

Message from Dean	1
DBA Research Workshop	2
Sport Management & Leadership Studies	3
DBA/MBA Alums	4
Study Abroad	5
COB Clubs	6
SMLS Internships	7
ELC/Wellness Expo	8
COB Dean News	9
COB Clubs Continued	10
MBA Program	11
Career Services	12

#### College of Business Clubs

##### Accounting Club

President: Dan Harris  
Vice President: Steven Garcia  
Secretary: Amelia Duffy  
Treasurer: Joseph Sabatino  
Advisor: Dave Wagaman, DF 218

##### American Advertising Federation (AAF)

President: Kevin O'Donnell  
Secretary: Tierney Bechtel  
Treasurer: Sam Melchiorre  
Advisor: Prof. Brian Hague, DF 224

##### American Marketing Association Club (AMA)

President: Lily Rubinstein  
VP - John Wenner  
Treasurer - Justin Roach  
Secretary - Autumn Anthony  
Co-advisors: Dr. Paul Sable, DF 220;  
Dr. Roger Hibbs, DF 233;

##### Entrepreneurship Club

President: Nicole Davidson  
Advisor: Dr. Roger Hibbs, DF 233

##### Financial Management Association

President: Ognjen Cvetkovic  
Vice President: Bilawal Suri  
Treasurer: Rushi Amin  
Secretary: Frank Adames  
Co-Advisors: Dr. Keshav Gupta,  
DF 209 & Dr. John Walker, DF 228

##### Sport, Leisure Athletic Management club (SLAM)

President: Tim Szweczkak  
VP - Mike Lineman  
Secretary - Kate Herlinhy  
Treasurer - Ashley Currao/  
Zach Werner  
Advisor: Dr. Kerri Cebula, OM 212

##### Students in Free Enterprise (SIFE)

President: Chad Frey  
Vice President: Caitlyn Davies  
Secretary: Kayla Linden  
Treasurer: David Russo  
Advisor: Dr. CJ Rhoads: DF 204F

##### Supply Chain Management & Business Logistics Club

President: Justin Maynard  
Advisor: Dr. Gary Chao, DF 222  
Advisor: Dr. Duane Crider, OM 210



**Thursday, November 14th**  
**11am, DF 100**

## College of Business Featured Business *Crayola*

### *Michael Barley - Corporate Recruiter, Human Resource Division*

**Michael Barley** will be speaking to students about opportunities at **Crayola**. He will provide information about the company. A question answer session will follow his presentation.

**Crayola** brand has grown into a portfolio of innovative art tools, crafting activities, and creative toys that give kids the power to express all that inspires them as they explore, discover, play, pretend, and dream. In 1984, **Crayola** became a wholly-owned subsidiary of Hallmark Cards and has since played a significant role in Hallmark's personal development strategies. The company carried the name of its founders, Binney & Smith, until 2007 when we changed the name to **Crayola** to reflect our No. 1 brand. **Crayola** has called Lehigh Valley, Pennsylvania, its home since the turn of the century. Today, the company's world headquarters and major manufacturing facilities are located there. Downtown Easton is the home of The **Crayola** EXPERIENCE®, our interactive brand experience where families can enjoy a day of creative fun and see how we make our iconic **Crayola** crayons and markers.

#### **Crayola Made in America Fact Sheet:**

- ~ Crayola is proud to make the great American crayon, a quintessential school supply, right here in the USA.
- ~ Crayola believes the nation's children will become next creative thinkers, dreamers and inventors, they need best tools to bring their original ideas life.
- ~ From the 8-count all the way up to the 120-count box, the company's regular-sized crayons, including reds, whites, blues and every color in between are all made in Easton, Pennsylvania by a dedicated workforce 1,200 strong.
- ~ Crayola makes their crayons using the finest pigments for intense color, and is a special blend of paraffin wax for smoothness and clay for strength.
- ~ At the manufacturing facility in Pennsylvania, Crayola makes 650 crayons per minute and up to 13.5 million crayons a day!
- ~ More than 400 different crayon colors are made, including favorites such as burnt sienna, carnation pink and midnight blue.
- ~ On average, the company makes 3 billion crayons a year, enough to circle the world six times.
- ~ In addition being made in America, Crayola's crayons have gotten greener. A solar farm located Forks Township, PA provides enough power make 1 billion of 3 that produces each year. Each box has a sun icon, letting parents, teachers and children know that Crayola crayons are now made by the sun.



### *Message from the Dean*

**KU is now in year 4 in carrying-out its 5-year accreditation plan with the AACSB for the B.S. in Business Administration and M.B.A. programs.** We are busy producing an extensive Self-Evaluation Report that is due to the **AACSB** by September 1, 2014. Assuming that the report is acceptable then we will host a peer review team visit sometime in either February or March 2015. The peer review team would make a recommendation on initial accreditation to the **AACSB**.

