioinorganic Chemistry from the University of Maryland.

The rate of change in business continues to accelerate. The fact is no business, by itself, can keep up. That is why companies like GlaxoSmithKline form partnerships with suppliers, customers, universities, and consultants. Dr. Shorter is at the forefront of understanding the technology needs in the pharmaceutical industry. And, he is finding that many of those needs are coming from outside his own industry. For example, did you know that printer inkjet technology (think Hewlett-Packard) is now being used to make 3 dimensional objects like synthetic human organs for transplanting and silk pants for ladies? Come and listen to Dr. Shorter and he will give you a look into the future. As a future business leader, you need to hear and experience the idea of disruptive technology and how it will impact your future!

Thursday, March 14th 11:00 a.m. DF 100

Welcome College of Business Visiting Scholar

Dr. Jun-yi Ren

Yantai University, China



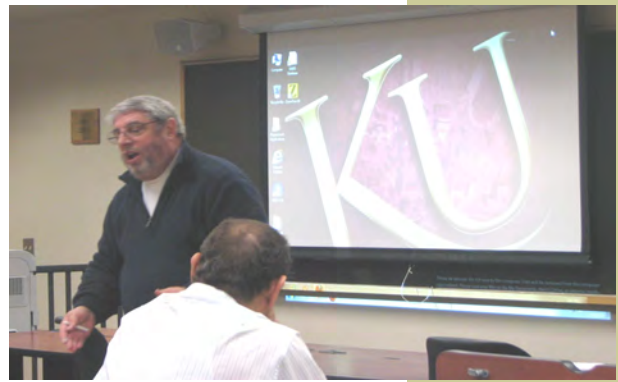
Dr. Jun-yi Ren arrived to Kutztown University on March 1, 2013. He will be at the university through August to do research. **Dr. Ren** holds Bachelor degrees in Economic Geography and Management/Engineering from Inner Mongolia Normal University, China; Masters of Management of National Economics from the People University of China; Doctor of Management Science and Engineering from Nanjing University of Aeronautics and Astronautics, China. Welcome Dr. Ren to KU or stop by **his office, DF 204G, phone extension 64109. His email is cont-ren@kutztown.edu.**

D2L Rubric Workshop Training

On Monday, February 18, 2013, at 2pm in DF 117. **Dr. Lee Weyant** led a session on building a grading rubric into D2L. Participating faculty brought existing assignments and learned how to transfer the information into a rubric. This information is useful for both online and live courses.



Dr. Mostafa Maksy, Dr. Donna Steslow and Dr. Fred Esposto



Presenter: Dr. Lee Weyant

Department of Business Administration, Research Workshop

On Monday, February 25, 2012, **Dr. Gary Chao** presented a research workshop. Even though Dr. Chao's model seemed complex, the presentation generated interesting discussions. Dean Dempsey, and Professors Qin Geng, Keshav Gupta, Su Kong, Rajeev Kumar, Victor Massad, Manash Ray, Susan Sun, and Donna Steslow attended the workshop.

The next research workshop will be on **Tuesday, March 26th at 11:00 am.**

Dr. Victor Massad will present a paper titled "**Pirates, Mercenaries, Scouts and Saints: A Segmentation Approach to Understanding Digital Downloading.**"

Workshop programs are coordinated by Dr. Mostafa Maksy, Department of Business Administration



Faculty Shop Talks



On Friday, February 22, 2013, **Dr. M. Halim Dalgin** presented at **Faculty Shop Talks** in the SUB 250 at 4pm. The title is Dollar's "Exorbitant Privilege". Abstract: In the second half of the 20th century the status of the dollar as the international reserve currency was unchallenged and the United States benefited from this privileged position quite a bit, for which, although, it had to pay a small price as well. In this paper we look at the consequences -- mostly economic -- of dollar's being the first choice among equals and try to answer the question, in light of 2007-2008 crisis, for how long it will be able to hold on to it.

Faculty Shop Talks provide an opportunity for KU faculty to come together from across the campus for serious yet informal presentation of original research and artistic creation. The primary goal of Shop Talks is to increase scholarly communication and interactions across disciplines on both a professional and social level in a relaxed, collegial atmosphere. **Shop Talks** are held on select Friday afternoons at 4:00 p.m. in SUB 250 (a.k.a. the President's Room), with the presentation beginning at about 4:15.

Shop Talks present research, artistic creation, or scholarship that would be appropriate for presentation at a disciplinary conference, recital, art exhibit, etc, but adapted for a non-specialized audience. The primary focus of the talk can be either scholarly work authored or created by the faculty presenter or scholarly work "in progress". Because the intent of Shop Talk is to facilitate discussion and interactions amongst faculty, the presentation itself should last no more than 20-30 minutes, allowing time for audience questions and discussion after the presentation.



