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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: TBA
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 Szewezak
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

Tai Chi Club

President: TBA
Contact: Dr. CJ Rhoads, DF 204F
Advisor: Dr. Duane Crider, OM 210

College of Business Speaker Events



**Thursday, October 10th,
11am, DF 100**

PPL Corporation

Melinda Stumpf - Regional Director

Melinda Stumpf is the regional affairs director at PPL, a fortune 500 global energy company headquartered in Allentown, PA. Melinda is the principal company contact between PPL Corporation and federal, state, county, and local governments, civic and community organizations, and the news media in Lehigh, Northampton, Bucks, and Montgomery counties. She

provides leadership in addressing important regional issues such as job retention, economic growth, educational improvements and environmental protection. Melinda graduated from Northampton Community College in 2001 with an A.A. in Business Administrative. She went on to pursue a B.A in Business Administration from Muhlenberg College and in 2007 she received an MBA from St. Joseph's University in Philadelphia.

In 2012 Melinda became the regional affairs director at PPL. Her primary role is to be the principal communication contact with communities, local news media, elected and appointed officials and community leaders. Information will be provided about internships and job opportunities at PPL.

FOR MORE INFORMATION ABOUT PPL - VISIT THE WEBSITE -- <http://www.pplweb.com/>



Dr. Jim Ogden, Dean Dempsey & Martin Blich

Martin J. Blich '98

Mediacom

presented on
**Thursday, October 3, 2013
at 11am, DF 100**

**Industry: Advertising & Marketing , Business
Services, Cable & Satellite & Telecommunications**

Company Description: MediaCom is ranked as one of the largest strategic planning and buying agency networks in the

world. Mediacom provides best-in-class business-building communications solutions for some of the biggest, most well-known advertisers on the planet. Mediacom helps clients better understand and move their brands closer to consumers, and thus achieve a better return on their marketing investment than the competition. They do this by placing people at the front of everything we do: People First.

Mr. Martin Blich is responsible for implementation of the Subway account in the US. He joined the agency in October of 2011. With over 15 years of experience in the industry and serving as Managing Partner, Director of Implementation, he has been essential in the implementation of brand integrations as well as negotiations in the general and sports marketplace. He has helped create a better connection between Subway and their consumers through enhancing existing media opportunities and bringing new ideas to fruition.

Martin discussed his career and answered questions in regards to advertising, marketing communication and the industry in general.

College of Business Advisory Board met September 26th

The College of Business Advisory Board met on Thursday, September 26 at 3pm, MSU 322. A report on the ELC "KU Entrepreneurial Leadership Center" and student competitions was presented to members by **Dr. Duane Crider**, **Mr. Peter Hornberger** and **Dr. Sue Kong**. Student, **Weslie Null**, management major and first place winner of the business idea challenge in spring semester, spoke about the competition and her idea for "Kollege Town Tacos". **Jessica Kirkwood**, assistant director, **Career Development** attended the meeting and provided information about the new KU Career Network System and student incentive programs. **Dean Dempsey** provided updates for AACSB progress and "Mock Team Visit", October 13-15, as well as, the COB Strategic Plan. At 6:00 pm many of the board members participated in the "speed networking - freshmen event". Dean Dempsey provided a welcome to the attendees and Jack Gottlieb gave a 20 minute power point presentation to engage students - asked them questions and reviewed information for the topics to be discussed at the tables, "speed networking". Students then broke out into groups at several tables, switching every five minutes. Students expressed their appreciation to faculty and board members for providing such a great program.

College of Business Freshman Networking Event



Dr. Christine Lottes, SMLS Faculty & Mr. Jack Gottlieb, Advisory Board Member discuss topic "Genius"



Dr. Lorri Engstrom, Chair of SMLS & Mr. Lee Freeman, Advisory Board Member discussed topic "Skills"

College of Business Advisory Board

Dr. William Dempsey
Dean, College of Business

Dr. Martha Geaney
Associate Dean, College of Business

Mr. Peter Rittenhouse
Regional Director, Nestle Waters Chair,
COB Advisory Board

Mr. Dennis Abruzzi
Sr. VP, Enterprise Solutions
Penske Logistics

Mr. Michael Bartholomew
Director, Business Units,
PA Operations, B. Braun Medical Inc.

Mr. Robert Browne '84
Sr. Director,
IBM Alliance, SAP

Mr. Anthony DeVicaris '98
Sr. Director, Institutional
Markets
AEGON USA Investment Mgmt. LLC.

Mr. Lee Freeman '78
Marketing Manager, Ohio Casualty

Mr. Lou Fromm
VP, Marketing & Communications
Fromm Electric Supply Corp.