In the **Department of Business Administration (DBA)** efforts are ongoing to hire two tenure track faculty members in accounting and one in management to join the faculty in fall 2014. Success in recruiting and hiring are essential in maintaining momentum toward earning **AACSB** accreditation. Outcomes assessments and improvement in student learning is also critical in gaining accreditation and the faculty members involved are to be commended for the progress made under our Accreditation Plan. On October 13, 14 and 15 we hosted a mock peer review

*Dean's message continued from page 1:*

visit by **Gregory Bruce**, former dean at LaSalle University, and **Michael Tearney** from the University of Kentucky. The purpose of the mock team visit was to give students, faculty and administration experience in responding to questions that an **AACSB** peer review team could ask. At the end of their visit, they were optimistic on KU's initiative to earn initial accreditation from the **AACSB**. They also provided us with advice on how to strengthen our case for accreditation.

Meanwhile, the **Department of Sport Management and Leadership Studies (DSMLS)** is now officially moving forward to earn accreditation from the **Commission on Sport Management Accreditation (COSMA)** for the B.S. in Leisure and Sport Studies program. The Department has grown significantly in the last few years having now reached about 500 undergraduate majors up from less than a hundred 3 or 4 years ago.

The **Entrepreneurial Leadership Center (ELC)**, under a grant from PASSHE, over summer 2013 sponsored the development of 7 new courses involving entrepreneurship and 3 entrepreneurship modules for existing courses from faculty throughout the University. The ELC is sponsoring a business idea competition held in November. **Dr. Duane Crider** is the current Faculty Coordinator under the grant having taken over from **Dr. Roger Hibbs** at the end of summer 2013.

## DBA Research Workshops



**Dr. Rajeev Kumar**

The second Business Administration Research Workshop was held on Tuesday, October 22, at 11:00 a.m. in DF 117.

**Professor Rajeev Kumar** will present a paper titled **"An Option-Based Risk Management Approach for Online Auction Sellers."** Participants at the workshop were Professors Okan Akcay,

Gary Chao, Muhammed Dalgin, Keshav Gupta, and Donna Steslow. Dr. Kumar was very appreciative of the feedback he received from the participants. Also, participants benefited from an informal discussion of online shopping at the end of the presentation. Dr. Mustafa Maksy, coordinator for the workshop commented, "I, for one, realized that I was buying stuff from the wrong online seller."

### Mark your Calendar!!

The next DBA research workshop will be on **Wednesday November 20 at 2:00 p.m. in DF 117.**



## Department of Business Administration Debrief Meeting from the Mock Team Review and Celebration - October 23

The Department of Business Administration held a **"debrief and celebration" on Wednesday, October 23 at 2PM**. A celebration cake was available – all enjoyed! Dean Dempsey provided an overview of the written report received from the "Mock Team Reviewers". He congratulated the faculty on a job well done. **Eileen Hogan, AACSB Team Coordinator**, provided comments about preparations for the "real" Peer Review Team Visit to occur February-March, 2015 and "where do we go now?" Three areas reviewed: 1) strategic management standards, 2) participants standards, and 3) assurance of learning standards. Comments were provided by faculty who attended different sessions: Dr. Donna Steslow – Strategic Planning; **Dr. Victor Massad**, AOL, BSBA Curriculum/MBA Curriculum; **Dr. Jonathan Kramer**, Faculty Development & Research Committee; **Dr. Therese Maskulka**, Promotion/Evaluation/Tenure; **Dr. John Walker**, Tenured Faculty group meeting; **Dr. Kathleen Kaminski**, non-tenured faculty group meeting. **Dr. Martha Geaney**, associate dean, provided the "headlines" for MBA. **Dr. Roger Hibbs**, Chair DBA, provided the closing comments.



Dr. Eileen Hogan & Dean Dempsey addressing the department.



Dr. Roger Hibbs, Chair, providing closing comments to the department.



*End of Celebration  
with yummy cake!  
Off to the AACSB Races!!*



**Dr. Lorri Engstrom,**

Chair, Department of Sport Management & Leadership Studies

Office: 209 Old Main - 610-683-4376  
engstrom@kutztown.edu

Secretary: Ms. Leslie Scroble  
610-683-4370, 214 Old Main

### **Exciting First Step Toward COSMA Accreditation**

The Department of Sport Management and Leadership Studies is pursuing the National Sport Management accreditation which is called COSMA (Commission on Sport Management Accreditation). COSMA is a specialized accrediting body that promotes and recognizes excellence in sport management education in colleges and universities at the under graduate and graduate levels. The purpose of COSMA is to promote and recognize excellence in sport management education through specialized accreditation.

On September 25, 2013 the Commission determined that Kutztown University adequately provided the information needed to be granted Candidacy Status. This is an important first step toward full accreditation. Next the department will prepare a comprehensive self study, and undergo a site visit conducted by a professional team of peer reviewers from the COSMA membership. Candidacy Status helps the department develop a clear understanding of the accreditation process. *The Self-Study Committee is being led by Dr. Yongjae Kim and a team of colleagues including, Dr. Fred Garman, Dr. Soojin Kim, Dr. Kerri Cebula, Dr. Dina Hayduk, Dr. Christine Lottes and Dr. Lorri Engstrom.*

The Department of Sport Management has been working toward achieving candidacy status for five years. This honor is the result of the hard work and dedication of the outstanding Sport Management faculty with special thanks to Dr. Kim for his leadership and commitment guiding the accreditation process. The goal of the department is to achieve full accreditation by Fall of 2015.