**Dr. Lorri Engstrom, Chair
Department of Sport
Management**

Office: 209 Old Main
610-683-4376
engstrom@kutztown.edu
Office hours: Mon, & Wed
10-11am KY 132
Tues. 12:30-3:30,
Thurs. 10:30-11:30am OM 209
Secretary: Ms. Leslie Scroble

Dr. Lorri Engstrom started teaching at Kutztown University in the fall of 1995. She has a passion for teaching, fitness, and leadership topics. Dr. Engstrom is working as Chair for the second year in the Sport Management Department. In the last year the department grew from 357 to almost 500 majors. As the Chair she looks forward to serving her faculty and department to prepare Leisure and Sport Studies majors to be leaders and contributors in the sport industry.

Advisement

It is vitally important for Sport Management majors to come to advising prepared! Every student needs to meet with their advisor. Please bring your advising folder when meeting with your advisor. You should have a copy of your grid sheet as well as the Leisure and Sports Studies Program requirements in your folder. Contact your advisor to make an appointment. Do not lose out on the opportunity to talk and plan your courses with your advisor. Important dates, guidelines and upcoming opportunities are discussed during advising. Visit them online at: <http://www2.kutztown.edu/academics/undergraduate-programs/leisure-and-sport-studies.htm>

Sport Management participates in the Health & Wellness Expo

Health & Wellness Expo

Sport Management students volunteering at the **2013 Spring into Wellness/Health Expo**. Dr. Duane Crider, Sport Management Department, supervises the fitness assessment interactive booth from 10 a.m. - 2 p.m. on March 12th. Students from Dr. Lorri Engstrom's Leadership class help set up the station, clean up the station and work an hour helping administer the fitness assessments during the day. The goal is to experience the role of service as it relates to leadership.



SLAM CLUB

Sport Leisure Athletic Management

The **SLAM Club** held their elections on, Thursday, March 7th. The following are the new officers:

President: Tim Szewezak
Vice-President: Mike Lineman
Secretary: Kate Herlihy
Treasurer: Ashley Currao/Zach Werner



The club will begin to plan for volunteering at the 2014 Super Bowl and also plan to volunteer at the Broad Street Run in Philadelphia in May.

For more information, please contact the faculty advisor **Dr. Kerri Cebula, JD**, Assistant Professor, Dept. of Sport Management (office 212 Old Main) or at cebula@kutztown.edu



SPRING INTO WELLNESS EXPO

Tuesday, March 12 10a.m.—2p.m., MSU

* Blood Pressure Readings * FREE HIV testing * Beach Body Fitness * Alcohol Screenings * Gift of Life * Sleep Habits * Greater Reading Mental Health Alliance * Women's Center * H.E.A.R.T. * GLBTQ Center * Fitness Assessments * Body Composition Analysis * Flexibility Test * Strength Assessment * Body Mass Index Readings * Skin Care * Injuries in Athletes * FREE Cholesterol Screening * Cancer Information * KU Health Ambassadors * Wise Physical Therapy * STD/STI Testing * Financial Literacy * Healthy Eating Tips * President's Roundtable on Alcohol and Other Drugs * KU Campus Wellness Committee * University Sports Medicine * Northeast PA Lions Eye Bank, Inc. * Healthy Exam Snacks with Dietician Michelle Coleman * Don't Eat This * Skin Care with Avon * Safety Tips for St

SOUP AND COOKIES AT 11a.m.

Directions to earn a class participation coupon:

1. A greeter will give you a survey or you can pick it up at Table I.
2. You must visit a minimum of 18 vendors to earn 16 points. Please plan your time to visit 18 vendors.
3. Vendors will initial your survey when you visit tables.
4. Complete the survey questions.
5. Return completed survey to Table I.
6. KU Health Ambassador will give you a class participation coupon.
7. Write your name on the coupon and give it to your professor.



Dean Dempsey meets with Student Government Board



Left to Right: Katherine Irace, Omar Pagen, Dean Dempsey and Matthew Assad

On **February 19th** Dean Dempsey met with **students of the Student Government Board**. Katherine Irace, who serves as the College of Business Dean's Liaison and College of Business Representative to KU's Student Government Board, coordinated the meeting. They discussed matters of interest to business students. Among the topics covered were the status of KU's initiative to earn AACSB accreditation, providing information to students on changes of instructors for courses to help students in choosing courses during registrations, and activities of student organizations. Meetings with students leaders normally occur each semester.

