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## College of Business Clubs

### Accounting Club

President: Dan Harris  
Contact: Dave Wagaman  
DF 218

### American Advertising Federation (AAF)

President: TBA  
Contact: Dr. Jim Ogden, DF 226

### American Marketing Association Club (AMA)

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

### Financial Management Association

President: Ognjen Cvetkovic  
Contact the Co-Advisors :  
Dr. Keshav Gupta, DF 209 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: Chad Frey  
Contact the advisor:  
Dr. CJ Rhoads: DF 204F

### Tai Chi Club

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

## College of Business Featured Business:



**The World's Largest and Most Modern Independent Battery Manufacturer -East Penn Manufacturing makes thousands of different sizes and types of lead-acid batteries, battery accessories, and wire & cable products for virtually any application. Since 1946, they have developed an enviable reputation for world-class quality products made in our state-of-the-art manufacturing facilities.**

## Christopher Pruitt

**Executive Vice President of Sales,  
Finance and Administration**

**Christopher Pruitt** currently serves as **Executive Vice President of Sales, Finance, and Administration for East Penn Manufacturing Co. Inc.**, maker of Deka Batteries. East Penn Manufacturing is the largest privately held battery manufacturer in the world with over 7,500 employees. Chis also serves on the Board of Directors of East Penn Manufacturing Co. Inc.

He has been with the company since May of 1994. He joined East Penn as the Controller and has held numerous financial positions including Chief Financial Officer.

Prior to joining East Penn, Christopher was a CPA at Ernest & Young for ten years holding the position of a Senior Manager in the Audit division. While working at Ernest & Young, he earned his Certified Public Accountant designation and still holds his CPA license today.

**Tuesday, September 17th, 11am - DF 100**

## Message from the Dean

(August 2013)



In summer 2013, the Initial Accreditation Committee of the **AACSB , the Association to Advance Collegiate Schools of Business** accepted KU's third annual progress report on the results of carrying-out KU's accreditation plan. KU must produce a thorough, detailed, and convincing self-evaluation report in 2013-14 in order to have the AACSB send a peer review team to visit and evaluate KU in 2014-15. The self-evaluation report will require a tremendous amount of work vital to achieving the KU strategic goal to earn AACSB accreditation. Indeed, 2013-14 will be a very important and challenging year. As the College moves ahead, some of the important recent and ongoing changes are highlighted below.

## Faculty and Staff

The following faculty members retired at the end of 2012-13: **Dan Benson**, management (began at KU in 1978); **Arifeen Daneshyar**, economics (1984); and **Jack Hamrick**, management (1990). **Robert Derstine** took a position at another university. Their service

### ***Dean's Message Continued:***

to KU is appreciated and we wish them well. During 2012-13, **Sue Kong, Rajeev Kumar, and Therese Maskulka** were granted tenure. **CJ Rhoads, Dave Wagaman, and Elizabeth Rogol** were on sabbatical leaves in 2012-13. **Feisal Murshed**, marketing (Ph.D., U. of Pittsburgh) and **Stephen Hensler**, management (M.B.A., Carnegie-Mellon U.) were hired on tenure track starting in 2013-14. We look forward to having them on-board. In staffing, **Joe Lewis** retired in January after serving 3-1/2 years as associate dean. **Martha Geaney** joined KU as the new associate dean in late July. In 2012-13, **Kim Kilgus** joined the Department of Business Administration as a secretary. Beginning in fall 2013, the Department of Sport Management and the Department of Professional Studies were combined into the Department of Sport Management and Leadership Studies located in the Old Main Building. The department will be working on earning accreditation from the Commission on Sport Management Accreditation (COSMA).

### **Entrepreneurship Leadership Center (ELC)**

During 2012-13, the ELC under the faculty coordinator leadership of **Roger Hibbs** encouraged students with assistance from faculty to enter new business plan competitions, sponsored an Entrepreneurship Day in March, and conducted a process leading to the creation over summer 2013 of 7 courses with entrepreneurship as a major theme and 3 modules for incorporation in existing courses. Two advisory boards were started—a board comprised by entrepreneurs and an internal faculty board. **Duane Crider** is succeeding **Roger Hibbs** as the faculty coordinator and **Dean Dempsey** took over as grant director when **Joe Lewis** retired. The grant runs out in December 2014 and the ELC is expected to be self-sustaining beyond the grant period.

### **SBDC**

The **SBDC** continued to serve the region under the leadership of **Ernie Post**. One of the SBDC's clients won top recognitions in the field of exporting. As we enter 2013-14, The SBDC is in the midst of making some staffing changes involving the replacement of some of the SBDC staff.

In conclusion, 2012-13 was a busy year and a lot was accomplished. There are many other important activities, accomplishments, and recognitions that, due to space limitations in this publication, were not mentioned above such as changes in the College's Advisory Board, faculty publications, outstanding teaching, student organizational activities including a sport management student group that served at the Super Bowl in New Orleans, student awards, and more. Looking ahead, 2013-14 will again be a very busy year as we strive to improve our service to students, colleagues, businesses, and the Commonwealth.