### **TEAMWORK ONLINE AWARDS UNIVERSITIES ON MVP ACCESS/COLLEGE PROGRAM AT 2013 SMA CONFERENCE**

**ALBUQUERQUE, NM** - TeamWork Online, the premier online employment match-making recruiting system for sports jobs, recognized five universities who were members of its 2012 MVP Access/College program at the 2013 Sports Marketing Association Conference in Albuquerque, New Mexico on October 24th. President and founder of TeamWork Online, Buffy Filippell, presented the awards.

My Colleagues & I were notified by Tim Dix of [Teamworkonline.com](http://Teamworkonline.com) that Kutztown University's Sport Management Department was receiving an award at the SMA (Sport Marketing Association) conference because we had the largest growth in student membership (students who joined the online service) this last year. I wrote the following "acceptance" speech that will be read at the conference.

On behalf of Kutztown University we are truly honored to receive this award. We at Kutztown University believe [teamworkonline.com](http://teamworkonline.com) is a wonderful resource for our students and have encouraged the majors to take advantage of this service to enhance their education in Sport Management. Sport Management is a highly competitive field and having resources available such as teamworkonline.com will only help the students grow professionally and reach the goal of working in the Sport Business Industry.

For more information please visit: <http://teamworkonline.com/teamwork-online-awards-universities.cfm>



### *Department of Sport Management and Leadership Studies Celebrates Homecoming*

On October 26th the **Department of Sport Management and Leadership Studies hosted a tailgating booth during Fanfest at Homecoming.** The Tent was filled with good food, lots of give-a-ways, music and games. Students from the major worked the booth to greet Alumni and talk about the Leisure and Sport Studies major. Students in the major competed in the football game as well as the Cross Country Championship meet.



left to right: Kristin Gockley, Evan Lewis, Michael Lineman, Zach Werner, and Ryan Rodriguez - working the booth.



Zach Fleming is a LSS major who took 5th in the PSAC Cross Country Championship meet on Saturday, October 26th



Josh Luckenbaugh started as quarterback and behind him is Curtis Wortham both LSS majors.

For more information on Sport Management & Leadership Studies visit: <http://www2.kutztown.edu/SportManagement>





## Department of Business Administration/MBA Alums Celebrate Homecoming at the Kutztown Tavern

On Saturday, October 26th the College of Business sponsored an Alumni Affinity Reunion for graduates from The College of Business at the Kutztown Tavern from 10:00AM - 11:45AM. Alumni enjoyed light appetizers, a tour given by Tavern Owner, and KU Alum, **Matthew J. Grider** ('94), and socializing with College of Business Advisory Board members, Faculty and others. Everyone enjoyed the event. Avalanche made an appearance. All appreciated Mr. Grider talking about the tavern and his business "going green"



Left to right: Torry, Courtney & Tim Gift with Jocelyn Johnson, COB Major Gifts Officer



Left to right: Ray Melcher, Professor Dave Wagaman & Ken Seidel

### COB Advisory Boards meets on Homecoming

The College of Business Advisory board met at the Kutztown Tavern on Homecoming Day, October 26 at 9 AM prior to the alums arriving. **Dean Dempsey** provided an update on the AACSB "mock team visit" and comments. **Peter Rittenhouse**, Chair, led discussion in student feedback for programs, board involvement in the AACSB process for 2014-15, assistance board members can provide to faculty – research topics, student research and internships.



Appearance by Avalanche!!



Erin A. Foley-Yasenchak & guest



Far right: Matthew Grider, Owner Kutztown Tavern, talking to guests about being an alum of KU, College of Business, and his success & passion for his business. Later the group was given a tour and talked about "brewing & going green".



### One Semester Exchange – University of Seville, Spain



Jordan Fitzgerald in Madrid, Spain

#### Jordan Fitzgerald is a BSBA business major with a minor in Spanish.

Jordan is currently on a one semester exchange to the University of Seville, Spain. She is a full time student taking Spanish and Marketing courses at the University of Seville.

Jordan applied and was accepted into the (ISA) International Student Association study abroad program. She worked with the KU International Studies Department and her advisor and chair for the

Business Administration Department. Jordan is also the recipient of the *J. Mark Piscitelli Memorial Scholarship* in the College of Business. Jordan was President of the Organization for Latino Awareness and served as VP for the Student Resources, Kutztown Honors Club, Spring 2013 Semester, member of the American Marketing Association and kept part-time employment while maintaining a GPA of 3.6.

Jordan was asked a few questions about her study abroad experience and she provided the following information for our newsletter.

"I knew I wanted to study abroad as soon as I declared a minor in Spanish. The first semester that a Spanish class wasn't in my schedule I realized that studying the language meant more to me than just filling general education requirements. Studying abroad is just the next step for me to learn Spanish well enough to apply it in a future career. I had seen many of my friends study abroad, and my high school teacher spent a year in Barcelona when she was in college. With the support of them as well as the rest of my friends and family, it was hard to say no to living in Spain for three months!

The University of Sevilla has over 80,000 students... a little bit more than Kutztown! Sevilla is the third largest city in Spain, and has a very metropolitan lifestyle. I live with a host mother and another study abroad student, and attend classes with all international students. All of my classes are taught in Spanish and go right towards my minor, but I know plenty of people in my program that take

classes taught in English.