David Haas Memorial Scholarship

The College of Business and faculty members, Department of Business Administration are planning to 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. He was a veteran of the Vietnam War and served for 24 years as an officer in the U.S. Army Transportation Corps., retiring from active duty in 1988.



Department of Business Administration Chairs



Dr. Roger Hibbs, Chair
Department of Business
Administration

Office: 233B deFrancesco
610-683-4580
hibbs@kutztown.edu

Office hours:
Mon - Fri 10-11am

Secretaries: Mrs. Donna
Delong, & Mrs. Kim Kilgus

Dr. Roger Hibbs teaches courses in both Management and Marketing disciplines. He also serves as the Summer Freshmen "Connections" Faculty Representative for COB. Dr. Hibbs is also a faculty coordinator for the ELC, Entrepreneurship Learning Center.

Dr. Donna Steslow,
Assistant Chair of
Business Administration

Office: 232 deFrancesco
610-683-4587

steslow@kutztown.edu

Office hours: Mon & Wed
1-2pm & 3-4pm.
Tuesday 3-4pm

Secretaries: Mrs. Donna
Delong, & Mrs. Kim Kilgus



Dr. Donna Steslow is the Assistant Chair of the Department of Business Administration. She meet with students enrolled at KU interested in transferring to the BSBA program. Please feel free to stop by if you have any questions regarding your degree requirements, which curriculum version you are enrolled in, or any other concerns.

Meet with your advisor -

You don't have to stand in line!! Use online student services -

- You will not be able to schedule courses until your registration start date and time
- You will not be able to schedule if you have registration holds on your account
- You can view the department that issued the hold through Online Student Services and contact them directly to resolve the restriction

For more information: <http://www.kutztown.edu/registrar/default.asp>

HOW TO...

TO DECLARE A DISTINCT MAJOR IN THE COLLEGE OF BUSINESS:

Students already declared in the BSBA Business Core program who wish to declare a specific major should report to Dr. Roger Hibbs, Chair, Department of Business Administration for advisement and to complete the necessary form. The Department Secretary: Kim Kilgus or Donna DeLong, Lead Secretary, are located in room 233 deFran

Students must have all core courses completed with a 2.0 GPA before declaring a distinct major in Business:

- ACC 121 Financial Accounting
- ACC 122 Managerial Accounting
- BUS 120 Business Statistics
- BUS 131 Business Law I
- BUS 171 Business Information Systems
- ECO 011 Prin. of Macroeconomics
- ECO 012 Prin. of Microeconomics

TO CHANGE MAJOR INTO THE BSBA BUSINESS CORE PROGRAM:

All students in good academic standing who have earned at least a 2.0 grade point average, overall, are eligible to change their major. Report to Dr. Roger Hibbs, Chair, or Dr. Donna Steslow, Assistant Chair of the Department of Business Administration for advisement and to complete the form. The Department Secretary: Kim Kilgus or Donna DeLong, Lead Secretary, are located in room 233 deFran. Students are given a change of major form and a COB advisement guideline and program checksheet. Dr. Hibbs or Dr. Steslow will review the academic record and provide advisement and options for course selection. The change of curriculum form must be signed by the student and will be processed by the Registrar's Office. A new College of Business advisor will then be assigned. The department website is: <http://www2.kutztown.edu/academics/undergraduate-programs/business-administration.htm>

BSBA BUSINESS STUDENT INTERNSHIP PROGRAM

The College of Business Internship Program is designed to enhance the student's formal academic education by providing an opportunity for the student to test skills and knowledge via exposure to an actual institutional or commercial enterprise. This supervised experience provides an arena for the practical integration of knowledge during the formal learning process as well as an opportunity to acquire experience and knowledge beyond that available within the confines of the existing curriculum. Students benefit both personally and professionally from the expanded perspectives provided by the professional supervisor and the guidance of the faculty supervisor in evaluating this learning experience. Internships are graded on a Pass/Fail basis.

Qualifying for an Internship for credit:

- Have, or will have, 60 credits completed by the beginning of the term in which the internship will occur
- Have, or will have, completed the business core with a QPA of a 2.0 or better.
- Have or will have, an overall QPA of 2.0 or better

For more information regarding internships and deadline dates, please visit: <http://cdcdept.kutztown.edu/students/intern.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

Dean's List Reception

On Tuesday, February 26th, 11:00 a.m. in room 210 DF a reception was held to congratulate College of Business majors who made the Fall 2012 Semester Dean's list. Certificates for academic achievement were presented to each student. The College of Business had over 200 students on the fall dean's list. Dean Dempsey, College of Business, as well as, department chairs and faculty presented certificates to students attending the reception. Dean Dempsey welcomed the students and extended congratulatory remarks.