**The KU International Office** will provide information about:

- *Exchange to Reutlingen University, for 2014-15*
- *International Scholarships*
- *Benefits of Studying Aboard*
- *Question Answer Session to follow; application materials*

Please visit the international department online at

<http://www2.kutztown.edu/admissions/international-admissions.htm>

or call 484-646-4256

**This program is open to ALL Faculty & Students at the University**

## **Welcome Associate Dean, Dr. Martha Geaney, to the College of Business**



**Dr. Martha M. Geaney** joined Kutztown University as the **Associate Dean of the College of Business** August 1, 2013.

Dr. Geaney was the Associate Dean of Graduate Business Programs and Associate Professor at Felician College in Rutherford, NJ for the past 5-1/2 years. Dr. Geaney's research and writing has particularly focused on how personal values and spirituality of

the leader influence an enterprise. Prior to being at Felician College, Dr. Geaney had over 20 years of management experience in several business corporations. She has managed her own consulting group in recent years and is the author of "Bring your Spirit to Work; One Woman at a Time." Before entering the business world, Dr. Geaney was a tenured English teacher in the NJ Public School System. Dr. Geaney will be located in office DF 118A, and can be reached at 610-683-4575 or by email at [geaney@kutztown.edu](mailto:geaney@kutztown.edu)

## **SPECIAL EVENT SPONSORED BY COLLEGE OF BUSINESS & KU OFFICE OF INTERNATIONAL ADMISSIONS Tuesday, September 24, 2013 4:30 - 5:30p.m DF 100**



**Dr. John Sae**, Professor of the International Business Economics at Reutlingen University will be visiting Kutztown University during the week of September 23-27. Dr. Sae's visit involves reciprocating for **Professor Dave Wagaman's** visitant Reutlingen for fall 2012. **Dr. Sae** will be a guest lecturer in some business classes, make a presentation at the COB Scholarly Activities Committee workshop series, and be featured at a COB/Office of International Admissions event designed to encourage KU Students to study abroad.

## Welcome New Faculty



**Steve Hensler** joins the Department of Business Administration on a permanent basis after one year as an Adjunct Professor in teaching Supply Chain, Logistics and Transportation Management. During his 32-year career at Air Products and Chemicals, Inc., Steve held various managerial positions in North America and Asia, as well as global supply chain

responsibilities, retiring as General Manager, Global Supply Chain in 2012. He managed businesses in the Tonnage, Liquid/Bulk and Electronics areas, leading major business turnarounds in the first two areas. His specific areas of experience include supply chain and business management, financial analysis, business development and marketing, customer service and logistics and IT implementation. Steve earned a BS in Mechanical Engineering from Cornell University and a Master of Business Administration from Carnegie-Mellon University. He resides in the Lehigh Valley with his wife and has a son and a daughter. Steve is founder of Transcendent Performance Management, LLC, and has been a Senior Fellow in the Lehigh University Enterprise Systems Center (ESC) in Bethlehem, PA. **Professor Hensler** is located in DF 121; phone number is 610-683-4710; [hensler@kutztown.edu](mailto:hensler@kutztown.edu)



**Feisal Murshed** is an associate professor of Marketing in the Department of Business Administration. He did his doctoral work in Marketing at the Katz Graduate School of Business, University of Pittsburgh and received his Ph.D. in 2005. He obtained his MBA from Wright State University and his undergraduate business degree from Dhaka University. Before joining the Kutztown faculty, he taught at

Towson University where he won the 'outstanding scholar' award and at the University of Michigan-Flint and received 'Golden Apple' for teaching excellence. The emphasis of his current research is on the return on marketing investments, capabilities of the firm and issues related to CRM. Focusing on individual-level and organizational-level customer behavior, his research aims to offer insights into market characteristics, trends, and opportunities and derive managerial policies for optimal resource allocation. His research appears in leading marketing outlets such as *Journal of Marketing Research* and *Marketing Science*. His co-authored paper, published in *Harvard Business Review*, has been translated into multiple languages and appears in the course packet of leading MBA programs around the globe. He is native of Bangladesh and prior to commencing his doctoral education, he worked for several years in the area of sales and distribution.

**Professor Murshed** is located in DF 124; phone number is 610-683-4712; [murshed@kutztown.edu](mailto:murshed@kutztown.edu)

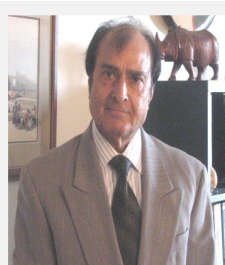
## Faculty Retirements

*The College of Business would like to congratulate the following on their retirement. May your new life be an adventure. Here's to an end of an era and to the start of a brand new chapter! Best wishes to All!*



### **Dr. Dan Benson,**

Professor of Management hired in 1994. He taught both undergraduate and graduate courses in various management topics. He was involved for many years on the University's strategic planning and resource committee and served several terms as department chair.