I love the way days are spent here in Southern Spain.

Everyone does a lot of walking, I think I probably average about 3 miles a day, and everyone still

participates in the traditional 'siesta' time, and between the hours of 1 to 4 most shops are closed and people are on their lunch break and taking a nap. I'm a fan of all of the Spanish food I've tried, from paella to tortilla to the many meals made with chickpeas or potatoes. Some of my favorite things to eat out are papas bravas (potato wedges with hot sauce) and berenjenas con miel (fried eggplant with sugar cane honey drizzle). "



Jordan Fitzgerald in Toledo, Spain

Jordan has traveled to: Madrid, the capital of Spain, Toledo, the old capital, Malaga and other beaches on the Costa del Sol (most of them along the Mediterranean Sea), Lisbon, the capital of Portugal, Morocco, Cordoba, Granada, and Rome. "Hopping around Europe lends itself to frugal travelers, and many of the excursions were included in the price of 'tuition' through the study abroad program I went through. (International Studies Abroad Inc.)"



Jordan Fitzgerald in Toledo, Spain

### DID YOU KNOW.....

College of Business Student  
Published Article in *Motivos*  
magazine

The **Modern Language Studies Department** is very proud to announce that **Pedro Pérez** (BA: Business Administration with a Spanish Minor) published an article in the June 2013 edition of *Motivos* magazine! During a SPA 212 class with **Dr. Dawn Slack**, Pedro wrote a very moving story about a transformative moment in his past when he learned about the importance of education and the value of sacrifices to achieve it. With just a little bit more work, it became "Un cambio de perspectiva" and appeared on page 9 of the magazine! The mission of *Motivos*, a full color glossy magazine with a wide circulation in Philadelphia and the surrounding Northeast corridor, is to reach out to and receive content from Latino youth as an informative means of empowerment and a venue for expression. **Congratulations to Pedro.**

For more information about minors in Modern Language or *Motivos* and the article, contact the **Department of Modern**

**Language Studies:** [http://www.kutztown.edu/academics/liberal\\_arts/language/index.shtml](http://www.kutztown.edu/academics/liberal_arts/language/index.shtml) or [http://www.kutztown.edu/academics/liberal\\_arts/language/Newsletter/MLS\\_Fall\\_2013.pdfw](http://www.kutztown.edu/academics/liberal_arts/language/Newsletter/MLS_Fall_2013.pdfw)

## Study Abroad International Studies

### Office of International Admission

For more information on Exchange Opportunities, contact:  
Office of International Admissions, Boxwood House, Phone: 484.646.4256, **Robyn Apgar, Associate Director International Admissions/International Studies** at [apgar@kutztown.edu](mailto:apgar@kutztown.edu) or <http://www.kutztown.edu/acad/intlstudies/studyabroad.asp>

Visit the National Student Exchange site at [www.nse.org](http://www.nse.org) to learn more about available programs.

## ACCOUNTING CLUB

**President:** Daniel Harris  
**Treasurer:** Joseph Sabatino  
**Secretary:** Amelia Duffy  
**Club Advisor:**  
 Prof. Dave Wagaman,  
 DF 218: ext. 3705  
[dwagaman@kutztown.edu](mailto:dwagaman@kutztown.edu)



On Thursday, October 31st at 11a.m. in DF 210 the Accounting Club hosted **Becker Professional Education** for an informative presentation on the CPA Exam. **Becker Professional Education** presented information on the CPA Exam, the recent changes and how it will affect those taking it. Free pizza was served.

Learn more about Becker by visiting them online at [becker.com](http://becker.com)

## American Advertising Federation - AAF

**President** - Kevin O'Donnell  
**VP of Membership** - Heather Galusz  
**VP of Social** - Joe Favinger  
**Secretary** - Tierney Bechtel  
**Treasurer** - Sam Melchiorre  
**AAF Faculty Advisor:**  
 Professor Brian, DF 224:  
[hague@kutztown.edu](mailto:hague@kutztown.edu)



Through an exciting advertising campaign competition, the American Advertising Federation (AAF) works diligently on a specified advertising task which is presented in New York City in April. During your experience, you will learn a great amount about developing and implementing an efficient advertising campaign.



## SIFE CLUB



**President:** Chad Fry  
**Vice President:** Caitlyn Davies  
**Secretary:** Kayla Linden  
**Treasurer:** David Russo  
**Vice President of Public Relations:** Sophia Arroyo  
**Vice President of Recruitment & Membership:** Caitlyn Davies  
**Advisor:** Dr. CJ Rhoads, DF 204F,  
[rhoads@kutztown.edu](mailto:rhoads@kutztown.edu)

On October 29th at 11a.m. SIFE had a meeting in DF 210 to discuss fundraising ideas.

The club is currently selling plants for a small price of \$15. Please help support our efforts to come back stronger than ever! Donations are welcome! For further information please email: [druss134@live.kutztown.edu](mailto:druss134@live.kutztown.edu) or [cfry774@live.kutztown.edu](mailto:cfry774@live.kutztown.edu).