LEISURE & SPORT

Front Row: Professor Kerri Cebula, Dr. Dina Hayduk, Amber Brookhart, Emily Labowitz, Hanna Martin, Erika Sallavanti and Professor Bernadette Bamberger

Back Row: Gregory Bamberger, John Kelly, Trevor Pearson and Elizabeth Metz

ACCOUNTING

Front Row: Dr. Kathleen Kaminski, Vicky Chen, Lillian Daly,

Back Row: Ricardo Bastida, Marc Blasko, Daniel Harris, Rachel Eshleman, Dr. Mostafa Maksy and Dr. Manash Ray



ACCOUNTING

Left to Right: Dr. Kathleen Kaminski, Yue Li, Shwumeei Jou, Kevin Noyes, Derek McKently, Pulak Parag, Angie Zimmerman, Dr. Mostafa Maksy and Dr. Manash Ray



MANAGEMENT

Left to Right: Dr. Gary Chao, Dr. Roger Hibbs, Kevin Noyes, Briana Koert, Chynna Gehman, Shaina Mack and Dr. Eileen Hogan



MARKETING



Front Row: Dr. Therese Maskulka, Jessica Davailus, Lauren Arce, Nicole Hawxhurst, Victoria Ceianti, Kelly Nesci, Julie Dudley and Dr. Okan Akcay

Back Row: Casey Callahan, Dr. Paul Sable, Kevin O'Donnell and Dr. Victor Massad.



Left to Right: Dr. Keshav Gupta, Ognjen Cvetkovic, Bilawal Suri and Dr. Jonathan Kramer.

FINANCE

BUSINESS CORE



Left to Right: Dr. Roger Hibbs, Kathryn Boyle, Holly Beam, Caitlin Davies, Adam Dobson, Dr. Liaoliao Li, Dr. Donna Steslow and Dr. Su Kong



Left to Right: Dr. Liaoliao Li, Dr. Roger Hibbs, Sandra Fell, Eric Dreibelbis, Amelia Duffy, Adam Fegley, Brandon Hickey, Dr. Donna Steslow and Dr. Su Kong



Left to Right: Dr. Donna Steslow, Montrez Lewis, Anthony Masterfano, Trang Ngo, Manpreet Patel, Tyliah Phillips, Kelly Quigley, Lily Rubinstein, Dr. Liaoliao Li and Dr. Su Kong



Left to Right: Dr. Liaoliao Li, Jordan Sallavanti, Nicholas Scianna, Dr. Roger Hibbs, Jonathan Smith, Tiamoy Williams, Dr. Donna Steslow and Dr. Su Kong

College of Business Advisory Board

Dr. William Dempsey
 Dean, College of Business
Mr. Peter Rittenhouse
 Regional Director, Nestle Waters
 Chair, COB Advisory Board
Mr. Michael Bartholomew
 B. Braun Medical
Mr. Lee Freeman
 Marketing Manager, Ohio Casualty
Mr. Joel Garnick '01
 President, Eclipse Fleet Services LLC
Mr. Dan Goldberg M '06
 President, Dan Goldberg Consulting, LLC
Mr. Jack Gottlieb
 President, The Total Solutions Group Inc.
Mr. Peter Gray
 President, KNBT
Mr. Curt Grim '91
 President and owner, APM Building Materials
Ms. Kiersten L Hafer '96
 Vice President Strategic Solutions Group
 Information Resources Inc.
Mr. Patrick Holleran
 Rotondo Precast
Mr. Gregory A Kuritz '86
 Vice President, Claims Manager
 Erie Insurance Group
Dr. Marilyn Mackes
 Executive Director,
 National Association of Colleges & Employers
Ms. Nancy W. Magee M '80
 Founder and owner, Financial Planning Advisors
Mr. Nik Martin ('95)
 Global Fund Financial Services, Vanguard
Ms. Stefanie Wexler
 Business Manager, Air Products
General Richard Zilmer
 Retired, U.S. Marines

College of Business Advisory Board Meeting Tuesday, February 26, 2013

The College of Business Advisory Board met on Tuesday, February 26 at 3:00 pm. Agenda items for the business meeting included review of the membership on the board, member expectations, committee reports and board involvement with Students, Faculty and Alumni. Peter Rittenhouse, chair for the board, and Dean Dempsey led discussion on the strategic planning, branding/ distinction of the college, and meeting dates/events planning for 2013-14. At 4:30 pm the advisory board members attended the "Faculty Scholarly Awards Program". The Department of Business Administration Scholarly Activity Committee Chair is Dr. Victor Massad. He served as moderator for the program. Dr. Carlos Vargas, Provost and Dr. William Dempsey, dean welcomed guests for the program and congratulated award recipients.