### **Dr. Arifeen Daneshyar,**

Professor of Economics was hired in 1994. He taught micro and macro economics, as well as, upper level courses in economics, international, and trade and finance. He was a world traveler and scholar.



### **Dr. John Hamrick,**

Professor of Management was hired in 1998. He brought to the classroom his experience in business law, served as an arbitrator and mediator, and past experiences as an employee of Bethlehem Steel Corp. He taught both undergraduate and graduate courses in management and labor relations.

## Faulty Resignation Transfer to West Chester University

*The College of Business would like to wish Dr. Derstine continued success in his future endeavors. Best wishes.*



### **Dr. Robert Derstine,**

Professor in Accounting, was employed for four years at Kutztown University teaching courses in accounting and working with many students doing internships.



## ELC - Entrepreneurial Leadership Center



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

Please welcome **Dr. Duane Crider**, the new Faculty Coordinator for ELC. **Dr. Roger Hibbs**, Department of Business Administration Chair, served 2 years as the ELC Faculty Coordinator. We thank Roger with his assistance and look forward to working with Duane Crider. The College of Business in conjunction with the Kutztown University SBDC was awarded a grant to develop an Entrepreneurial leadership Center (ELC) at Kutztown University. This three year grant is funded by the Pennsylvania State System of Higher Education to promote entrepreneurial opportunity awareness for students and faculty. The ELC will use a multi-disciplined approach to foster student knowledge of entrepreneurship, creativity, and innovation and to enhance the entrepreneurial culture on campus. The Center's strategy of an across-the-university approach will build on the rich tradition of academic degrees offered by the colleges of visual and performing arts, liberal arts and sciences, business, and education. One of the major goals of the ELC is to foster and create new academic entrepreneurial leadership courses and collaborative opportunities for University students and faculty through their Interactions with each other as well as with entrepreneurs, industry and non-profit leaders in our region. Some of the specific objectives of the grant are to:

- **Develop an entrepreneurship web portal**
- **Provide funds for a business idea and plan competition**
- **Support the Reading Jump Start Incubator through internships**



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

## Business Idea Challenge held by Greater Reading Chamber of Commerce

Kutztown University's **Weslie Null** and her idea for Kollege Town Tacos took the Greater Reading Chamber of Commerce & Industry's business idea challenge. **As a first place winner**, Null received a \$1,500. Second through fifth places also received a monetary award out of the 18 business plans that were submitted.

**Kollege Town Tacos by Weslie Null.** Weslie is enrolled in Business Administration with a major in management.. She took Dr. Kong's BUS171 class in Spring 2013 and gave a presentation titled "Flying Squirrel Style", which was about manufacturing air suits for sky divers. But I think she submitted a different business idea this time.

These students were invited to give a presentation to judges on May 3<sup>rd</sup> and attend award ceremony on May 23<sup>rd</sup>.

**Fourth Place winner from Kutztown was ELECTROWEAR.**, which is a business that manufactures and sells paper batteries that are environmental friendly. **Sophia Arroyom**, Business Administration major and Public Relations minor, is the team captain; **Laura Regalado**, Business Administration major, and **Jose Lopez-Mata**, Business Administration major and Criminal Justice minor, are team members.



**Weslie Null, Marketing Major in College of Business**

More photos can be viewed at <http://www.flickr.com/photos/96333808@N06/with/8805043860/>



**Dr. Roger Hibbs,**  
Chair, Department of  
Business Administration

Office: 233B deFrancesco  
610-683-4580

[hibbs@kutztown.edu](mailto:hibbs@kutztown.edu)

Office Hours:  
Mon-Fri: 10-11a.m

Secretaries: Mrs. Donna  
DeLong & Mrs. Kim Kilgus

Welcome back! This is an exciting time to be attending KU and to be working towards the BSBA degree. We continue to make progress toward AACSB accreditation. The department is now in the fourth year of a five year process. The department has developed a strategic plan and we will begin implementing that plan this semester. One thing worth noting is we will focus on the career development of students while at KU. What this means is you will begin to hear and feel more talk about what you want to be after KU. If you haven't started this process, start now by looking into any career options you may have an interest in. Do you have a term paper to do this semester? Why not focus on a career possibility when doing the paper? Do you have to do a speech on a topic of your choosing? Again, do it on a career possibility. Next summer, when looking for a job, look for a job that is directly or indirectly linked to a career interest. And, don't forget – internships, internships, internships! Start thinking of an internship in an industry or company you can see building a career in! And, while we are on the subject, don't forget to check out the Career Services office this semester. The Career Development Center can help you identify your skills and interests that can lead to career identification. The future is closer than you think, so start chasing your interests now – you may identify a passion you didn't even know you had!



