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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: Heather Galusz
Secretary: Tierney Bechtel
Treasurer: Sam Melchiorre
Advisor: TBA

American Marketing Association Club (AMA)

President: Lily Rubinstein
VP - John Wenner
Treasurer - Justin Roach
Secretary - Autumn Anthony
Advisor: Dr. Paul Sable,
DF 220;

Entrepreneurship Club & Students in Free Enterprise (SIFE) will merge SP 2014

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

Financial Management Association

President: Ognjen Cvetkovic
Vice President: Bilawal Suri
Treasurer: Rushi Amin
Secretary: Frank Adames
Advisors : Dr. Keshav Gupta,
DF 209

Sport, Leisure Athletic Management club (SLAM)

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

Supply Chain Management & Business Logistics Club

President: Justin Maynard
Advisor: Dr. Gary Chao, DF 222

COB WEB

Newsletter by and for KU CoB students, faculty and staff

Volume 11, Issue 5

March 2014

COLLEGE OF BUSINESS

Featured Business: *Air Products and Chemicals, Inc.*

Joseph H. DiGirolamo (M'88)

Global Dangerous Goods & Transportation
Compliance Manager



Mr. DiGirolamo manages the safe and compliant transportation of the industrial gases and chemicals produced by **Air Products** to its customers via all modes on a global basis. **Mr. DiGirolamo** (and his team) are responsible for keeping up with the ever-changing global transportation regulations, working with government transportation agencies such as the Pipeline and Hazardous Material Safety Administration on new regulations, developing multi-modal training programs, performing plant compliance audits and the day to day operation of the dangerous goods module of the SAP computer platform that is used by Air Products to run its global business.

Mr. DiGirolamo earned his MBA from Kutztown University in 1988. He graduated from the Pennsylvania State University in 1977 with a BS degree in Business Administration (Management Major) and began working at Mack Trucks, Inc. in Allentown from 1977-1981 in various jobs in the truck assembly plants. He used that plant experience to secure an opportunity working for Air Products and Chemicals, Inc. in December 1981 as Fleet Maintenance Coordinator. This was the start of a 32 year (and counting) career at Air Products with jobs of increasing responsibility in the general area of distribution and logistics/ supply chain.

For more information about the company or career opportunities, please visit the website: www.airproducts.com

THURSDAY, MARCH 13th 11:00 a.m. DF 100

Scholarly Activity

Department of Business Administration



From left to right: Dr. Mostafa Maksy with Dean William Dempsey, Dr. Qian Sun with Dean William Dempsey and Dr. Christine J. Rhoads with Dr. Victor Massad

At a reception held on Tuesday, Feb. 25, the following Department of Business Administration faculty were recognized with certificates of excellence in research for their scholarly activity and publications: **Dr. Mostafa Maksy, Dr. Christine J. Rhoads and Dr. Qian Sun.** **Dr. Victor Massad**, Chair, Department of Business Administration Scholarly Activity Committee and **Dean William Dempsey** presented the awards. **Dr. Christine J. Rhoads** was also selected as the recipient of the **"Scholar of the Year Award"** and she made a presentation on her research. **Dr. Carlos Vargas**, Provost and VP for Academic and Student Affairs attended and congratulated the recipients. Several members of the COB Advisory Board were also in attendance.

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
 Senior VP Enterprise Solutions, Penske Logistics
 Mr. Michael Bartholomew
 Director, Business Units, PA Operations,
 B. Braun Medical Inc.
 Mr. Robert Browne
 Senior Director, IBM Alliance, SAP
 Mr. Anthony DeVicaris
 Senior Director, Institutional Markets
 AEGON USA Investment Management, LLC.
 Mr. Lee Freeman
 Assistant VP, Northeast Premier Underwriting Manager
 ACE Private Risk Services
 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. 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
 Katherine Irace, KU Business Student
 Mr. Gregory A Kuritz '86
 Vice President, Claims Manager
 Erie Insurance Group
 Ms. Kathryn Kuzo
 Financial Planner, Lincoln Investment Planning
 Dr. Marilyn Mackes
 Executive Director,
 National Association of Colleges & Employers
 Ms. Nancy W. Magee M '80
 Founder and owner, Financial Planning Advisors
 Mr. Nik Martin ('95)
 Senior Business Technology Manager
 Global Fund Financial Services, Vanguard
 Mr. Ken Seidel
 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