CONGRATULATIONS!!

Dr. Qian Sun, Recipient of the "Top Faculty Researcher of the Year Award"



Dr. Qian Sun had an extraordinarily productive year, both in terms of quantity and quality. She published around a half dozen articles in 2012, all of them in highly-ranked journals, and all of them in areas that contribute greatly to the body of knowledge in her research area. She has certainly set the bar very high for faculty members who wish to win this award in the future. As for the faculty as a whole, 27 of 33 tenured or tenure-track members of the Business Administration faculty published at least one peer-reviewed journal article in 2012, for a publishing rate of over 80 percent. I'd call that a very good year for any business school. It puts us well on our way to the goal of accreditation.

Dr. Qian Sun is pictured with (left to right) Dr. Victor Massad, Chair of the Scholarly Activity Committee, Dr. William Dempsey, Dean and Dr. Carlos Vargas, Provost

SCHOLARLY ACTIVITY PROGRAM

TUESDAY, FEBRUARY 26, 2013

Early in the Spring semester of each year, the College of Business Administration dean will present three certificates of excellence to members of the faculty based on recommendations from the Scholarly Activities Committee. The certificates are to recognize the faculty for scholarly work completed during the calendar year preceding the March ceremony. In addition, the Scholarly Activities Committee will recommend one faculty member from the three certificate winners to be named "Top Faculty Researcher of the Year".

Dr. Victor Massad, serves as the Chair of the Scholarly Activity Committee, Department of Business Administration.



Left to Right: Dr. Victor Massad, Dr. Mostafa Maksy, Dean Dempsey, Dr. Carlos Vargas, Provost

Dr. Mostafa Maksy – Accounting Professor, Department of Business Administration. Joined the Department of Business Administration in Fall 2010.

Degrees: Ph.D., Accounting, 1983, Baruch College, City University of New York; M. Phil., Accounting, 1981, Baruch College, City; University of New York MBA, Accounting, 1973, New York University

- Factors Associated with Student Performance in Auditing: A Comparative Study in Commuter and Residential Schools, in *Journal of Accounting and Finance*
- Major Factors Associated With the Performance of Students Taking Undergraduate Accounting Courses at the Upper Level, in *International Journal of Business, Accounting and Finance*
- Motivation and Distraction Factors Associated with Student Performance in Intermediate Accounting: An Empirical Investigation, in the *Journal of Accounting and Finance*



Left to Right: Dean Dempsey and Dr. Robert Derstine



Left to Right: Dr. Victor Massad, Dean Dempsey, Dr. Qian Sun and Dr. Carlos Vargas, Provost

Dr. Qian Sun – Finance Professor, Department of Business Administration. Joined the Department of Business Administration in Fall 2009.

Degrees: Ph.D., Finance, 2009, Old Dominion University; M.A. Economics, 2005 Old Dominion University; B. Econ., Finance, 2001, Zhongnam University of Economics and Law

- Trading Volume and Overconfidence with Differential Information and Heterogeneous Investors, in *Journal of Behavioral Studies in Business*
- Cross-Cultural Analysis of Gender Difference in Product Color Choice in Global Markets, in *Journal of International Business and Cultural Studies*
- Trading Volume and Price Pattern in China's Stock Market: A Momentum Life Cycle Explanation, in *Journal of Behavioral Studies in Business*
- Do Neglected Firms Suffer From an Information Deficit?, in *International Journal of Business and Finance Research*
- Trading Volume and Price Pattern in China's Stock Market: A Momentum Life Cycle Explanation, in *Journal of Behavioral Studies in Business*
- Motives for Mergers and Acquisitions: Ex-Post Market Evidence from the US, in *Journal of Business Finance and Accounting*

Dr. Robert Derstine - Accounting Professor, Department of Business Administration. Joined the Department of Business Administration in Fall 2009.

Degrees: Ph.D., Accounting, Minor in Finance, 1973, State University of New York at Buffalo; MBA, Accounting, 1969, Drexel University

BSBA, Accounting, 1967, Drexel University

- Simultaneous Presentation of Debit/Credit Entries and Plus/Minus Transaction Worksheet-An Aid to Student Understanding, in *Accounting Instructor's Report*
- A 40-Year Heavyweight Bout - The Fight For Private Company Financial Reporting Standards, in *Pennsylvania CPA Journal*
- A Case-Based Approach to Intermediate Accounting Courses: New Hires Ready to Hit the Ground Running, in *CPA Journal*
- Using Deferred Income Taxes As A Link Between Intermediate Accounting and Corporate Income Tax Courses, in *American Journal of Business Education*