**Dr. Donna Steslow,**  
Assistant Chair of Business  
Administration

Office: 232 deFrancesco  
610-683-4587

[steslow@kutztown.edu](mailto:steslow@kutztown.edu)

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

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

I am happy to be returning for my second year as Assistant Chair of the Department of Business Administration. As Assistant Chair, I support Dr. Hibbs, our Department Chair, and the entire department with student concerns, internal transfers, curriculum and scheduling. I am also teaching Business Law I and II this semester. Our department is one of the larger ones at Kutztown, but I believe that we have implemented procedures and practices to make things as "user-friendly" as possible for faculty and students. If you have any suggestions or comments, or just want to stop by and say "hello," please do! My office is located in DF232.

## **It's advisement time!**

**Advisement begins on October 21st and ends November 19th. It is imperative for you to meet with your advisor. Why? 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. 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

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

## ***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.

## ACCOUNTING CLUB

The Kutztown **Accounting Club** exists to promote relationships between students, faculty, and accounting professionals. The goals of the club are: to provide interested students with information on the accounting profession and current opportunities, to prepare them for successful careers, and to send them into the world in as fully equipped accounting professionals.

### Club Officers:

**President** - Dan Harris

**Advisor:** Dr. Dave Wagaman: DF 218: [dwagaman@kutztown.edu](mailto:dwagaman@kutztown.edu)

## ADVERTISING

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.

**AAF Faculty Advisor:** Dr. Jim Ogden, DF 226:  
[ogden@kutztown.edu](mailto:ogden@kutztown.edu)

## FINANCE CLUB

**Financial Management Association (FMA)** is a student run organization that offers many benefits to our members. Some of these benefits include resume building, networking, and career information sessions and much more. Some of our activities include having potential employers come speak with the group to give advice about possible career choices, fundraising, and discussion of current events and issues in the finance field. It is easy to join, look for our flyers around deFran for posted meetings and show up. If you are interested in a more active role seek out one of the current officers. We hope to see you there!

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

### Officers 2013-14 school year:

**President:** Ognjen Cvetkovic (reelected)  
**Vice President:** Bilawal Suri (reelected)  
**Treasurer:** Rushi Amin (changed his position, was parliamentarian)  
**Secretary:** Frank Adames (new officer)  
**Parliamentarian:** Corey Cherif (new officer)

As **co-advisers**, Dr. Gupta, DF 209 [gupta@kutztown.edu](mailto:gupta@kutztown.edu) and Dr. Walker, DF 228, [walker@kutztown.edu](mailto:walker@kutztown.edu)

Both advisors look forward to working with you to have another successful year with the Finance Club!

## MARKETING CLUB

The main goal of **American Marketing Association (AMA)** is to provide an important platform for students to grow both personally and professionally. The club encourages their members to get involved in multiple fundraising events that facilitate exposure to the marketing world. This includes: guests speakers, webcasts, conferences, and trips to many fun places.

**AMA Faculty Co-Advisor:** Dr. Paul Sable, DF 220;  
[sable@kutztown.edu](mailto:sable@kutztown.edu) & Dr. Roger Hibbs, DF 233:  
[hibbs@kutztown.edu](mailto:hibbs@kutztown.edu)



## SIFE CLUB



**Interim Club Officers - MBA Students:** **President**, Chad Fry & **Treasurer**, Stacy Villamil. **Advisor**, Dr. CJ Rhoads, DF 204F, [rhoads@kutztown.edu](mailto:rhoads@kutztown.edu)

The **SIFE Club** meets every Tuesday at 11am in DF 210. The first meeting of the semester will be held on **Tuesday, August 27, 2013.**

The KU **SIFE club** is part of the international network of SIFE clubs. SIFE is an international non-profit organization with active programs at more than 1,400 universities in 44 countries. With the support of an international network of academic and business leaders, SIFE is engaging more than 34,000 students in projects that use business to improve the quality of life and standard of living for people worldwide.

### HELP PURIFY THE ENVIRONMENT

The Students In Free Enterprise (SIFE) have come together on a **GREEN** project. We have put together several planters with **NASA** designated clean air plants for your **adoption**. Harmful Volatile Organic Compounds (VOCs) such as formaldehyde can be found in your day to day offices, homes and classrooms, affecting your long-term health and intensifying your allergies. We would like to promote a healthier working environment, but we need your help.

**Come to DF 204 to adopt your very own office purifier!** We ask that you make a donation towards our program in an effort to continue our healthy environment initiative. We recommend \$15 per plant, but any contribution is very much appreciated. Please give your contributions via the envelopes provided to Dr. Rhoads in 204F or slip it under her door. If paying by check, make it payable to KUSSI – SIFE. Also, ask us how you can get a tax deduction for your contribution! Contact info: Email either Dr. Rhoads or Justin Hayer with your questions at [rhoads@kutztown.edu](mailto:rhoads@kutztown.edu) or [Jhaye788@live.kutztown.edu](mailto:Jhaye788@live.kutztown.edu)

**List of NASA Plants are:** English Ivy, Wax Begonia, Boston Fern, Golden Pothos, Peace Lily, Aloe Vera, Marginata, Bamboo Palm, Snake Plant & Pot Mum