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
Regional Sales Manager Mid-Atlantic Region
Oldcastle 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
President, Financial Planning Advisors

Mr. Nik Martin '95
Senior Business Technology Manager
Vanguard, Global Fund Financial Services

Mr. Ken Seidel '79
Certified Public Accountant, Herbein &
Company

Mr. Mark Wallace
General Manager,
Reading Royals Hockey Club

Ms. Stefanie Wexler
Business Manager, Air Products

General Richard Zilmer
Retired, U.S. Marines

Continued on page 3



Ms. Kiersten Hafer, Advisory Board Member & Dr. Dina Hayduk, SMLS faculty discussed the topics **"Emotional Intelligence" & "Branding"**



Mr. Robert Browne, Advisory Board Member, discussed the topic **"Passion"**



Dr. Sue Kong, DBA faculty, Mr. Peter Rittenhouse, Advisory Board Member Chair, & Dr. Martha Geaney, COB Associate Dean discussed the topic **"Leadership"**



Ms. Stefanie Waxler, Advisory Board Member, discussed the topic **"Achievement"**



Dr. Marilyn Mackes, Advisory Board Member, and Dr. Donna Steslow, DBA Assistant Chair, discussed the topic **"Visionary"**

Department of Business Administration

233 deFrancesco - 610-683-4580

Visit us online at <http://www2.kutztown.edu/BusinessAdministration>



Dr. Roger Hibbs,
Chair, Department of
Business Administration
Office: 233B deFrancesco
610-683-4580
hibbs@kutztown.edu



Dr. Donna Steslow,
Assistant Chair of Business
Administration
Office: 232 deFrancesco
610-683-4587
steslow@kutztown.edu

Department Secretaries

Donna DeLong, Lead Secretary - 233B
Kim Kilgus, Secretary - 233

IT'S ADVISEMENT TIME!

Advisement begins on **October 21st and ends **November 19th**. To make sure you graduate on time!**

Currently, the business administration major is operating under four different versions for each major. Each advisor has been given a list of their advisees with the correct version number for each of their advisees. This semester the Administration has implemented a block advisement system – which means that **no student may register for Spring 2014 classes until they see their academic advisor and they unblock them for registration**. THEREFORE, you must meet your advisor at your earliest convenience to confirm that you are following the correct version of graduation requirements. Students can find their assigned advisors by checking on MyKU.

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Department of Business Administration continued:

If an advisor is not listed, please see the departmental office in DF 233. Advisors will have advising times posted on their bulletin boards (or electronically) shortly before advisement begins. Please sign up at your earliest convenience. Be prepared when you visit your advisor – which means – bring along a completed check sheet (with grades written in) and a list of courses you want to take for the Spring 2014 semester. Do not come unprepared – advisors have a heavy advising load and cannot advise properly if students are unprepared.

Accounting and Finance majors – course sequencing is a major concern. Many accounting and finance courses are only offered every other semester. Students create a problem when they do not successfully complete a course that is only offered every other semester and this course is a pre-requisite for the next course in the sequence. Using your check sheet, make sure you are taking the right course and you successfully complete the course..

Also worth repeating is the business core requirements. At the end of this semester, if a student has successfully completed all seven business core courses with an overall GPA of at least a 2.0, they must declare their major to take upper level courses in their major. This is of particular interest to students that are currently taking the last of the core courses this semester. You will be allowed to *tentatively* schedule upper level courses in your major *pending* successful completion all the core courses with at least a 2.0 GPA overall. If the student **does not successfully complete the core**, they will have all upper level courses (300 level) dropped from their Spring schedule. So, any student anticipating completing the core this semester has to develop a plan “A” – a Spring semester with upper level courses, and a plan “B” – a spring schedule that repeats core courses to bring their GPA up.

Roger Hibbs - DBA, Chair, Department of Business Administration

The department website is: <http://www2.kutztown.edu/BusinessAdministration>

HOW TO... DECLARE A DISTINCT MAJOR IN THE DEPT. OF BUSINESS ADMINISTRATION:

BSBA students already declared in the BSBA business core program who wish to declare a specific major should report to **Dr. Roger Hibbs, Chair, DBA** or **Dr. Donna Steslow, Assistant Chair, DBA** for advisement and to complete the necessary form. **The Department Secretary: Kim Kilgus or Donna DeLong, Lead Secretary**, are located in room 233 DF. Students must have all core courses classes 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.