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

Tuesday, February 25, 2014 at
6pm in MSU 218

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

For more information about the Career Development Center: <http://careers.kutztown.edu> or by email at: careers@kutztown.edu



Right: Dean Dempsey pictured with students and (left) Dr. Christine Lottes, Dr. Lorri Engstrom and Dr. Yongjae Kim, faculty from the Department of Sport Management and Leadership Studies



Left to right: Jessica Kirkwood, Assistant Director, Jennifer Haydt, Enterprise Holdings and Kerri Gardi, Director of the Career Development Center.

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



Right: Dr. Donna Steslow, Assistant Chair, DBA, with current KU students



Left: Dr. John Walker, DBA Faculty, **Center: Mr. Philip Stefany**, Vanguard, with current KU Students.



Center: Mr. Dennis Abruzzi, Penske Logistics, a current COB Advisory Board member, pictured with current KU students.

Projects with local businesses - Dr. Therese Maskulka, Department of Business Administration

Paul Frederick, Inc., Fleetwood, PA: Working in groups, students in **Dr. Therese Maskulka's** two (2) MKT 340-Retail Management classes are working with **Scott Drayer**, VP of Marketing, to address the following issues:

1. As the existing Paul Frederick customer (and the baby boom generation as a whole) ages and heads toward retirement, will a demographically younger customer move in and replace them, or are there generational differences in style, purchasing behaviors, etc. that make this difficult?
2. Explore the possibility of a new "start-up" men's dress shirt brand targeting a younger demographic, possibly a 25-40 year old segment.

Guest speaker, Eric Savage, President, Freedom Automotive Group spoke to students in **Dr. Therese Maskulka's** MKT 340-Retail Management classes during the week of February 10.

Eric Savage provided details about his business and project details. He also met with **Dr. Therese Maskulka's** MBA MKT 550 class. The class will be working on a project analyzing different factors and variables that a car dealership encounters on a daily basis.



Department of Business Administration hosted a Reception with Alumni Keith McIlvaine

On Thursday, February 20 the Department of Business Administration hosted a reception. COB Alum and Center for Retail Solutions Board Member **Keith McIlvaine** was a contributing author to the new Ogden/Ogden Integrated Marketing Communications text (as was **Dr. Therese Maskulka**). Both **Keith and Therese** (among many others) attended the presentation of the publishing company for the text, Bridgepoint. **Mireille Yanow** (Associate Director and Sponsoring Editor at Bridgepoint) along with **Andrew McCann**, VP of Business Development (Bridgepoint) both provided a wonderful overview of the future of textbooks. New issues in online learning, most importantly the ADA requirements, and their impact on education were also discussed.

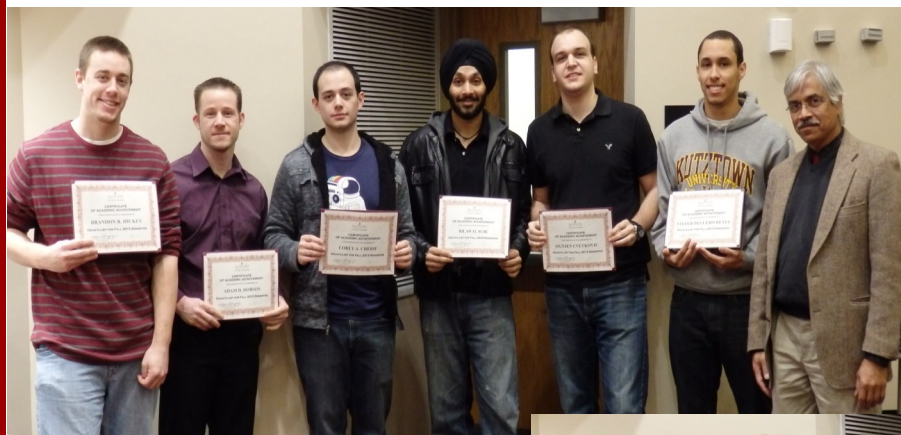


Pictured Left: Dr. Roger Hibbs Chair, DBA and guest, **Keith McIlvaine**



College of Business
2014 Spring Dean's List Reception
February 18, 2014 at 11a.m. in DF 100
for Fall 2013 Semester

