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College of Business Clubs

Accounting Club
Advisor: Dave Wagaman,
DF 218

American Advertising Federation (AAF) Club Advisor: Dr. Victor Massad, DF 223

American Marketing Association Club (AMA) Advisor: Dr. Paul Sable, DF 220

Entrepreneurship Club *Advisor:* Dr. Roger Hibbs, DF 233/Dr. CJ Rhoads, DF 204F

Financial Management Association Club Advisor: Dr. Keshav Gupta, DF 209/ Dr. John Walker, DF 228

Sport, Leisure & Athletic Management Club (SLAM) Advisor: Prof. Kerri

Supply Chain Management & Business Logistics Club Advisor: Dr. Gary Chao, DF 222

Cebula, OM 212

COB WEB Newsletter by and for KU COB students, faculty and staff

Volume 11 Issue: 8 November 2014



COLLEGE OF BUSINESS

Featured Business:

Tony Iannelli - President/CEO Lehigh Valley Chamber

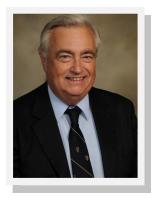
Tony Iannelli is the CEO and President of the Greater Lehigh Valley Chamber of Commerce. Since he took the reins in 1997, what was then the Allentown Chamber has grown under his leadership from just 700 members to over 5,000 and is currently the 9th largest Chamber in the United States covering the entire Lehigh Valley Metropolitan Area including Carbon, Lehigh, Northampton and eastern Warren Counties.

Tony was recently appointed to the Kutztown University Council of Trustees by Governor Tom Corbett and currently serves as Chairman of the Regional Salvation Army. He has been recognized with the Latino Leadership Alliance Distinguished Service Award, The William Allen Distinguished Alumni Award, The Kids Peace Community Leader Award, the Muhlenberg College Entrepreneur Award, and the Lehigh Valley Human Relations Award. He also has received the Regional Entrepreneur of the Year Award, an honor bestowed by Ernst & Young to such outstanding business leaders as Bill Gates. Tony has previously served as the Chairman of the Lehigh Northampton Airport Authority and has volunteered to assist local charities as honorary chairman of their fundraising events including the American Cancer Society Daffodil Days, American Diabetes Association Step Out Walk, Prostate Cancer Golf Tournament and others.

As host of <u>Business Matters</u>, the region's premier local business television show, his fast paced, hot topics interview show is broadcast by Channel 69 WFMZ-TV and carried on 46 cable companies in Pennsylvania and New Jersey and is viewed in more than 2 million households. Guests on his show have included U.S. Secretary of State Hillary Clinton, former Speaker of the House, Newt Gingrich, U.S. Secretary of Transportation Ray LaHood, U.S. Senators Pat Toomey, Bob Casey and Arlen Specter, Boston Beer Company CEO Jim Koch and the Reverend Jesse Jackson, and PA Governors Tom Corbett and Ed Rendell.

Please come join us as Tony Iannelli speaks to the students about opportunities at the Lehigh Valley Chamber. He will provide information about the company and follow the presentation with a question/answer session.

Thursday, November 13, 2014 - 11AM - DF 100



Message from the Dean

The year 2015 is a big one for the College of Business and Kutztown University. Two important accreditations may be achieved and new degree minors are expected to be put into operation. As of September 1, the Department of Business Administration (DBA) submitted its substantial Self-Evaluation Report to the AACSB (Association to Advanced Collegiate Schools of Business). We are expecting a peer review team visit on March 1-4, 2015 and, if the team is satisfied with what they find on the visit, then we will gain accreditation in April when the AACSB has its annual meeting. Meanwhile the Department of Sport Management and Leadership Studies is working on earning accreditation with COSMA (Commission on Sport Management Accreditation). It is possible that this would

occur sometime in Fall 2015. We expect to have a university-wide minor in entrepreneurship available for KU students beginning in 2015-16. The COB is playing an important role with the leadership of Duane Crider in moving this minor forward. Steps in the DBA are being taken to create a minor in Supply Chain Management and Logistics that may be available as of 2015-16. Also, the DBA is working on a program to assist students prepare to become *Certified Financial Planners*.