Department of Sport Management and Leadership Studies**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

Advisement Begins October 21st

Dear Leisure and Sport Studies Majors, it is the time of year to start thinking about advising. Please look for emails from your advisor about how to schedule an advising meeting. You must meet with your advisor before you can register for classes. You will be blocked from registering until you meet with your advisor! **The following are some helpful tips:**

- Bring your advising folder and check sheet to the scheduled meeting.
- Freshmen: talk to an upperclassman regarding how to register on-line.
- Register on the **first** day/time you can!
- SPT 160 is the prerequisite for all required SPT courses
- After registering, if a class is full, and you need it to intern or graduate, **e-mail Leslie (scroble@kutztown.edu) your name, student ID Number, course name/number/section number.**
- Once you have 60-75 credits, you must attend a mandatory LSS internship meeting (dates in early fall and in early spring).
- Advising is a team effort, come prepared, ask questions and listen to suggestions. Take advantage of the opportunity to connect with faculty, it will help you successfully complete your degree.

Please visit our website at <http://www2.kutztown.edu/SportManagement> for more information about the program.

The College of Business welcomed six International Exchange students to Kutztown University fall 2013 semester. The students were asked a few questions about the Kutztown area and the KU campus. They also commented on travel they plan to do while studying in the United States and comparisons about study at KU verses their home school.

Left to right: Sandra Mau and Svenja Laukart



Southern Denmark University

Sandra Mau and Svenja Laukart, MBA students from Southern Denmark University provided the following comments to our questions. "The Campus is very different to our Campus in Denmark, in comparison the KU Campus is huge. It is

really pretty, with a lot of trees and nice places to stay. Kutztown is a nice little town and it's not that far to travel to places like NYC, Boston, Philadelphia and Washington DC. Before we came to Kutztown for the Orientation week, we went to Chicago for a couple of days. Since our classes started September 4, we had time to travel after the orientation week, so we went to Philadelphia, Washington DC and NYC. Before we return home we are planning to travel to Boston, Niagara Falls, Las Vegas and Los Angeles.

Compared to our Hometown, everything is a little bigger here when it comes to food. But that's a general America compared to Europe thing, we guess. Since we cook our own meals here at the Apartment, we don't have any experience with the pizza or fast food here in town, but in our hometown we do have a "Subway". And we heard that there is a Farmers market here in Kutztown, so we definitely want to try that out. In general it can be said that the structure of the classes is very different from our classes at home. In Germany and in Denmark there is one final exam in every class at the end of each semester and maybe a few presentations during the semester. We are responsible for self-organizing our workload in order to pass the final exam, whereas here the teachers do that for us. We like our classes so far, but there is one class in particular which we like best. We are both doing the "Financial Management" class which is taught by **Dr. Jonathan Kramer**. His style of teaching is really good and every class is really interesting."



INHOLLAND, the Netherlands

Anne Radstake is majoring in business administration at INHOLLAND. **Anne** was asked a few questions about KU and travel in USA. Anne feels living in the Kutztown area almost feels like living in a postcard, the hills and nature both are so beautiful. Anne states, "Living on campus is

something we don't do in The Netherlands, but I like it. To be able just to walk to school is nice, compared to my hometown where I have to travel at least 1 hour to get to school."

Through the semester Anne wants to visit Philadelphia and Washington DC. After this semester she wants to visit Boston and the Niagara Falls, and New Years Eve I'm going to spend with some Dutch friends in New York City. "I'm not used to the amount of fast food and pizza, back home I'm used to eat a lot of veggies. The KU classes are great, better than I'm used to, although I still have to get used to the amount of homework."

Patricia Stanco is majoring in tourism and management at INHOLLAND. Patricia was asked a few questions about KU and travel in USA. Patricia feels that Kutztown is a very lovely small typical American village. "The surroundings are very beautiful and I keep being amazed by the beautiful nature this area has to offer. Since there is a high level of humidity, the area is very green with a lot of trees, grass and corn fields. The KU campus is just what any European student would expect from an American campus. Being here feels like being in an American Pie movie. I am living in Golden Bear Village South, which is actually a small village itself. The rooms and the common areas should be big enough for anyone.

As I am only here for the fall semester I did a lot of travelling before my arrival. I travelled to Los Angeles, Malibu, San Francisco, Las Vegas, Grand Canyon and New York City. After the semester is over I am planning to travel to Miami, The Bahama's for Christmas and New York City for New Years Eve. During my stay on campus I am planning to travel to the Poconos, the Niagara Falls, Philadelphia and Washington D.C. When there is still some time left I would like to travel to Boston as well. I also heard Maine is very beautiful in the fall season.