SIFE is currently collecting aluminum tabs. The tabs will be donated to the Ronald McDonald House of Philadelphia where all the money raised from the recycled tabs will help benefit families staying there. Tabs can be dropped off the collection box in room 204 DeFran. Start Collecting Today!!

Recently, SIFE members volunteered at the South Mountain YMCA 'Mountain by Moonlight' Haunted Hayride. All proceeds from the event went to the South Mountain YMCA Camps' *Reach Out For Youth Campaign*. This annual effort helps ensure that every deserving child can attend the summer camp programs. In 2013, more than \$150,000 in scholarship assistance will be awarded to local families and schools.

## FINANCE CLUB



**President:** Ognjen Cvetkovic  
**Vice President:** Bilawal Suri  
**Treasurer:** Rushi Amin  
**Secretary:** Frank Adames  
**Parliamentarian:**  
 Corey Cherif  
**Co-advisers:** Dr. Gupta, DF 209 [gupta@kutztown.edu](mailto:gupta@kutztown.edu) and Dr. John Walker, DF 228,  
[walker@kutztown.edu](mailto:walker@kutztown.edu)



## Supply Chain Management & Business Logistics Club

**Club Officers:**  
**President:** Justin Maynard  
[jmayn442@live.kutztown.edu](mailto:jmayn442@live.kutztown.edu)  
**VP:** Blasé Garrecht  
**Secretary:** Kaci Sell  
**Treasurer:** Daniel Rouse  
**Faculty Advisor:** Dr. Gary Chao, DF 222,  
[chao@kutztown.edu](mailto:chao@kutztown.edu)

On Thursday, October 31st the Supply Chain Management & Business Logistics Club hosted guest speaker **Jeff Cook**, ('13) an alumni of KU that works at IMKO Company. He is a recruiter for careers in Supply Chain Management.

**Next speaker is Nov 22nd - Tom Fiorini, President of West Global Logistics.**



## Newly Formed Entrepreneurship Club

**President:** Nicole Davidson  
**VP of Marketing:** Vanessa Sundra  
**VP of Operations:** Holly Zellner  
**VP of Finance:** Miranda Berry  
**Club Faculty Advisor:** Dr. Roger Hibbs,  
 DF 233, [hibbs@kutztown.edu](mailto:hibbs@kutztown.edu)



An organizational meeting was held on Thursday, October 31st. Have you ever thought about your own unique, innovative business idea? Is one of your ultimate dreams to become a prosperous business owner? Are you looking to network and make connections with fellow aspiring entrepreneurs? If you said yes to any of those above questions, there is a great opportunity that lies presently on Kutztown University's campus. In the Fall of 2013, the Entrepreneurship Club emerged as a way for fellow entrepreneurs to come together to share and expand their entrepreneurship ideas, gain insight and learn from successful entrepreneurs, and also to connect with other future business owners.

The next meeting is Thursday, December 5th at 11am in DF room 201. New members are accepted. It's not too late to get involved. Please contact Nicole at [ndavi363@live.kutztown.edu](mailto:ndavi363@live.kutztown.edu) for more information!!

The Entrepreneurship Club is having a candle fundraiser to raise money for the club. The brand is Dianne's Custom Candles by Key West Trading Company and if you chose to purchase something we will deliver the candles by December 5. This club is a new organization on campus right now trying to promote and advertise to new members as well as raise money for future events. The club plans on hosting guest speakers and going on field trips. In Spring, the club will be a recognized organization on campus. Please contact Nicole at [ndavi363@live.kutztown.edu](mailto:ndavi363@live.kutztown.edu) for more information!!

### Club officers :

**President :** Tim Szewczak,  
[tszew512@live.kutztown.edu](mailto:tszew512@live.kutztown.edu)  
**Vice President:** Mike Lineman  
**Secretary:** Kate Herlinhy  
**Treasurer:** Ashley Currao and  
 Zach Werner  
**Faculty Advisor:** Kerri Cebula,  
 Dept. of Sport Management &  
 Leadership Studies at OM 212  
[cebula@kutztown.edu](mailto:cebula@kutztown.edu)

## SLAM Club Sport, Leisure , Athletic Management Club

*The following students  
will be volunteering at the  
Super Bowl in February  
2014:* Lamont Riley, Nick  
Vuotto, Matt Mikie, Michael  
Sharpe, Cam Lipnicky,  
Colin Klauder, Ryan

McFarland, Brittany Bridi, Dean May, Brittany Byers, Alex Olinginski, Madison Houseal, Michael Wasco, Greg Bamberger, Brandon Sochovka, Kim Rimel, Camala Nichols, Kirstin Gockley, Meghan Kowalchuk, Molly Schwab, Faith Gruber, Brandon Cooney, Britney Stone, Michael Fantry, Erika Sallavanti, Paige Baltzersen, Zachary Werner, Noah Sneeinger, Kathleen Herlihy, Hanna Martin, Laren Sopko, Ryan Rodriguez, Michael Lineman, Ashley Currao, Timothy Szewczak and Anthony Mollitor.



## DSMLS Coaching Internship



Sarah Connely & Dr. Judith Smith, DSMLS Dept.