Senior College of Business Students and Business Representatives



Left to Right: Greeting students are: Dr. Roger Hibbs, Chair, Business Administration, Ms. Jocelyn Johnson, COB Major Gifts Officer with COB Advisory Board Members: Mr. Nik Martin, Mr. Jack Gottlieb and Mr. Curt Grim



Dr. Soojin Kim and Dr. Yongjae Kim of the Sport Management Department with (center) Mr. Jon Muldowney, Reading Fightin Phils

Career Development Center and the College of Business Sponsor Etiquette Dinner/ Business Networking Night

*Tuesday, February 26, 2013 at
6pm in MSU 218*

A large number of senior level students from the College of Business participated in the event. The program provided an opportunity for students, faculty and business people to network. Many representatives from local businesses and COB Advisory Board members attended the program. Both students and local business leaders benefited greatly. Students appreciate the time faculty and business leaders devote to their development. Dean William Dempsey, extended a welcome and comments regarding the evening program. Kerri Gardi, Director of the Career Development Center, and Jessica Kirkwood, Assistant Director, directed attendees through the "Dining Etiquette" and provided resources and website details.

For more information about the Career Development Center: <http://careers.kutztown.edu> and their email: careers@kutztown.edu

Representatives participated from the following companies:

Sovereign Center
Parente Barente Beard
Victaulic
Sorrelli Jewelry
Fromm Electric
College of Business Advisory Board
Iron Pigs Baseball
Enterprise Holdings
Herbein
Liberty Mutual
Computer Aid
PSECU
National Association of Colleges & Employers
Valley Preferred Cycling Center
Vanguard
IMKO Workforce Solutions
Reading Fightin Phils
Reinsel
Jumb Start Incubator
Vanguard
Kutztown Community Partnership
Air Products



Entrepreneurship Day Thursday, March 7th, 11 a.m., MSU 218

Entrepreneurship Day was held on Thursday, March 7, 2013 at 11 a.m. in MSU 218 - All Kutztown University Students & Faculty were welcome to attend the event, sponsored by the Entrepreneurial Leadership Center, Dr. Roger Hibbs, faculty coordinator. The purpose of this event was to expose students and faculty to successful entrepreneurs and support services in the area, spread awareness of the Entrepreneurial Leadership Center and create support and awareness for the Business Plan Competition and classes. The program will be an hour in length with the following guest speakers:

- Mr. Fred Greco**, Global Golf Events.
- Mr. Dave Wise**, President of Boxaroo Inc., GS Madison, doing business at 1-800-GOT-JUNK?
- Mr. Peter Hornberger**, Blended Learning and Consulting Specialist at Kutztown University Small Business Development Center
- Ms. Carolina Martinez**, director of the Latino Business Resource Center in Reading for Kutztown University's Small Business Development Center



Dr. Roger Hibbs, Ms. Caroline Martinez, SBDC, Mr. Fred Greco, Global Golf Events, Mr. Dave Wise, Boxaroo, Inc., Mr. Peter Hornberger, SBDC and Dean Dempsey

Dr. Roger Hibbs, Mr. Fred Greco, Mr. Dave Wise, Mr. Peter Hornberger and Ms. Caroline Martinez





Mr. Donald Martin and Mr. Jose Colin – I-LEAD Mentors



I-LEAD Charter School Students and Dr. Roger Hibbs, Mr. Jose Colin, Mr. Donald Martin and Dean Dempsey

**Thinking about starting YOUR OWN business?
Talk to your advisor about the following Fall 2013
Semester offerings:**

MGM 327-010 - Small business Management
MW 4p.m. - 5:50p.m.

PRO 210-410 - Entrepreneurship Start Your Own Business
For Non Majors
Wed. 6p.m. - 8:50p.m.

For general information, please contact: the College of
Business, 610-683-4575 or entrepreneurship@kutztown.edu

Dr. Roger Hibbs - Associate Professor,
Department of Business Administration
Entrepreneurship Education Coordinator



Mr. Fred Greco, Mr. Dave Wise, Mr. Peter Hornberger and Ms. Caroline Martinez

Warning: Will Cause Continuous Laughter

Dr. James Ogden, Professor of Marketing and Chairman of Center for Retailing Solutions



Mel and El will be performing their **comedic duo on March 26th at 7:30pm in the Alumni Auditorium in the MSU**. Tickets are \$15 for students/seniors and \$25 for adults. Straight from NYC, Mel and El will bring their crazy antics and hilarious songs to the Kutztown audience as a fundraiser for the non-profit Western Lehigh Chamber of Commerce. The ladies combine comedy and music to create a unique show sure to please. The award-winning duo has appeared at Gotham Comedy Club in New York City. The Village Voice lauds, "We haven't had so much fun since seventh-grade sleepovers." Join these real-life best friends for a night of laughs as they perform their hit stage show at Kutztown University's Alumni Auditorium located in the McFarland Student Union Building. **The event is sponsored by the Center for Retailing Solutions and American Advertising Federation of Kutztown University.** Tickets are available by contacting Doc Ogden: ogden@kutztown.edu for group rates.