American food is not what anyone from Western Europe is used to. Fast food is too greasy, pizza is basically just dough with something on it and very greasy as well. However, if you live in GBVS like I do you can cook yourself, the supermarkets do offer normal vegetables and fruit. Groceries over here are a lot cheaper than in The Netherlands as well. A local supermarket, called the 'Giant' sells everything you can possibly need and it is only a 10 minute walk.

Professors at KU are very interested in hearing all about the country where you come from and are very dedicated to helping you in whatever way possible. All the professors I have are very motivated to teach, which makes me motivated as well. The subjects I have are Consumer Behavior, Advertisement Management, Small Business Management and Personal Finance. The difference between studying in The Netherlands and studying in the U.S. is the level of education and homework. The level of education in the U.S. is lower than the level I am used to, but the homework is almost ten times more over here. There are also a lot of tests, papers and projects you need to make during the semester. This basically means you still spend the same amount of time on school. What I really like is that you can choose which classes you want to take and that you can make your own schedule."



Left to right: Anne Radstake & Patricia Stanco

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Exchange Students Continued:



Quinten Cats

**INHOLLAND,
the Netherlands**

Quinten Cats is an undergraduate student majoring in international studies and management from INHOLLAND, The Netherlands. "The borough of Kutztown is all most exactly as how I picture an old American town. As I walk around in Kutztown or on campus reminds me of movies I've seen and also tends to give me a feeling

that I'm on holiday instead of attending classes here. Differences like the size of the campus are incredible. Just the University's library and the deFrancesco building alone might be just as big as my whole university back home. The way classrooms are set up require some getting used to though, having chairs being stuck to a small desk whereas I'm used to a separate chair and huge desk which is easy to work on. The differences in how subjects are not that much different from what I'm used to, but that might be because I'm in an international course. The main difference (one reason I chose to come to the US) is that I'm finally able to understand each other well, as English is their native language. Besides that, I think the quality of education is higher in comparison to Holland.

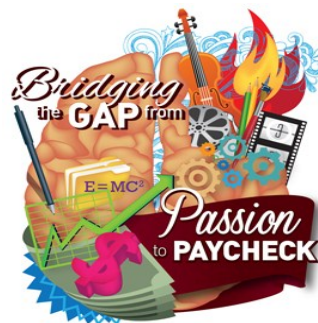
I don't think I'll be travelling a lot this semester besides going on the organized day trips to Philly, Washington and New York, though I would like to travel more. Perhaps I'll get the chance to do some more travelling after the fall semester. Obviously, one big benefit of coming to the US is improving your English skills even more (if it's not your native language of course) and if your major is International Business like me, being here will give you a better understanding of the American culture and doing business here."

**Reutlingen University,
Germany**

Johnny Ho is an undergraduate Business student at Reutlingen University, Germany. "The campus is very nice and especially very big when compare to my campus, Reutlingen, back in Germany. It surprised me that there is a lot grassland all over the camp which is really nice to have! Kutztown itself seems to be a very friendly and welcoming area for people from all over the world. I am planning some trips to New York, Philadelphia and of maybe also Washington during this semester. But the "real" road trip will start right after the semester down the east coast! As expected there is a lot of fast food and other stuff like that. But surprisingly the places where you can get healthy food – becoming more and more popular in the United States. I have to say that the veggies here do taste a bit different than back home. I was really glad that I could pick the classes that I wanted to. The big difference regarding classes between Germany and the United States is the relationship between professors and students. Here it is almost comparable to a friendship, of course not with all professors I guess. Back in Germany the relationship is definitely much "colder". But also the workload for each class is also way different than in Germany. The whole workload over here is apportioned over the whole semester while the most work in Germany is at the end of your semester."

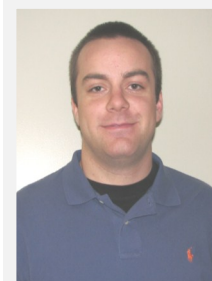


Johnny Ho

**ELC
Entrepreneurial
Leadership
Center**

Dr. Duane Crider,
ELC Faculty Coordinator
Old Main 210
610-683-4375
crider@kutztown.edu

Chad Fry (May 2012 graduate of KU with major in Marketing) was selected as a graduate assistant working with Dean William Dempsey, and Dr. Duane Crider, Faculty Coordinator for ELC. Chad is enrolled in the Masters of Business (MBA) program at Kutztown University.



The **Entrepreneurial Leadership Center** will be launching the **2013 Business Idea Competition**. Interested faculty are asked to encourage students to consider a submission either as an individual or as a team. Team members need not be from the COB. Students are encouraged to find teammates from across the various curriculums that would complement the business proposals. **This competition is open for entries until November 6th** at which time the competition will be narrowed and those remaining will be invited to present to members of our elite Board of Advisors who have volunteered to judge this year's competition.