Department of Business Administration



FINANCE

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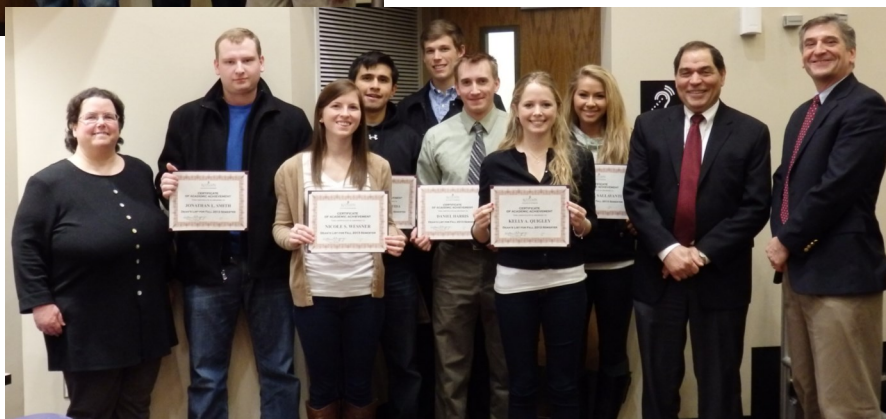
Brandon Hickey, Adam Dobson, Corey, Cherif, Bilawal Suri, Ognjen Cvetkovic. Stefer Peguero Reyes and Dr. Keshav Gupta

ACCOUNTING

Front row, left to right: Dr. Kathleen Kaminski, Jonathan Smith, Nicole Wessner, Kelly Quigley, Dr. Mostafa Maksy & Prof. David Wagaman.

Back row, left to right: Ricardo Bastida, Daniel Harris and Jordan Sallavanti

Third row: Keith Brown



MANAGEMENT

Left to right:

Dr. Roger Hibbs, Katherine Irace, Montrez Lewis, Shaina Mack and Stephanie Spatz

MARKETING

Left to right:

Dr. Okan Akcay, Caitlin Davies, Amy Reif, Tierney Bechtel, Dr. Feisal Murshed, Joseph Favinger and Thomas Ciccone



Department of Business Administration Continued



BUSINESS CORE

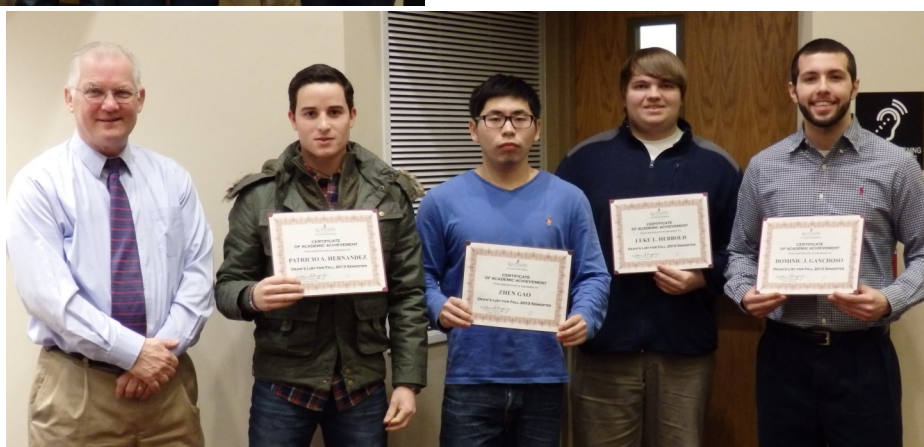
Left to right:

Dr. Roger Hibbs, Matthew Davies, Susan Baldwin, Jesse Barnes-Robertson, Holly Bream, Adam Fegley and Caitlyn Falguera

BUSINESS CORE

Left to right:

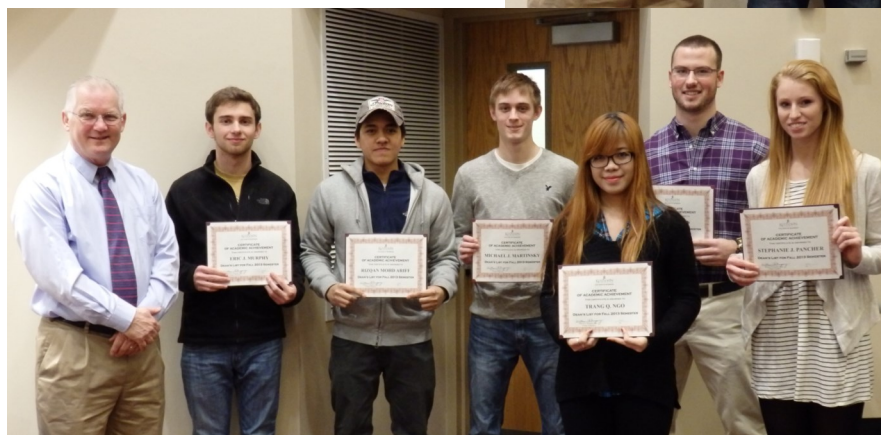
Dr. Roger Hibbs, Patricio Hernandez, Zhen Gao, Luke Herbold and Dominic Ganchoso



BUSINESS CORE

Left to right:

Dr. Roger Hibbs, Eric Murphy, Rizqan Mohd Ariff, Michael Martinsky, Trang Ngo, Rocco Mason and Stephanie Pancher



BUSINESS CORE

Left to right:

Dr. Roger Hibbs, Caitlin Sworen, YaDi Shi, Manpreet Patel, Kathryn Peluso and Michael Scocca





College of Business
2014 Spring Dean's List Reception
February 18, 2014 at 11a.m. in DF 100
for Fall 2013 Semester

Department of Sport Management and Leadership Studies



Front row, left to right:

Dr. Judith Smith, Dr. Christine Lottes, Stephen Enders, Sarah Ginrich and Dr. Dina Hayduk.

Back row, left to right:

Greg Bamberger, Daniel Battaglia, Micah Fraction and John Kelly

Front row, left to right:

Dr. Judith Smith, Dr. Dina Hayduk, Hanna Martin and Casey Lydon.

Back row, left to right:

Matthew Minnich, Thomas Manning, Anthony Marcheto, Elizabeth Metz and Dr. Christine Lottes.



Front row, left to right:

Dr. Judith Smith, Dr. Dina Hayduk, Britney Stone, Erika Sallavanti, Alexander Plate, Nicholas Vuotto

Back row, left to right:

Michael Wiechecki, Michael Wasco and Dr. Christine Lottes.



Front row, left to right:

Cameron Lipnicky, Genevieve Altomare, Dr. Christine Lottes and Meghan Kowalchuk



American Advertising Federation - AAF

President: Heather Galusz
Secretary: Tierney Bechtel
VP Social: Joe Favinger
Creative Director: Josh Moyer
Treasurer: Nikki Kyriakopoulos
AAF Faculty Advisor:
 For information contact
 Dr. Roger Hibbs, Chair, DBA
 DF 233



The **American Advertising Federation** is a competitive organization that strives to better the students knowledge of current advertising. Through an exciting advertising campaign competition, the American Advertising Federation 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 plans a large event/concert in April. Also, a goal is to create packets for other clubs if they are interested in having us do any type of advertising for them.

ACCOUNTING CLUB



President: Daniel Harris
Treasurer: Joseph Sabatino
Secretary: Amelia Duffy

Club Advisor: Professor Dave Wagaman, DF 218
dwagaman@kutztown.edu

The Accounting Club, welcomed Christy Resh, Internal Audit Manager from Penske, to speak on Tuesday, March 11th.