**The Department of Sport Management and Leadership Studies** recognizes the value and importance of a **coaching internship** as a culminating experience for the Leisure and Sport Studies student specializing in Coaching and Athletic Administration. This capstone experience provides students the opportunity to apply theories, principles and skills derived from an academically formal coaching education setting to a "real-life" coaching environment. The Coaching Internship will provide prospective coaches with a semester of supervised "hands-on" practical coaching experiences.

**Sarah Connely**, commented "the knowledge I learned in the coaching classes (SPT 222 & SPT 235) prepared me for the real-life situations I face in my volleyball coaching internship at Tamaqua Area High School. During the season, I thoroughly enjoyed helping the players develop their technical, tactical and character skills. The opportunity to work with young athletes is great and I highly recommend this to other LSS students interested in coaching."

For more information about the B.S. in Leisure and Sport Studies - Coaching & Athletic Administration & Fitness Industry visit:

<http://www2.kutztown.edu/academics/colleges-and-departments/business/undergraduate-study/sport-management-and-leadership-studies/bs-in-leisure-and-sport-studies.htm>



## Department of Sport Management & Leadership Studies Faculty enjoys Homecoming with students!



Left - faculty participating Bernadette Bamberger, Dina Hayduk;  
 kneeling - Christine Lottes, Yongjae Kim, and Norman Sigmond  
 with Alums

## ELC Entrepreneurial Leadership Center

*Enter the Business Plan Competition*

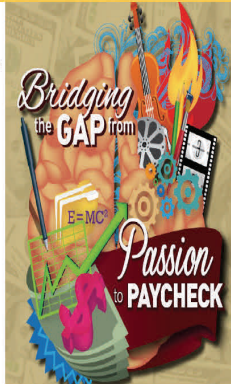
### 3rd Annual Business Idea Competition

**Thursday, November 21st  
at 6pm in DF 100**

Win Cash Prizes!

Submission deadline: November 6

Enter to participate at [www.kutztown.edu/elc](http://www.kutztown.edu/elc)



**KUTZTOWN UNIVERSITY ENTREPRENEURIAL LEADERSHIP CENTER**

### 3rd Annual Business Idea Competition

On November 21st there are approximately 24 student teams competing in the business plan competition from across different majors at KU.

The following business people will provide their services as judges for the competition.

**Fred Greco** ('95), Owner, Global Golf Events  
**James S. Klunk** ('77), President, Klunk & Millan Advertising  
**Ray Melcher** ('73), Owner, Marathon Capital Advisors  
**Gretchen Naso**, Principal in Reinsel, Kuntz, Leshner Accounting Firm - Business Consulting Services  
**Kermit Oswald** ('81), Owner, Sorrelli Jewelry

**Dr. Duane Crider, Faculty Coordinator**, and several faculty will also be participating. Visit the ELC website at: <http://ww2.kutztown.edu/ELC>

To learn more about the **Small Business Development Center** visit their website at: <http://www.kutztownsbdc.org/default.asp> or contact the office at 484-646-4009

### ELC ASSOCIATE POSITIONS

Applications are being accepted for wage positions. Students gaining these positions as ELC Associates will be working with local businesses and gaining experience. The new "Incubator" space is complete and will be available soon. Applications for space in this incubator will be available to Kutztown University students starting businesses.

The ELC faculty coordinator is seeking to interview several students for Incubator/ELC student associate positions. Students who feel qualified to apply for one of the student associate positions, submit a resume, cover letter explaining your interest in the associate position, and secure one letter of reference from a faculty member or your advisor.

Please submit your information to **Danielle Santos, 118 deFrancesco** or you may contact **Dr. Duane Crider, ELC Faculty Coordinator**. Application deadline is ongoing throughout the fall semester.

For all of these programs go to the Entrepreneurial Leadership Center's website located at: <http://ww2.kutztown.edu/ELC>



Feel free to email Dr. Duane Crider or Chad Fry, Graduate Assistant for ELC with any questions you may have to [Entrepreneurship@kutztown.edu](mailto:Entrepreneurship@kutztown.edu)



*Dr. Duane Crider,  
ELC Faculty  
Coordinator*  
Old Main 210  
610-683-4375  
[crider@kutztown.edu](mailto:crider@kutztown.edu)



Pictured with Dr. Duane Crider (far left) are Andrew Abt and Nick Vuoto

## Autumn Health and Wellness Expo

The **Department of Sport Management and Leadership Studies** participated in the **Health & Wellness Expo**. **Dr. Duane Crider and students majoring in Leisure and Sport Studies** participated in the expo. KU sponsored the expo on Thursday, October 31, 2013, held in the MSU from 10:00 a.m. - 2 p.m. open to campus and surrounding communities.

The department had 5 tables set up. Students from Dr. Crider's Personal Fitness classes and Dr. Engstrom's Leadership and Team Building classes participated. More than 229 "health assessments" were completed. Students decided to hold a "push up" competition - many females and males participated!!