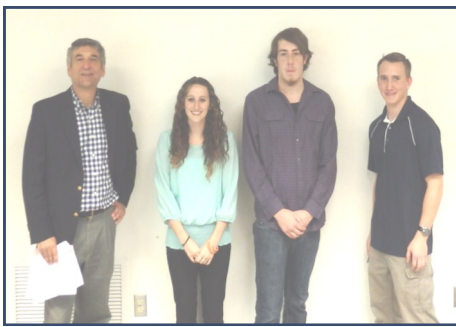
Applications will be accepted soon for wage positions. Students gaining these positions as ELC Associates will be working with local businesses and gaining experience.

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. Space availability will be based upon an application process.

For all of these programs go to the Entrepreneurial Leadership Center's website located at: <http://www2.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





Accounting Club

Advisor:

Prof. Dave Wagaman:
DF 218: ext. 34705
dwagaman@kutztown.edu

Left to right: **Professor Dave Wagaman**, Club Advisor, **Amelia Duffy**, Secretary, **Joseph Sabatino**, Treasurer, & **Daniel Harris**, President

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



Finance Club

Congratulations! The KU FMA, Finance Club, received the Superior Chapter Award for 2012-13.

Officers 2013-14 school year:

President: Ognjen Cvetkovic
Vice President: Bilawal Suri
Treasurer: Rushi Amin
Secretary: Frank Adames
Parliamentarian: Corey Cherif

As co-advisers, Dr. Gupta, DF 209 gupta@kutztown.edu and Dr. Walker, DF 228, walker@kutztown.edu

UPCOMING EVENT

Hosting Guest Speaker- **Steve Drager** to discuss: Career Advice & Opportunities & Life of a Senior Loan Officer

Thursday, October 10th at 11am in DF 201
Pizza & Soda will be served.



Left to right: **Dr. Keshav Gupta**, Adviser, **Corey Cherif**, Parliamentarian, **Bilawal Suri**, Vice President, **Rushi Amin**, Treasurer, **Ognjen Cvetkovic**, President, **Frank Adames**, Secretary, **Rushi Amin**, Treasurer, **Dr. John Walker**, Adviser

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

SIFE CLUB



Message from Dr. CJ Rhoads.....

"Our new president, Chad Fry, will be sending you a welcome message as well, but I thought I would let you know that, as far as I can tell, I have given many of you many different rights and permissions. You should go into these various sites in order to look around and see what's there. We have various areas that must be managed. They include:

Our KUnited portal: <https://orgsync.com/68856/chapter>
Our SIFE webpage: <http://www.kutztown.edu/activities/clubs/sife/>
Our ETPP webpage: <http://www.ETTP.org/>
Our SIFE/ETTP Facebook page: <https://www.facebook.com/MBF.ETTP>

Each one of these has been set up by groups in previous years and need to be updated. Additionally, the bulletin board needs to be updated. We could also use some flyers put up about both the prosperity plant fundraiser and the meetings, as well as the ETPP video project by HFI and the Entrepreneurship Leadership Center.

In the coming weeks we will need to meet with the people who are involved in these other projects (because they are ongoing) so that you all can get up to speed on what's been happening and how you can best work with the groups. We also want to be able to add any other projects that you might want to get involved in with other groups.

I'm very excited to have such an enthusiastic group of talented people to run the club this year. Welcome aboard, and I look forward to great projects! "

SLAM Club

Sport, Leisure, Athletic Management Club (SLAM)

Club officers :

President : Tim Szewczak, tszew512@live.kutztown.edu
Vice President: Mike Lineman
Secretary: Kate Herlinhy
Treasurer: Ashley Currao/Zach Werner

First meeting of fall semester is Thursday, October 10, 2013 at 11am in Keystone 109.

For more information, please contact the faculty advisor **Dr. Kerri Cebula, JD**, Assistant Professor, Dept. of Sport Management & Leisure Studies at cebula@kutztown.edu. Her office is located in Old Main 212.

SLAM Club members recently completed the application process to volunteer with KU at Super Bowl XLVIII at Met Life Stadium in New Jersey. We will be taking 36 LSS majors with us and are looking forward to the opportunity!

Meetings are held every other Thursday at 11 am in Keystone 109. Join us for additional volunteer opportunities that look great on a resume!