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



AMA will hold their at large meeting for all the students interested in the club on Thursday, March 13, 11am DF 115-16

Supply Chain Management Business Logistics Club



President: Justin Maynard
jmayn442@live.kutztown.edu
VP: Blasé Garrecht
Secretary: Kaci Sell
Treasurer: Daniel Rouse
Faculty Advisor:
 Dr. Gary Chao, DF 222
chao@kutztown.edu

For more information about club activities and meetings, contact Justin Maynard or Dr. Gary Chao.

Entrepreneurship Club

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



On February 27th, **Dr. Ernie Post**, Director and **Mr. Peter Hornberger**, Blended Learning from the Small Business Development Center provided information to students about their services and incubator center at the Professional Building.
 A meeting will be held Thursday, March 11th at 11am in DF 202 to network and talk about club events.

FMA

Financial Management Association

President: Ognjen Cvetkovic
Vice President: Bilawal Suri
Treasurer: Rushi Amin
Secretary: Frank Adames
Parliamentarian:
 Corey Cherif
Advisers: Dr. Gupta, DF 209
gupta@kutztown.edu

Jessica Oyigo, KU alum in Finance, '04; M'05 underwriter for Zurich Credit & Political Risk company was a guest speaker for the FMA Club on Thursday, February 20th. **Jessica** provided details about her career in New York City and gave information and advice about the many job opportunities available to finance majors. **Jessica** met with her former professor, **Dr. Gupta** and was excited to meet the current undergraduate students in finance. **Dr. Martha Geaney** welcomed **Jessica** and extended thanks for her presentation. **Jessica** took a brief tour of the campus and stopped by the MSU bookstore to pickup a few KU items!



Left to Right: Dr. Martha Geaney, COB, Associate Dean, **Jessica Oyigo** and **Bilawal Suri**

Business Students in the News.....

Danzer Scholarship Recipient

Reutlingen University, Germany



Chloe Swope has been selected to receive the Danzer Scholarship. The Scholarship is available to a business student applying to study at Reutlingen

University, German. **Chloe** plans to attend Reutlingen University in the Fall 2014 Semester. (The Reading/Reutlingen Fellowship is funded by the Danzer Foundation in Reutlingen, Germany. Each of the five colleges and universities in Berks County put forth their top two applicants for the Fellowship, for a total of 10 maximum to be considered. A committee comprised of a representative from each institution reviews the group of 10 applications and selects two students and two alternates to receive the Fellowship for the following fall semester. Each student pays tuition & fees to his/her home institution. S/he receives \$3,000 USD plus 50% of the remaining tuition & fees from the Danzer Foundation to pay for costs at their home institution. They also receive €4,000 Euros in their personal bank account for expenditures (room, meals, supplies, excursions, etc.) in Germany.

Chloe is a BSBA business student majoring in Marketing. Chloe offered the following comments for the article. "I have always wanted to study abroad. I thought that my options would be limited to English-speaking countries, as I am not fluent in another language, but I was delighted to discover that there are business programs taught in English in many countries. I looked into Reutlingen University because the College of Business already has a partnership with them and because of the Danzer Fellowship."

Chloe mentioned in order to prepare, she will be doing the following: "I am taking German one this semester so that I am not completely clueless about the language! I have been talking to everyone that I know has traveled to Germany to get their tips and recommendations. I'll be working with Reutlingen's international office to register for classes and obtain housing."

Chloe looks forward to visiting Berlin and Munich, going to as many Christmas markets as possible, and staying in the Pantone Hotel in Brussels.



Joseph Favinger

Joseph Favinger is a May 2014 graduate in the BSBA business program with a major in Marketing and minor in Electronic Media. Joe attended the Etiquette Dinner/Business Networking

event held on Tuesday, February 25th. He assisted with the video-taping for the program and participated in the etiquette dinner. A clip of the program will be provided for the COB website.