## Department of Business Administration met with Local Community Colleges Friday, August 2, 2013

**Dr. William Dempsey, Dean**, welcomed the attendees and introduced **Dr. Martha Geaney, Associate Dean** who recently joined the College on August 1st. Dean Dempsey provided information about the college and AACSB initiatives. **Dr. Carole Wells, VP for Academic Affairs and Dean of Graduate Studies** shared information about the university competencies and answered questions about the affiliation agreements. **Dr. Roger Hibbs, Chair of Department of Business Administration**, reviewed the BSBA program changes, new graduation requirements, and opened discussion about the P2P- program to program agreements. He introduced **Dr. Kathleen Kaminski, faculty member** in the department who serves as the **transfer coordinator** and **Dr. Donna Steslow, Assistant Chair**, who is the first contact in the department working with the transfer students. The following community colleges participated: **Reading Area Community College, Lehigh Carbon County Community College, Bucks County Community College, Northampton County Community College, and Montgomery County Community College** attended. **Nancy Wunderly, Director** and **Tania Brown-Berringer, Assistant Director**, represented the **KU Admissions office**. **Clerical Staff** for the department **Donna Delong** and **Kim Kilgus** assisted with handouts and other materials.



Dr. Carole Wells, VP for Academic Affairs and attendees

### College of Business BSBA



### Learning Goals

## Department of Business Administration and AACSB (The Association to Advance Collegiate Schools of Business)



**Eileen Hogan, Ph.D.**  
**Accreditation**  
**Coordinator/Chair,**  
**Assurance of Learning**  
**Committee**  
**Department of Business**

DF 131  
610683-4584  
[hogan@kutztown.edu](mailto:hogan@kutztown.edu)

Like Dean Dempsey says in his, "Message from the Dean", this year will be a busy and challenging one for the Department of Business Administration's faculty and staff. To obtain the AACSB accreditation he speaks of, the department must demonstrate that it meets 19 standards, relating to strategic management, faculty and student qualifications, and assuring that students are learning the appropriate subjects for a BSBA degree. AACSB accreditation brings us respect, and makes the BSBA and MBA degrees our students obtain worth more. Oh - by the way - students get involved in this process too - so don't be surprised if one of your faculty members or club officers asks you to participate in an exercise to aid in this effort!

This year, we are also committed to improving our students' experiences in our program, particularly our transfer students, and helping all our students focus on their careers. We are working hard to revise our curriculum so that all undergraduate students can more easily complete their general education requirements. And we are growing our MBA program, too - increasing its accessibility online and streamlining the pre-MBA requirements for non-business undergraduate students.

This is all a lot of work - and why are we doing these things? We are excited and committed to becoming the best business program we can be! We welcome you to join with us to make this an exciting and fruitful year.



**Dr. Lorri Engstrom,**  
Chair, Department of Sport  
Management & Leadership  
Studies

Office: 209 Old Main  
610-683-4376

[engstrom@kutztown.edu](mailto:engstrom@kutztown.edu)

Secretary: Ms. Leslie Scroble  
610-683-4370

## What's New in the Department of Sport Management & Leadership Studies?

We have several exciting opportunities awaiting us this academic year. The Department of Sport Management has combined with the Department of Professional Studies to create a stronger more dynamic department called the Department of Sport Management and Leadership Studies. Together we will be able to provide students a more effective curriculum and a high performing group of faculty to ensure student success and competency in all our Sport Management Classes. We are currently pursuing national accreditation through the Commission on Sport Management Accreditation (COSMA). The Commission on Sport Management Accreditation is a specialized accrediting body whose purpose is to promote and recognize excellence in sport management education in colleges and universities at the under graduate level through specialized accreditation. Institutions, students, employers, and the general public all benefit from the external verification of quality provided through COSMA's accreditation process. They also benefit from the process of continuous quality improvement that is encouraged by COSMA's developmental approach to promoting excellence in sport management education. Additionally, the new department will provide Professional Studies Courses that focus on business skills to the entire Kutztown University population (who are non-business majors) as well as Wellness courses that meet the General Education requirement. The variety of faculty expertise in the department of Sport Management and Leadership Studies is impressive and students are encouraged to sample a variety of classes while attending Kutztown University.

### Why Major in Leisure and Sport Studies?

The captivating world of sport business, athletics and wellness-fitness provides career options at a number of levels for graduates prepared to meet the profession's expanding opportunities and challenges. With a degree in Leisure and Sport Studies (LSS), students are prepared to enter the fields of professional sport team management, facility management, sport product marketing and sales, event management, sport tourism, athletic administration, coaching and management of

wellness and fitness facilities. LSS majors will have the option to pursue either a minor of their choosing or a specialization in sport-related fields such as coaching or fitness and health promotion. All LSS majors are required to complete an internship in their area of specialization. **The Coaching/Athletic Administration specialization** is accredited by the National Council for Accreditation of Coaching Education (NCACE). This prestigious accreditation process has only been granted to 13 Universities across the country. Professional positions include athletic director, sports information director, compliance coordinator, recruiting coordinator, coach, conference administrator, promotions director, equipment manager, and intramural/recreation director.