American Marketing Association - AMA

Club Officers:

President - Lily Rubinstein

Vice President - John Wenner

Treasurer - Justin Roach

Secretary - Autumn Anthony

VP of Fundraising - Casey Utz

Advisor: Dr. Paul Sable: DF 220: sable@kutztown.edu

Dr. Roger Hibbs: DF 233A: hibbs@kutztown.edu



The Vanity Fair Outlet brought their airstream on campus September 19th and supported the Marketing Club with a \$500 donation!



James Hook congratulates Tim Leary with a Spuds Gift Certificate at the American Marketing Association's Vanity Fair Event!



The American Marketing Association's Executive Board: (left to right) Justin Roach, Casey Utz, Lily Rubinstein, Autumn Anthony, and John Wenner

AMA's 1st Speaker

Peter Hornberger - from SBDC

Thursday, October 10th at 11am

DF 115-116

All majors welcome!

Pizza & Refreshments will be served

Department of Business Administration Newly Formed Clubs

Supply Chain Management and Business Logistics Club

The **Supply Chain Management & Logistics Club** provides business students who are interested in supply chain management and/or logistics with the opportunity to meet with other students who express the same interest. Members of the club regularly hold meetings to discuss current news relating to SCM. Members can also gain information about Supply Chain Management by attending club events including question and answer sessions with guest speakers, fundraisers, and trips to local logistics companies.

The Supply Chain Management & Logistics club hopes to attract students who plan to pursue the Supply Chain Management Certificate offered by the KU Business Department; however, all business students within the business department, regardless of specialization, are welcome!

Club Officers:

President: Justin Maynard

jmayn442@live.kutztown.edu

Other officers: Blasé Garrecht, William L Kane, Daniel Rouse, Kaci Sell, Christopher Young.

Faculty Advisor: Dr. Gary Chao, DF 222, chao@kutztown.edu

Activities:

Sep 26: Was first Information Meeting

Oct-Nov: Field Trip to Fed-Ex

Newly Formed Entrepreneurship Club

The Department of Business Administration has formed the **Entrepreneurship Club**, which will begin in the fall, 2013 and is open to all students, regardless of major. The purpose of the club is to help foster an entrepreneurial mindset across campus and to give students the opportunity to interact with other students, student entrepreneurs, faculty, and successful small business owners (entrepreneurs) from the area, region, and nationally.

The club will assist with events sponsored by the Entrepreneurial Leadership Center at KU such as the business plan competition and Entrepreneurship Day. If you have ever thought of starting your own business, this club is for you! An organizational meeting was held on **Thursday, September 19th at 11a.m in DF 210**

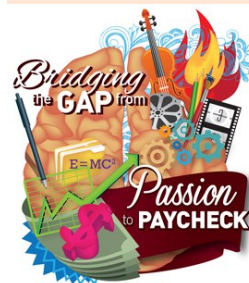
For more information, please contact:

Dr. Roger Hibbs, club advisor

610-683-4580

hibbs@kutztown.edu

DF 233



Internship Opportunities at the KU Small Business Development Center

Each semester the KU Small Business Development Center works with several student interns. **Peter Hornberger, Blending Learning & Consulting Specialist** and works with all KU interns. **Sonya Smith, Consultant & Budget Analyst** who works with the accounting interns, indicated that some of the duties accounting interns assist with are: month-end financial reports, post journal entries, help with accounts receivable, payable and bank statement reconciliation, balance sheet reconciliation and data entry

Mr. Ernie Post, serves as the Director of the KU SBDC. For more information about their services, mission and history visit the Kutztown University Small Business Development Center website at: <http://www.kutztownsbdc.org/default.asp>



Peter Hornberger with Ellyn White

Ellyn White is majoring in marketing. **Ellyn** commented, "One thing that SBDC has taught me is how crucial social media is to businesses no matter the size. It's important to maintain a good relationship with all your customers and social media

allows a business to do this. Also, by promoting your business on various social media sites, this allows for one's target market to expand. This internship also has allowed me to become more involved with daily small business news. By writing blog posts almost daily, I've been able to stay up to date with current news, technology and advice when it comes to businesses. By writing blog posts, I give small businesses advice. This information that I have learned can be applied in various of my current business courses. Overall, I feel as though the SBDC has helped me prepare for my future career in the business world."



SBDC
PENNSYLVANIA

Pictured working at the KU SBDC office are: Tylihah Phillips and Justin Oren SBDC Interns

Justin Oren is a double major in accounting and finance. Justin said, "Working at the SBDC has given me an appreciation for the importance of careful stewardship of funds to deliver real value to all of our stakeholders. I've learned about the work that goes into preparing for audits and complying with governmental standards, the regular accounting of office activities, and the ways that consultants here improve the plans of entrepreneurs so that they can succeed. I hope to take these skills and this spirit of client service to a career in public accounting. It's a great pleasure to be able to help the organization meet its mission of helping people live their dreams and grow the economy of our region."