"In the last two years of my college career, I have been very connected with the Career Development Center. I have attended each internship and job fair, while attending may Reumania's to keep my resume up to date and in check. I had the pleasure to get an interview during mock interview mania week, in which I was interviewed by a representative of Penske. I also have had two actual on-campus interviews with Penske and Pepsi Co. this fall semester. As the Vice President of Social in the American Advertising Federation (AAF), I have partaken in many different social events and activities. In club meetings, I've had the pleasure to listen to great key speakers such as Peter Hornberger, William Childs, Marty Blich and many others.

I chose marketing because advertising is something that has always been an interest of mine. Media was also an interest, but more of a hobby and something that came second-nature. I loved ads and jingles growing up, and I was curious to dive deeper on how ads move people. Once I joined a marketing club in high school. I realized it was the major for me

My goals for graduation are hopefully to secure a full-time position in the media industry, either in sales, marketing or production. After establishing myself in the media world, I plan to dive into the music industry, where my dream job would be a manager or producer of a rock group."

- Comments provided by Joseph Favinger.



Office of International Admissions

For more information on Exchange Opportunities, contact: Office of International Admissions, Boxwood House, Phone: 484.646.4256, **Robyn Apgar, Associate Director**

International Admissions/International Studies at apgar@kutztown.edu or <http://www.kutztown.edu/acad/intlstudies/studyabroad.asp>

Visit the National Student Exchange site at www.nse.org to learn more about available programs.

Department of Sport Management & Leadership Studies



Dr. Lorri Engstrom,

Chair, Department of Sport Management & Leadership Studies

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

Office Hours: MW 11:30-1:30pm
 Fri. 11:30 - 12:30pm

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

Dear Leisure and Sport Studies Majors,

Please be aware that advising starts soon. Officially advising starts March 24th but many advisors may contact you sooner to sign up for your advising meeting. Meeting with your advisor is one of the most important steps in completing your degree in four years. Bring your folder and check sheet and do not miss your advising meeting!!! Below are ten tips specific to the Leisure and Sport Studies Degree.

Top Ten Advising Tips for Spring 2014

Prerequisites:

SPT 160 is a prereq for **all** required SPT courses, additionally:

SPT 195 is a prereq for SPT 260;

SPT 285 is a prereq for SPT 345

SPT 290 is a prereq for SPT 330

SPT 222 is a prereq for SPT 335 & SPT 340 – Coaching Internship

- All students planning to register for SPT 340 must see Dr. Smith (jsmith@kutztown.edu) prior to registering for classes.
- Both **SPT 305 and SPT 330** require 60 completed credits prior to the start of classes
- SPT 350 – Internship in Sport Management
Must have 90 credits, Completed SPT 160, and 330, GPA of 2.0 or higher
Once you have earned 60-75 credits you must attend a mandatory internship meeting. Look for announcements early in the spring and fall semesters
- WRI 207 – Writing for the Workplace is highly recommended. You must call the Department of English secretary – 610.683.4353, or go to the office 132 Lytle Hall to be registered for the course. You must have the following information prior to contacting the department: your ID number, program number (34030), and class time. It is a **request** not a demand or right, please be courteous and gracious with the secretary and Chair of the English Department.
- Of your last 45 credits, 30 must be taken at KU

It is important to take computer competency classes while working on the LSS major.

- Need electives – Take PRO classes - PRO 130 is now a writing intensive course (WI).
- Acute fear of public speaking: e-mail Dr. Grapsy – grapsy@kutztown.edu
- New to the registration process – talk to an upperclassman to find out how you register online.
- SPT 205 is closing at 20 students. The next 10 students with the most seniority will be admitted. Please call (610-683-4370) or email Ms. Scroble with your name, ID and amount of credits completed as of Spring 2014.

After registering, and a class is full, which you need to intern or graduate, **e-mail Leslie Scroble** at scroble@kutztown.edu - your name, student ID Number, course name/number/section number and copy your e-mail to your Advisor.