The **Fitness Industry** is facing a unique and challenging time, statistics show that Americans are getting heavier and less active as each year passes. Therefore, the need for fitness professionals has never been stronger: Professional opportunities include employment positions as a health club manager, fitness director, personal trainer, or strength/conditioning coach.

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

## SLAM Club

### *Sport, Leisure , Athletic Management Club (SLAM)*

#### Club officers from Spring 2013:

**President :** Tim Szwczak, [tszew512@live.kutztown.edu](mailto:tszew512@live.kutztown.edu)

**Vice President:** Mike Lineman

**Secretary:** Kate Herlinhy

**Treasurer:** Ashley Currao/Zach Werner

#### **First meeting of fall semester is Thursday, August 29, 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](mailto:cebula@kutztown.edu). Her office is located in Old Main 212.

The Sport, Leisure and Athletic Management (SLAM) is an undergraduate student-directed organization which is comprised of students majoring in Leisure & Sport Studies. This club exists to provide LSS major students with the opportunity to gain experiences in various areas of the sport industry. SLAM hosts various volunteer activities and club events that raise awareness not only throughout the campus, but also the community as a whole. Through keynote speakers, the members are also offered with opportunities to learn about different sport industries and to network with practitioners in the field.



### ***Sport 325 Sport Consumerism Class***



The **Sport 325 Sport Consumerism class** and **Dr. Yong-jae Kim** were recognized for their creative marketing applications and outstanding work ethic in the Lehigh valley Steelhawks Collegiate Partnership program on May 8th, 2013. Dr. Kim and his students have conducted research on the Steelhawks fans' behavior and psychology to help the indoor professional football team develop effective marketing strategies for increasing ticket and merchandise sales. Student participants in the program: **M. Angelelli, J. Bolton, R. Derr, A. Engle, B. Fox, D. Fulwood, K. Harris, J. Howell, K. Joyce, J. Mape, J. Pasik, N. Queen, S. Robinson, A. Sahd, K. Von Berg.**

***Congratulations to all!***

### ***Leisure and Sport Studies Scholarship Winners (Sophomore or Junior Status)***

The Department of Sport Management Faculty are proud to announce the Leisure and Sport Studies Scholarship Winners (Sophomore or Junior Status): **Tyler Corr, Thomas Manning, Keith Reitnauer.**

Also the following senior students have earned National Certification in Coaching Education from the premiere accrediting body (NCACE): **Jaclyn Althouse, Rebecca Brandt, Richard Buonomo, Kim Gomer, Nicole Henninger, Justin Kraft, Lance Malatak, Talia Russell, Nicholas Russo, Paige Schoffstall.**

Also, the following seniors have earned a certificate for Health, Promotion and Fitness Specialization: **Bob Melia, Korey Ream, Rachel Schaefer, Eli Weeks.**

***Congratulations to all recipients!***

**Announced in Daily Brief, Friday, May 3, 2013**

### ***Senior Award Winners for the Leisure and Sport Studies***



***Photo in Daily Brief, Friday, May 3, 2013***

On Tuesday, April 30, 2013 the Department of Sport Management celebrated COSA Day. Faculty are proud to announce the Senior Award Winners for the Leisure and Sport Studies Major at their Awards Ceremony which was held at 11am in AF 102. The following students received awards: Outstanding Achievement in Department of Sport Management: **Emily Labowitz**, Outstanding Academic Achievement in Leisure and Sport Studies: **Nicholas Kuhn**, Outstanding Academic Achievement in Coaching and Athletic Administration: **Jaclyn Althouse and Rebecca Brandt**, Outstanding Service: **Emily Labowitz**, Outstanding Research: **Nicholas Kuhn**, Outstanding Leadership: **Amber Brookhart and Felicia Nelson**, Outstanding Intern: **Rebecca Brandt and Cindy Ott**, Overcoming Adversity: **James Curley and BrieAnn Shipkowski.**

***Congratulations to all recipients!***

### ***Upcoming COB Events:***

#### **September:**

12th - **COB Dean's List Reception** (*by invitation only*) 11:00 a.m. DF 100

17th - **Featured Speaker** - 11:00 a.m. - DF 100  
**Christopher Pruitt** from East Penn Manufacturing Co.

24th - **Special Event**, 4:30 p.m. - DF 100 - Sponsored by the College of Business & the Office of International Admissions. **Dr. John Sae**, visiting Professor from Reutlingen University, Germany and the International Office will provide information on studying abroad, international scholarships, and the benefits of studying abroad.