Tylihah Phillips is an accounting major and has minors in advertising and public relations. Tylihah commented, "Interning at the SBDC gives me insight to what it is really like to help people. What stands out to me is the dedication and hard work that my manager (**Sonya Smith**) demonstrates each day I come in. Here at the SBDB are human beings that are genuinely looking to help others expand and grow their business. I have only been here a short while and already I have so much to take with me including interpersonal, technical, and professional skills."

Small Business Development Center
Kutztown University of Pennsylvania

Helping businesses start, grow, and prosper.

Tara Giampapa is majoring in marketing. **Tara** commented, "Interning at the SBDC as given me the opportunity to use the skills that I have learned in classes during my time at Kutztown University. Having hands on experience has helped tie in everything I have learned, and given me a better perspective on what I will be doing once I graduate in May. Each task they give you is something that enjoy doing, which encourages students to think about what they wish to accomplish in the future careers. Working with different clients has also taught me to be open to learning new things, databases, and ways of doing things to be more productive. Overall, I believe that interning at the SBDC will be one of the many experiences that I will always remember as a student at Kutztown University."

SBDC Internships continued on page 10



Sonya Smith, Tara Giampapa & Peter Hornberger

Department of Business Administration

PPL Corporation Internship



Dr. Paul Sable & Benjamin Graybill

Dr. Paul Sable's comments, "My advice always has been to suggest and urge students to join a club or activity of their choice in order to meet people, perhaps an interest to get involved or just to try something new. Internships I feel are definitely rewarding to any student. Whether it is paid or unpaid they are an investment in time and labor which will offer them a number of wanted consequences and perhaps opportunities. The student and their resumes stand to gain a lot from any internship."

Learning new knowledge or skills, seeing what the business or work world is like, making contracts, networking, getting mentored, perhaps job opportunities all are pluses. I think other advantages are that the student also learns with these internships as well, are business and office protocol, processes, procedures, politics, pecking orders, all which will help the students when they obtain full time employment."

Benjamin G. Graybill is participating in an internship at PPL Corporation, Allentown during the fall semester. He is an intern working with the Talent Management – Employee Relations team. Ben is learning about wholesale energy generation, marketing, and trading activities as well as physical and financial energy markets. Some of Ben's work includes gathering and analyzing regional marketing, pricing and trading data; assist with marketing communications, events, planning and related functions associated with customer relationship management. Ben has worked his way through college. Working at Giant Foods he received the Associate of the Year Award and became youngest recipient in Giant's history. At PPL Corporation he was selected by employee panel to be a PPL Corporation Ambassador at Kutztown University.

Ben is enrolled in the BSBA business program with a marketing major and public relations minor. Ben plans to graduate in December 2013. Ben volunteers at the Lehigh Valley Health Network, Pediatrics & Child Life services. He has also served as an "honors student ambassador and freshmen mentor" at KU. Part of Ben's professional overview on his resume: Senior Marketing major with multiple internships exposure in Talent Management, College Relations and Contract Administration at a Fortune 300 company in addition to 5+ years of working customer service experience; retaining a 3.75 GPA while working full time and doing weekly hospital volunteering.

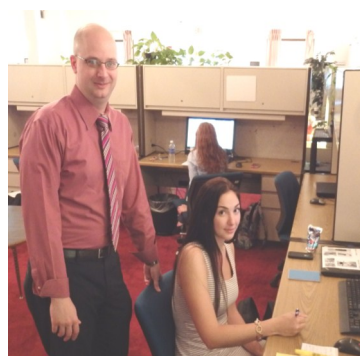
Continued: Internship Opportunities at the KU Small Business Development Center



Tierney Bechtel pictured outside KU Professional Building with Mr. Peter Hornberger, Blended Learning Consultant SBDC

Tierney Bechtel is a double in management and marketing major. Tierney commented, "I wanted this marketing internship because the position looked very interesting to me. I had worked with the SBDC in a class so I heard about the cool companies they work with and the kind of work they do. It also is located on campus so that's a huge plus! Just getting some actual hands on experience will help me a lot in the future."

Peter Hornberger is a great mentor and lets the interns pick things they are interested in working on. I am interested in web marketing for a future career and the work I'm doing relates to that field. Another thing that will help me for future jobs is self motivation to get my work done. Peter lets us do our own work without checking in on us everyday and holding our hands. Overall its a great program and I highly recommend it to other students!"