## COB Welcomes Alum



Jocelyn Johnson, Dean Dempsey, Mark Wayne Glasmire '77, & Dr. Martha Geaney, Associate Dean

The Kutztown University Foundation and Alumni Engagement office hosted the **Thursday, Oct. 24 at 7:30 p.m., Rockin' Alumni Showcase**, Schaeffer Auditorium. The Alumni Showcase featured **Rick Vito** (formerly of Fleetwood Mac) and the Lucky Devils and **Mark Wayne Glasmire ('77)**. Mark is a graduate of the business administration program. Mark provided a one hour workshop from 11-12noon on October 24 for interested students and faculty at KU about his career, answered questions about pursuing job and career opportunities and general discussion about being in business. After the program he was invited to a luncheon with Dr. William Dempsey and faculty having an interest in "entrepreneurship". **Dr. Roger Hibbs, Chair for the Department of Business Administration, Prof. Norman Sigmond, Dept. of Sport Mgmt. and Leadership Studies, and Jocelyn Johnson, COB major gifts officer** attended the luncheon.

## Student Club Officers meet with Dean Dempsey

On Tuesday, November 5th, COB Club Officers were invited to meet with the Dean Dempsey and Associate Dean, Martha Geaney. The meeting provided an opportunity to share information about club activities and general discussion about the College of Business programs. Dean Dempsey updated the students on the progress on the AACSB Accreditation and the recent visit by the "Mock Peer Review Team". Students agreed that they would like to sponsor a joint fundraiser in the future and designate an area in the deFrancesco building once a semester.



Pictured left to right are: **Steven Garcia** -Accounting Club, **Joe Favinger** - American Advertising Federation (AAF), **Lilly Rubinstein** - American Marketing Association (AMA), **Vanessa Sundra** - Entrepreneurship Club, **Dean Dempsey**, **Tim Szewczak** - Sport, Leisure, Athletic Management (SLAM), **Dr. Martha Geaney** - Associate Dean, and **Chad Fry** - Students in Free Enterprise (SIFE).



## College of Business - Faculty Scholarly Activity

### Faculty Scholarly Activity beginning Fall 2013:

- Sun, Q.** (2013). Acquirer's earnings quality and the choice of payment method in mergers and acquisitions. *Managerial Finance*, 39(10), 979-1000.
- Weyant, L.** (2012). Designing online management education courses using the community of inquiry framework. *Journal of Instructional Pedagogies*, 12.
- Rhoads, C. J. & Post, E.** (2012). Effectiveness of online learning with entrepreneurs doing business planning. *Academy of Business Research Journal*, 11, 60-77.
- Walker, J. & Check Jr., H. F.** (2012). An analysis of the link between a community bank's profitability and the absolute and relative size of its loan portfolio. *Pennsylvania Economic Review*, 20(1).
- Hogan, E., Maskulka, T. A., & Kaminski, K. A.** (2012). Assessment of BSBA students' conversancy in current business issues: A case study. *Journal of Case Studies in Accreditation and Assessment*, 3.
- Steslow, D., Lasher, N., & Syed, D.** (2012). I know a jerk when I see one: Moving toward the European dignity standard in U.S. sexual harassment law. *Journal of Employment & Labor Law*, 14, 51-65.
- Maksy, M. M. & Chen, G. T.** (2013). Which free cash flow is value relevant: The case of the energy industry. *Journal of Finance and Accounting*, 14.
- Massad, V., Risch, B., & Tucker, J.** (2013). Pirates, mercenaries, scouts and saints: A segmentation approach to understanding digital downloading. *International Journal of Electronic Consumer Relationship Management*, 7(2), 87-97.

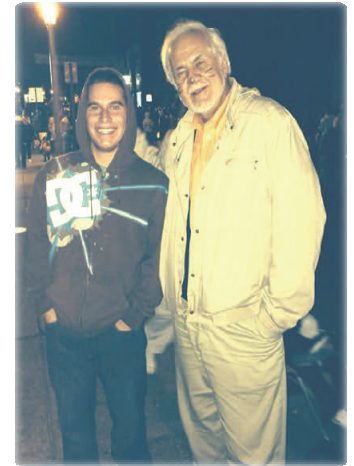




## The American Marketing Association – AMA

### Club Officers:

**President-** Lily Rubinstein  
**Vice President-** John Wenner  
**Treasurer-** Justin Roach



(left to right) Andrew Diliberto & Dr. Paul Sable



The American Marketing Association handed out candy & painted faces at the Kutztown Community Trick or Treat Night Wednesday, October 23<sup>rd</sup>

(left to right) John Wenner, Lily Rubinstein, Janelle Richardson, Autumn Anthony, & Toni Testa



AMA brought the Vanity Fair Airstream back on campus Tuesday, November 5<sup>th</sup> and received another \$500 donation to help fund the international collegiate conference this spring in New Orleans!

The Marketing Club will be selling hats & gloves for the rest of the semester. (Gloves\$5, Hats\$10) For more information please contact:

[Lrubi950@live.kutztown.edu](mailto:Lrubi950@live.kutztown.edu)



Joseph Lawville



Lily Rubinstein



Peter Hornberger,  
Blended Learning Consultant  
for SBDC

## Innovation Leadership Entrepreneurship and the Development of Careers

### Club Officers

**President-** Joseph Lawville  
**Treasurer-** Lily Rubinstein  
**Advisor-** Peter Hornberger  
[hornberg@kutztown.edu](mailto:hornberg@kutztown.edu)



### ILEAD Workshop:

Wednesday, November 13<sup>th</sup> 2:00PM-4:00PM - KU Professional Bldg. (SBDC)

For more information about ILEAD visit our organizations KUnited website at: <http://kunited.kutztown.edu/>

The purpose of **ILEAD** is to promote innovation across Kutztown University in different ways through collaboration with all disciplines. In order to accomplish this task the club will look to students, faculty, staff, entrepreneurs and the rest of the community to host events, play games and build stronger individuals.