25th—**DBA Faculty Research Workshop** - 2pm DF 117

26th - **COB "Speed Networking" - Freshmen Program** with COB Advisory Board Members and faculty. 6:00 p.m. MSU 218 (*for Freshmen only*)

## WELCOME TRACEY THOMPSON!



The Board of Directors of the Kutztown University Foundation & Alumni Engagement is pleased to announce that **Tracey L. Thompson** has been named **Executive Director**, effective September 1.

Tracey brings more than twenty years of advancement experience to the position. Most recently, she served as VP for Institutional Advancement at Antioch University New England, in Keene, NH, where she implemented an alumni outreach program, oversaw the growth of the annual fund and unrestricted giving, and helped create a robust culture of philanthropy at the university. Thompson graduated from the University of Maine with degrees in journalism and broadcasting/film. She has a master's degree in management from Cambridge College in Cambridge, Mass. and plans to attend the prestigious Harvard University Institute for Educational Management next summer.

## 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 will be held on **Thursday, September 19th at 11a.m** in **DF 210**

For more information, please contact: **Dr. Roger Hibbs, club advisor** at 610-683-4580 or [hibbs@kutztown.edu](mailto:hibbs@kutztown.edu)



## Small Business Development Center Kutztown University of Pennsylvania

*Helping businesses start, grow, and prosper.*



**S B D C**  
PENNSYLVANIA

### Mr. Ernie Post

Director

[post@kutztown.edu](mailto:post@kutztown.edu)

484-646-4002

Professional Building 201

## KU SBDC Client Wins National SBA Exporter of the Year Award

**Zeigler Bros., Inc. (ZBI)**, a leader in the research, development and production of nutritional solutions for the aquaculture, pet/zoo and lab/biomedical industries from Gardners, Penn., was recognized as the **National Exporter of the Year 2013 by the Small Business Administration**.

For more information about the Kutztown University Small Business Development Center visit the: <http://www.kutztownsbdc.org/default.asp>

## Masters of Business Administration (MBA)



The mission of the Kutztown University **Master of Business Administration** program provides a solid foundation for building effective leaders who will excel in diverse business environments. The program

requires that each student acquire basic competencies in the foundation course requirements so that each has the basic skills and knowledge essential for any business degree. The MBA program requires completion of 10 graduate courses (30 graduate credits) including nine required graduate courses and one elective course.

**For more information, please refer to the website:**

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

and LIKE the MBA Program on FB at :

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

Or call 610-683-4575 for more information!

## Department of Business Administration Faculty Scholarly Activity Spring 2013

**Dr. Okan Akcay, professor of marketing -**

- Perception of Super Bowl XLVI TV Advertisements in the USA: A Case of College Students, in *Journal of Business and Social Science*, Vol. 4 Issue 2.
- Marketing to Teenagers: The Influence of Color, Ethnicity, and Gender, in *International Journal of Business and Social Science*, Vol. 3 Issue 22.

**Dr. Gary Chao, professor of management-**

Production and Availability Policies through the Markov Decision Process and Myopic Methods for Contractual and Selective Orders, in *European Journal of Operational Research*, Vol. 225 Issue 2013.

**Dr. Robert Derstine, professor of accounting -**

Complying with the 150-Hour Education Requirement to become a CPA— Which Approach is Right for You? In *New Accountant*, Vol. 752.

**Dr. Carolyn Gardner, professor of management-**

A Values-Based and Integral Perspective of Strategic Management, in *The Journal of Values-Based Leadership*, Vol. 6, Issue 1.

**Dr. Qin Geng, professor of management-**

Promotional Effort in Newsvenor Selling with Strategic Customers, in *Journal of Academy of Business and Economics*, Vol. 13.

**Dr. Thomas Grant, professor of accounting -**

Complying with the 150-Hour Education Requirement to become a CPA— Which Approach is Right for You? In *New Accountant*, Vol. 752.

**Dr. Roger Hibbs, professor of management-**

New Entrepreneurship Centers: A Literature Review of the History and Best Practices of Emergent Centers with Suggestions for Future Research, in *International Journal of Management and Administrative Sciences*, Vol. 1 Issue 11.

**Dr. Eileen Hogan, professor of management-**

Relationships between College Students' Credit Card Debt, Undesirable Academic Behaviors and Cognitions, and Academic Performance, in *College Student Journal*.

**Dr. Mostafa Maksy, professor of accounting -**

Motivation and Distraction Factors Associated with Student Performance in Auditing, Advanced and Senior Seminar in Accounting, in *Journal of Contemporary Business Issues*, Vol. 18 Issue 2.

**Dr. Manash Ray, professor of accounting-**

Psychological Type and Academic Performance in the Managerial Accounting Course, in *Journal of Education for Business*, Vol. 88 Issue 4.

**Dr. Christine Rhoads, professor of information systems-**

Prior-to-Exam: What Activities Enhance Performance? In *Journal of Instructional Pedagogies*, Vol. 10.

**Dr. Elizabeth Rogol, professor of marketing-**

Complying with the 150-Hour Education Requirement to become a CPA— Which Approach is Right for You? In *New Accountant*, Vol. 752.