Peter Hornberger with Lily Rubinstein

Lily Rubinstein is majoring in marketing **Lily commented,** "Interning with the SBDC has been extremely beneficial to me as I approach graduation. My responsibilities of managing the Google AdWords Grant are preparing me to enter the work force confidently with research and analytical

skills. I spend my internship hours analyzing the performance of keywords within our existing campaigns. The SBDC's Google Grant has helped increased traffic on our websites and has made it possible to reach people worldwide with the resources we have available. "





Dr. John Sae of Reutlingen University, Germany speaks at the DBA Research Workshop

DBA Research Workshops

On Wednesday, September 25, 2013, at 2pm room 117DF will be the first Research Workshop of the fall semester. The topic will be, "China's International Trade and Investment and its Complexities of Corporate Governance" to be presented by visiting professor **John Sae of Reutlingen University, Germany**. The primary objective of the workshops is to provide faculty working on research projects in the early stages of development an opportunity to get feedback from a large number of colleagues. Workshop programs are coordinated by **Dr. Mostafa Maksy**, Department of Business Administration.

Dr. John Sae was a visiting professor during the week of September 23rd. He attended some of the management and marketing classes and presented a program to faculty and students on Tuesday, September 24th.



Career Development Center

Please encourage your students to attend the **KU Internship & Job Fair** on **Wednesday, Oct. 9 in the MSU MPR from 11 a.m. to 2 p.m.** Approx.

50 employers are expected to attend and are seeking applicants from ALL majors. Students are expected to attend professionally dressed with resumes in hand. Many students have found success in finding job and internship opportunities. Students may find a detailed list of employers by visiting KU Career Network: www.kutztown.edu/careercenter.

113 Stratton Admin. Center—610-683-4067—careers@kutztown.edu

Kerri G. Gardi, Director gardi@kutztown.edu

Linda S. Lantaff, Academic Planner lantaff@kutztown.edu

Jessica Kirkwood, Assistant Director jkirkwood@kutztown.edu

Upcoming CDC Events:

Thurs. Oct 10th - 11-11:50am - MSU 250 - Writing Your Resume & Cover Letter

Tues. Oct 15th - 11-11:50am - RL 28 - Building Your Future - Learn how a career may evolve from a summer or part-time job to your first professional position and what you can do during your college years to put your career on the fast track.

Tues. Oct 15th - 11-11:50am - MSU 250 - Using Social Media in Your Job Search

Tues. Oct 22nd - 11-11:50am - MSU 250 - Job Search Strategies: Find out why a good resume isn't all you need to land that job.

Thurs. Oct 24th - 11-11:50am - MSU 250 - Choosing a Major: Learn how you can narrow down your options and make the best decision for your future!

Thurs. Oct 24th - 11-11:50am - Stratton 113 - Thinking About Graduate School? Find out the answers to your grad school questions.

Tues. Oct 29th - 11-11:50am - MSU 250 - Successful Interviewing: Find out what you must do before, during, and after your interview.

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.



MBA Reception



Please join us on **Wednesday, November 6th at 5:30pm** to learn more about the MBA program & to meet faculty who teach in program.

McFarland Student Union - Room 322
Hope you can join us!

For more information, please refer to the website:

<http://www2.kutztown.edu/MBA>

and LIKE the MBA Program on FB at :

www.facebook.com/KutztownUniversityMBA



or call **Dr. Martha Geaney**, Associate Dean & MBA Coordinator at 610-683-4575 for more information about the program & to answer your questions.



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



COLLEGE OF BUSINESS MATCHING GAME

Can you match them up?

1. Who had a swarm of bees in the office in September?
2. Who had found a bat hanging from the ceiling in their office in September?
3. Who is the female golfer in the group?
4. Who recently had a milestone birthday?
5. Who recently welcomed a new granddaughter?



Roger Hibbs



Martha Geaney



Lorri Engstrom



Dave Wagaman



Kim Kilgus



Halloween Trivia

1. Which ancient culture gives us many of our Halloween traditions?
2. If you get an unwelcome spirit in your home, what kind of herb should you burn?
3. According to tradition a person born on Halloween will possess what ability?
4. What is the only animal that can live with a ghost?

COLLEGE OF BUSINESS MATCHING GAME ANSWERS:
 1. Martha Geaney
 2. Dave Wagaman
 3. Kim Kilgus
 4. Roger Hibbs
 5. Lorri Engstrom

Halloween Trivia Answers:
 1. Celtic
 2. Sage
 3. Talk to the dead
 4. Owl

College of Business BSBA



Learning Goals