For more information about the Department of Sport Management and Leadership Studies please visit their website at: <http://www2.kutztown.edu/SportManagement>

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



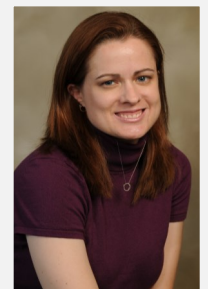
President: Tim Szewczak,
tszew512@live.kutztown.edu

Vice President: Mike Lineman

Secretary: Kate Herlinhy

Treasurer: Ashley Currao and Zach Werner

Faculty Advisor: Kerri Cebula,
 Dept. of Sport Management & Leadership Studies at OM 212
cebula@kutztown.edu



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.

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

**Dr. Roger Hibbs,**

Chair of Business Administration

Office: 233A deFran—610-683-4580
hibbs@kutztown.edu

Office hours:

Mon. - Friday 10-11am.

Secretaries: Mrs. Donna DeLong &
Mrs. Kim Kilgus**IT'S ADVISEMENT TIME!****Advisement begins on March 24th and ends April 29th.**
To make sure you graduate on time!

This semester the Administration has implemented a block advisement system – which means that **no student may register for Fall 2014 classes until they see their academic advisor and they unblock them for registration.** THEREFORE, you must meet your advisor at your earliest convenience. Students can find their assigned advisors by checking on MyKU.

If an advisor is not listed, please see the department 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. **Using your MyKU account, place your chosen courses, with three alternatives in your shopping cart.** Do not come unprepared – advisors have a heavy advising load and cannot advise properly if students are not prepared.

Accounting and Financial majors – pay attention to course sequencing. Many accounting and finance courses are only offered every other semester. If the course is not taken when it is offered, you will not have the pre-requisite for the next course in the sequence. Use your check sheet to make sure you are taking the correct 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 Fall schedule. So, any student anticipating completing the core this semester has to develop a plan “A” – a Fall 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

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 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

For more information about the Department of Business Administration, please visit their website at: <http://www2.kutztown.edu/BusinessAdministration>

**Dr. Donna Steslow,** Assistant
Chair of Business AdministrationOffice: 232 deFran - 610-683-4587
steslow@kutztown.edu

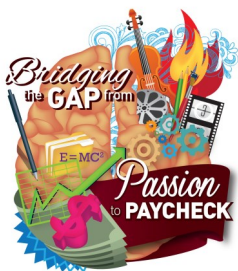
Office hours:

Mon & Wed -1-2pm.

Tuesday - 8:30-9:30am & 3-5pm

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.



Entrepreneurship Day

Thursday, March 7th, 11am - MSU 218

Entrepreneurship Day was held on Thursday, March 6, 2014 at 11a.m. in MSU 218 - All Kutztown University Students & Faculty were welcome to attend the event, sponsored by the Entrepreneurial Leadership Center, **Dr. Duane Crider**, faculty coordinator. The purpose of this event was to expose students and faculty to successful entrepreneurs and support services in the area, spread awareness of the Entrepreneurial Leadership Center and create support and awareness for the Business Plan Competition and classes. A luncheon was held following the program at 12 noon with speakers, KU Administrators and business guests along with students from the Entrepreneurship Club and ELC Student Associates working with the Kutztown Community Partnership.

Featured Speakers:

- **Mr. Lou Fromm**, Owner/VP Business Development at Fromm Electric Supply Corporation. Lou is a second generation owner/manager of Fromm Electric. He is a member of the College of Business Advisory Board
- **Mr. Joel Seidel**, Owner and Founder of Joel Seidel Photography & Pop's Malt Shoppe. In the past three years Joel has worked with students in workshop groups in Kutztown and at Penn State, Lehigh Campus and Lehigh County Community College as an entrepreneur mentor for students who want to have a similar career path.

Both spoke about how passionate they are about their business and customer service. They were very enthusiastic about business ownership, entrepreneurship initiatives and speaking at Entrepreneurship Day.