**Dr. Qian Sun, professor of finance -**

- Motives for Mergers and Acquisitions: Ex Post Market
- Evidence from the US, in *Journal of Business Finance and Accounting*, Vol. 39, Issue 9-10.
- Perception of Super Bowl XLVI tv Advertisements in the USA: A Case of College Students, in *Journal of Business and Social Science*, Vol. 4 Issue 2.

**Dr. James Williams, professor of marketing-**

- An Exploratory Study of the Power and Influence of Senior Sales Persons in B2B and B2C Sales Environment, in *Review of Management Innovation and Creativity*, Vol. 5 Issue 15.
- Does Context-Sensitive Marketing Leadership and Sound Organizational Culture Drive a Firm's Performance? In *Journal of International Business Management & Research*, Vol. 3 Issue 8.
- Dynamic Adaptivity in *Journal of International Business Management & Research*, Vol. 3 Issue 8.
- Ethics: A Seemingly Insurmountable Challenge for Marketing Research Firms, in *International Journal of Accounting Information Science and Leadership*, Vol. 5 Issue 15.
- Market-Driven Firms: Is its High Energy too much for its Employees? In *Journal of Knowledge and Human Resource Management*, Vol. 4 Issue 9.
- Marketing Management Application of Warren Bennis in Today's Business Environment: Are His Concepts Still Valid in the 21st Century? In *Review of Management Innovation and Creativity*, Vol. 5 Issue 13.
- Poise: The Sixth "P" in the New Marketing Mix, in *Journal of International Business Management & Research*, Vol. 3 Issue 10.
- Sales Engineers Impact on New Product Development, in *Review of Management Innovation and Creativity*, Vol. 5 Issue 17.
- Some Businesses have been Asking: Where are the Personal Development Skills Set Taught in Higher Education? Your Authors may have the Answer, in *Review of Management Innovation and Creativity*, Vol. 5 Issue 17.
- What to do When a Salesperson Fails? In *International Business Management and Research*, Vol. 3 Issue 10.







## Upcoming CDC Events

Senior Kickoff—College of Business (Sept 5th)  
 Senior Etiquette Dinner (Oct. 1st, 5-7:30pm, MSU 218)  
 Fall Internship and Job Fair (Oct. 9th, 11:00am-2:00pm, MSU 218 and 223)  
 Nat'l Career Development Month Celebration (Oct. 30th, 10:00am-3:00pm, MSU Lobby B)

113 Stratton Administration Center  
 610-683-4067

<http://careers.kutztown.edu/>

## 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.

**The Princeton Review**



## Kutztown University named "Best in the Northeast"

Kutztown University has been named a "Best in the Northeast" by the Princeton Review. The list names 226 schools in 11 states from Maine to Maryland and the District of Columbia. This is the third time in the last four years that KU has made the list. The rankings are determined by the school's academic standing, comments by high school counselors and a survey of our students and staff. Check out today's story in the Reading Eagle for more information. <http://readingeagle.com/article.aspx?id=501396>.

*In the Daily Brief - Thursday, August 8, 2013*

## Kutztown University Honors 2013 Chambliss Award



### Wyatt Glennon

(with Dr. Carlson Chambliss, right, and Dr. F. Javier Cevallos, left)

Kutztown University celebrated the recipients of its annual Academic Achievement Awards in a ceremony on April 19 in the McFarland Student Union building. The ceremony included remarks Dr. Carlson R. Chambliss, Professor Emeritus, Physical Science, and Dr. F. Javier Cevallos, University President, with an introduction to the award recipients by Dr. Carlos Vargas-Aburto, Provost and Vice President for Academic and Student Affairs.

Faculty members nominate students after they have met one or more of the six areas of achievement. Areas in which achievement can occur include: successfully completed research projects, original artwork of high quality, artistic performances (music, chorus, drama, etc.) of high quality, original writing in literature or meritorious writing in other fields, noteworthy athletics, and outstanding service to the KU community.

The Academic Achievement Award was established through a donation provided by Chambliss, KU faculty member from 1970-2003. The purpose of the awards is to recognize the exceptional individual achievements of a select group of KU graduating seniors. Specially designed coin medallions of gold, silver, and copper were presented to the students Wyatt Glennon graduated in May with a degree in communication design from Kutztown University. He is being honored with a Gold Chambliss Student Academic Achievement Award 2013 for original artwork. Wyatt is currently employed as a gallery and design assistant for the Kutztown University Miller Art Gallery and as a public relations design assistant with the Office of University Relations. Additionally, he also finds time to conduct research for the study "Effect of Typography in 20th and 21st Century Logo Design." He is currently producing freelance illustration for Fig Magazine, which is based out of Lancaster, Pa. Wyatt has been a Dean's Scholar in the College of Visual and Performing Arts since 2009 and a Board of Governor's Scholar since 2010.

Wyatt served as a student assistant in the College of Business for two years. He assisted in the promotion of materials in speaker events and related programs.