## Masters of Business Administration (MBA)

### MBA RECEPTION

The Department of Business Administration held an MBA Reception on Wednesday, November 6th at 5:30p.m. in the McFarland Student Union, room 322. Current KU undergraduates and prospective KU MBA students joined several Department of Business Administration faculty. Faculty participating were: **Dr. Roger Hibbs, Chair for the Dept. of Business Administration, Dr. Jonathan Kramer, Dr. Mostafa Maksy, Dr. Victor Massad and Dr. Bill Roth. Dr. Martha Geaney, Associate Dean and Ms. Jocelyn Johnson, COB major gifts officer** welcomed guests and provided some comments about the College. Two MBA students, **Adam Marhefka and Daniel Murphy** (December 2013 graduates), greeted guests and answered questions about their experiences at KU and their graduate assistantship in the College.



Left: Jorge Contreras & Amanda Salko



Seated at table are: Jackie Buss & Cassandra Taylor

Choose the  
Kutztown MBA

### UPCOMING EVENT



The Department of Business Administration invites you to attend an Informational Reception on Thursday, December 5th

**Guest Speaker:** Kerri Quick from Kaplan  
**When:** Thursday, December 5th  
**Time:** 5:30 p.m.  
**Where:** McFarland Student Union (MSU) 250

**GMAT Tips**

*Get the best test results!*

Food & refreshments will be provided to attendees. **Should you decide to attend, please register online at:** <http://www2.kutztown.edu/business>  
We look forward to seeing you!

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 independent study.

**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](http://www.facebook.com/KutztownUniversityMBA)

Or call 610-683-4575 for more information!



113 Stratton Administration Center  
 Phone: 610-683-4067 • Fax: 610-683-4069 •  
[careers@kutztown.edu](mailto:careers@kutztown.edu)  
<http://careers.kutztown.edu>

## Career Development Center Calendar of Events

**Monday, November 18th - 7:30-9PM MSU 218 : The Dream Share Project** - The Dream Share Project is a documentary film that explores how successful people have pursued their dreams and found careers they love. The film follows two recent college graduates on a road trip across the U.S. as they interview successful dream chasers. Learn how to discover your own passion, commit to your dream, and handle setbacks. For more information visit [www.TheDreamShareProject.com](http://www.TheDreamShareProject.com).

**Tuesday, November 19th - 11-11:50 MSU 250: Creating Your Personal Brand** - Your personal brand, much like a corporate brand (i.e. NIKE, Starbucks) can illicit powerful responses from others. Attend this session to learn how to create a personal brand during your college years that will not only appeal to others (i.e. potential employers, faculty members, and future colleagues) but also showcase your uniqueness and value!

**Wednesday, November 20th - 6-6:50PM Golden Bear 10 MPR - Successful Interviewing** - Jobs are WON in interviews; those who interview the best, fare the best. Find out what you must do before, during, and after your interview. Learn what to bring with you, including your questions for the employer. Discover how to eliminate surprises, reduce anxiety, and to analyze your strengths and weaknesses. Give yourself the advantage over the competition!

**Wednesday, November 20th - 7-7:50PM Golden Bear 10 MPR - 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.

**Wednesday, November 20th - 8-8:50PM Golden Bear 10 MPR Thinking About Graduate School?** - Is graduate school for you? Where should you go? Full or part-time? What should you study? When should you apply? How will you pay for it? You'll find out the answers to these and other grad school questions

**Thursday, November 21st - 11-11:50 MSU 250 - Finding Internships** How can you be sure what you want to do is really what you want to do? How do you find out what it is really like to be a \_\_\_\_? How can you get someone to hire you if you don't have experience? How can you get experience if no one will hire you? Internships and related summer or part-time jobs are the answers! Discover the ways to "find" those internships and differentiate yourself from other candidates/the competition!

**Thursday, November 21st - 6-7:00PM Golden Bear 10 MPR - Game Night with the Career Development Center** -Trivia, fun, food, and prizes.

**Monday, December 2nd - 3-3:50PM Stratton 113 - 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!

**Tuesday, December 3rd - 10-3PM 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.

### *Newly appointed Chancellor of the Pa. State System of Higher Education*



**PASSHE Chancellor Open Forum: Frank T. Brogan, the recently appointed chancellor of the Pa. State System of Higher Education**, will host an open forum for Kutztown University students, faculty and staff on **Tuesday, Nov. 12, at 11:15 a.m. in the Academic Forum, room 201**. Mr. Brogan will take questions from the campus community and discuss current issues in higher education.

### Newsletter Suggestions?

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](mailto:dsantos@kutztown.edu) or drop it off at the suggestion box outside of DF 119.

### College of Business BSBA



### Learning Goals