- **Andrew Velik** - currently a double major at Kutztown University in BSBA Business and BA German Studies/Communication & Culture and is minoring in French. Andrew is working with Dr. Andrew Arnold, Chair of the History Department and President of Kutztown Community Partnership (KCP) and Dr. Duane Crider, Entrepreneurial Leadership Center, Faculty Coordinator. Andrew works as an ELC Associate for the Kutztown Community Partnership (KCP) assisting with comprehensive business plan evaluations.
- **Chad Fry** - Kutztown graduate, May 2012 in BSBA Business with a Marketing major. He is currently enrolled in the Masters of Business Administration (MBA) program at Kutztown University. Chad is a graduate assistant working with Dr. William Dempsey, Dean, College of Business and Dr. Duane Crider, Faculty Coordinator for Entrepreneurial Leadership Center (ELC). He also serves as a student advisor to the Entrepreneurship Club. Chad assists with the Business Idea Competitions. He also works with the student associates for the Kutztown Community Partnership (KCP) initiatives.



Left to Right: Mr. Lou Fromm, Fromm Electric, **Dr. William Dempsey**, Dean, COB, **Mr. Joel Seidel**, Joel Seidel Photography & Pop's Malt Shoppe & **Dr. Duane Crider**, ELC Faculty Coordinator.



Left to right: Dr. William Dempsey, Dean, COB, introducing **Mr. Lou Fromm**, Fromm Electric, **Mr. Joel Seidel**, Joel Seidel Photography & Pop's Malt Shoppe and student speakers, **Mr. Andrew Velik** and **Mr. Chad Fry**



Left to Right: Dr. William Dempsey, Dean, COB, **Dr. Duane Crider**, ELC Faculty Coordinator, and Center: **Ms. Clare Kilpatrick Benz**, Career Education Specialist, **Hamburg Area School District with Hamburg High School Students**; invited guests to program because of their High School Entrepreneurship Initiatives.



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 MBA program requires completion of 10 graduate courses (30 graduate credits) including nine required graduate courses and one elective course - independent study

For more information, please refer to the website:

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

LIKE the MBA program on FB at : www.facebook.com/KutztownUniversityMBA

Or call 610-683-4575 for more information!



The College of Business and Department of Business Administration invite you to attend the upcoming

MBA INFORMATION RECEPTIONS



1. **Graduate Assistantships and the Small Business Development Center**
Thursday, April 3, 2014 - MSU 322 - 5:30pm
2. **GMAT Tips: Get the Best Test Results!**
Meet Kerri Quick from Kaplan
Wednesday, April 23, 2014 - MSU 312 - 5:30pm
3. **Completing Your MBA Foundation Courses**
Wednesday, May 21, 2014 - DF 210 - 5:30pm
4. **Day in the Life of a Graduate Student: Meet and Greet Faculty**
Wednesday, June 25, 2014 - DF 210 - 5:30pm

Food and refreshments will be provided for attendees.

Should you decide to attend, please register online at:

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

For more information please call 610-683-4575

or visit the MBA program online at: <http://www2.kutztown.edu/MBA>

Center for Retail Solutions Challenger – April 3



Sorrelli Jewelers is the sponsor for this year's Center for Retailing Solutions Corporate Challenge. Student teams from across the area are preparing to "wow" Sorrelli with plans they've developed that are aimed toward helping Sorrelli expand their retail brand and stores. Already, Kutztown University, Penn State – Lehigh Valley, Penn State- Abington, Penn State – Wilkes-Barre have indicated they are sending teams for the competition. The winning team receives \$1,000 cash prize from the CRS,

while the second place team receives \$500.00. In addition to the challenge, CRS members will be in attendance, and Wal-Mart, Sorrelli and others will be looking at students for potential employment. Please encourage your students to attend. Faculty are welcome and encouraged to attend as well. Professor Tim Schauer will lead the KU team this year. KU won the competition last year and was awarded the Traveling Trophy which has the names of past teams/schools and winners engraved on it (much like Lord Stanley's Cup in the NHL).

The competition is **Thursday, April 3rd, 2014 in the McFarland Student Union (MSU)**. The first team begins their presentation at 9:00 a.m. and the program ends with the awarding of the trophy and winning teams around 2:00 p.m. All are welcome to attend!



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