New Business: BOXAROO

David Wise II cuts the ribbon with local officials on Wednesday, February 20, 2013 to open his new business - Boxaroo.

The company was started with the assistance of the **KU Small Business Development Center**.

Boxaroo provides affordable reusable moving products as an easier, greener alternative to run-of-the-mill cardboard boxes. Visit www.boxaroo.com for more information.

From the DAILY BRIEF on Thursday, February 21, 2013

SBDC and KU Faculty are Combining Efforts

Information contributed by: Peter Hornberger, Blended Learning & Consulting Specialists

For a duration of the Spring 2013 semester, the KU SBDC and the Communications Design department at Kutztown University are teaming up to encourage experiential learning in the classroom. The KU SBDC and KU faculty are combining efforts to incorporate this type of experiential learning that involves contributing efforts to real world work experiences in order to better prepare students for the workplace.

The students of the CDE316 class and co-teaching professors Ann Lemon and Summer Doll are spending a portion of their semester developing marketing campaigns for clients of the KU SBDC. Not only are the students working toward a final product for the clients, but they are also using the project management software of the KU SBDC to log project hours, share files, and set tasks amongst team members. The experience allows for the students involved to adhere to a signed code of conduct and practice tracking the time they spend on client work. Students in the class are not limited to Communication Design majors. The class includes students from majors such as Communication Design, Business, and Professional Writing.

Also, this semester at the KU SBDC we have the following interns:

Kayla Jungkurth, Marketing Major, Kayla is responsible for maintaining and updating the KU SBDC blog and Google AdWords accounts.

Sean Owens, Accounting Major, Sean is supervised by Sonya Smith, Consulting Specialist/Budget/Grant Analyst.

Amanda Sowa, Communications and PR, Amanda is responsible for maintaining and updating the KU SBDC social media outlets. She also designs and marketing materials for the SBDC and audits materials for clients.

Kristen Tyrrell, Industrial and Organization Psychology Major. Kristen is assisting with the recruitment and interview process of future KU SBDC interns.



Left to right: Dustin Martin, Speaker, Dave Goss, Steven Garcia, Daniel Harris, and Keyon Whiting

ACCOUNTING CLUB

On Tuesday, February 19th the Accounting Club had a guest speaker Dave E. Goss, President of North American Forensic Accounting, LLC. The topic of discussion was Forensic Accounting; the specialty practice area of Accounting that describes engagements that result from actual or anticipated disputes or litigation suitable for use in a court of law. The meeting was held at 11am in deFran 210. The club also discussed volunteer and fundraising events.

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

Officers:

President - Keyon Whiting, kwhit087@live.kutztown.edu
Vice President - Dustin Martin
Secretary - Steven Garcia
Treasurer - Daniel Harris

FINANCE CLUB

On Tuesday, February 19th the Finance Club featured two guest speakers: Alma Arteaga and Daniel Powell, Alumni from Kutztown University's AIM Program. The meeting was held in DF 201 at 11a.m. Light refreshments were served.

Club officers:

President: Ognjen Cvetkovic
Vice President: Bilawal Suri
Treasurer: Taylor Lynch
Secretary: Katie Floyd



Left to right: Bilawal Suri, Rushi Amin, Dr. Gupta, Ognjen Cvetkovic, Speakers: Danny Powell and Alma Arteaga

Center for Retailing Solutions News

Dr. James Ogden, professor of marketing, Department of Business Administration

On March 30 at 7 p.m. KU's Center for Retailing Solutions in conjunction with the KU Chapter of the American Advertising Federation and Valley Preferred Cycling Center (The Velodrome) will present "Groovin' for the 'Drome" a "fun"draiser for the Velodrome. Come join your students, colleagues and community folks as they listen to the sounds of Turnip Stampede, a rock/progressive jazz band. In addition to the band there will be a painter who performs during the band's act by painting different pictures based upon the band's music. All proceeds will go to help raise money and awareness for the Valley's premiere cycling center. The group is asking for a donation of \$25 for adults and \$15 for students. For more information contact Dr. J.R. (Doc) Ogden, professor of marketing, at x3.4596 ogden@kutztown.edu or docogden@verizon.net Please help support our students, the Center and the Velodrome by attending.

Target Corporation is this year's sponsor of the Collegiate Challenge – Kutztown University, April 2, 2013.

The competition involves area college students and challenges them to develop ideas on how to reduce shrinkage in Target stores. Retail shortage (also called —shrinkage) is defined as inventory losses occurring from employee theft, shoplifting, organized retail crime, administrative error and vendor fraud. The competition will be held **Kutztown University on April 2**. The judges will determine the winning team based on a written plan and the presentation of their ideas. Students worked on their plans in the Fall 2012 and/or Spring 2013 semesters. The winning team will receive \$1,000 and a travelling trophy. The competition was co-sponsored by **Kutztown's, Center for Retail Solutions (CRS)**, a non-profit organization whose mission is to bring together retail academicians, students and practitioners. Last year Walmart sponsored the competition.

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MBA Information Sessions:

Wyomissing

Wednesday, April 3rd, 6-8 p.m.

Hampton Inn, 1800 Papermill Road

Allentown

Wednesday, April 10th 6-8p.m.

Hilton Garden Inn, 1787B Airport Road

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REGISTER ONLINE for the session you would like to attend at:

<http://www.kutztown.edu/academics/business/mbaprograms/>

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. **Current KU Seniors interested in the MBA program are welcome to stop by room 118 DF for additional information or to make an appointment to meet with the Dr. William Dempsey, Dean.** 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/



Career Development Center Announcements

Mon Apr 1 & Tue Apr 2 10-3:00 MSU Lobby **Rezumania!!**

Be prepared for the fair!! A good resume is essential to your internship or job search and a great tool to market yourself to employers or graduate schools. Stop by our table to have your resume reviewed on-the-spot by experts! No registration is required - come as you are and get your resume reviewed.

Tue Apr 2 11-11:30 MSU 250 **How to Work a Career Fair**

Want to be successful at an upcoming fair? Then you MUST attend this BRIEF orientation session. Find out what it takes to work a job fair with positive results....including what to do before you arrive, when you arrive, how to work your way around the room, and how to prepare your "30 second commercial".

Wed Apr 3 12-3:00 MSU MPR 218 **KU Internship and Job Fair**

This is your opportunity to shake hands and talk with employers. Learn about internships and job openings and get your resume out to employers. *Professional attire and a copy of your resume required.*

Thu Apr 4 11-11:50 MSU 250 **Using Social Media in Your Job Search**

Social networks such as LinkedIn are great places to get job search advice, network and connect with career experts, and find organizations that are hiring. Learn the elements of a professional profile and how to use this free resource to boost your career prospects.

Tue Apr 9 9-2:00 Holiday Inn Fogelsville/Breinigsville **Job Fair for Educators**

The Job Fair for Educators is specifically for senior education students and alumni. Recruiters from educational employers throughout Pennsylvania as well as from other states across the country will share information about teaching careers with candidates. *Professional attire and a copy of your resume required.*

Thu Apr 11 11-11:50 MSU 250 **Year One on the Job...Managing Your Finances**

Managing your new financial status can be a daunting task. There are several fundamentals that, once mastered, will give you a level of confidence. Learn how to set up a budget and manage the monthly expenses. Use credit cards wisely -- both in what cards you chose and how you use them. Know about credit bureau reports -- what they are all about, who looks at them, what they mean. ~ Presented by PSECU.

Tue Apr 16 11-11:50 MSU 250 **Day One on the Job...HR & Benefits**

Are you prepared to make decisions and fill out paperwork on your first day at your new job? Topics to be covered will include information on health care/benefit options, INS requirements, tax forms, retirement/savings plans and other "food for thought" to help you prepare for the administrative "details" that most Human Resource Offices throw your way! ~ Presented by KU Human Resources Staff.

Thu Apr 18 11-11:50 MSU 250 **Exploring Careers Through Externships & Job Shadowing**

An externship, also known as job shadowing, is a great way to explore and confirm your choice of major and career field. Learn how to arrange your own externship, network with professionals in the field, and gain the most from the experience.

Tue Apr 23 11-11:50 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!

Thu Apr 25 11-11:50 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" (it's more than Monster or CareerBuilder!) Beginning the job search process can seem overwhelming...we'll show you how to break it down into manageable tasks so you meet your goal...your career!

College of Business BSBA



This newsletter serves as an information source for KU students, faculty and staff. Questions or suggestions You may contact Sarah Couch at

scouc288@live.kutztown.edu or dsantos@kutztown.edu

If you would like to submit any suggestions or articles for the newsletter, drop it off at the

Suggestion box outside DF 119.