Featured Speakers Page 2



Richard Yuengling



Pictured left to right: Julie Brinker, KU Foundation Development Officer, Richard Yuengling, Guest Speaker and Dean Dempsey

On Thursday, September 18, 2014, **Richard Yuengling** addressed a multitude of students in DF 100. He discussed how he became involved with the Yuengling company and his current role within the company. He engaged students in an active question and answer session and posed for many pictures after the presentation.

Richard Yuengling was born and raised in Pottsville, PA. He graduated from Pottsville High School in 1961 and attended Lycoming College in Williamsport, PA for one year. During high school and college, Dick spent his summers in various labor jobs throughout the plant. He served six years (from the late 1960's to early 1970's) in the Pennsylvania National Guard.

Dick worked at the plant until 1973 when he left the brewery and bought his own beer distributorship in Schuylkill County. He served that county with Pabst Blue Ribbon, Rolling Rock, and Carling Black Label brands, learning the wholesaler side of the business firsthand.

In 1985, Dick bought the family business from his father who had become ill. At that time, the brewery was selling 137,000 barrels of beer.

Since those early days, the brewery has grown twenty times in size, reaching a milestone 2.8 million barrels of production and celebrating its 185th Anniversary this year. It has three production facilities – two in Pottsville, PA and one in Tampa, FL. Yuengling has grown to become a regional favorite, distributing beer in 18 states along the East Coast from New England down to Florida.

For more information on Yuengling, visit their website at: http://www.yuengling.com

Michael Grossman, WWE





Michael Grossman gave a presentation on Tuesday, October 28th, 2014, in the Academic Forum, Room 201. Michael is Senior Vice President of Television and Network Operations at World Wrestling Entertainment. He received his degree in Telecommunications from Kutztown University in 1985. Michael's career began in Wilmington, DE, producing corporate television for E.I. DuPont. After discovering a love for editing, he began freelance work at EJ Stewart, a production house in Philadelphia, where he eventually joined their staff. Michael also gained experience in technical directing and later moved to freelance editing and technical directing until he was recruited by WWE to edit their flagship programming.

Throughout his 26-year career at WWE, Michael has been promoted through the ranks from Editor to his current position as SVP, where he oversees Technical Operations of WWE's production studio in Connecticut, domestic and international field production, and the recently launched WWE network. His career accomplishments include technical oversight of projects including WWE's HDTV conversion, SFL Football League, WWE NY Times Square Entertainment Facility, and the WWE Network.

For more information on WWE visit their website at: http://www.wwe.com/

COB Upcoming Events Mark your calendars.....

- Thursday, November 20th ELC Business Plan Competition, 6pm DF 100
- Thursday, December 4th MBA Informational Reception - Completing the MBA Foundation Courses, 5:30pm, MSU 322
- Tuesday, February 17th Dean's List Reception, 11am DF 100
- Thursday, February 19th COB Featured Speaker -TBA, 11am, DF 100
- Tuesday, February 24th
 – Etiquette Dinner 6pm, MSU 218
- Thursday, March 19th COB Featured Speaker Mr.
 Bart Oates, former football player for New York
 Giants & San Francisco 49ers, 11am, DF 100

College of Business and MBA Alums Celebrate Homecoming with

Guest Speaker:
George Kanupka IV, ('01, M '09)
General Manager, Exel Logistics
"Leveraging Your MBA to Grow
Your Career"



Left: Dean William Dempsey, Guest Speaker, George J. Kanupka, Acting President, Dr. Carlos Vargas, and COB Associate Dean, Dr. Martha Geaney

On Saturday, October 18, 2014 the College of Business sponsored an Alumni Affinity Reunion for graduates from the College of Business at the McFarland Student Union Building, Room 250 at 10:30am. KU Alum, George J. Kanupka IV spoke at the event on "Leveraging Your MBA to Grow Your Career". **George** is currently employed by Exel Logistics (Mechanicsburg, PA) and serves as the General Manager supporting the spirits and wines industry. Prior to being a member of the Exel team, he was a Transportation Manager at Nestle Waters based out of Allentown, PA, and also worked at Penske. He has held multiple positions of leadership including board member of the Lehigh Valley Roundtable of CSCMP and a Board Member of the Lehigh Valley Chamber of Commerce Transportation Committee. George received both his undergraduate (01') and MBA (09') degrees from Kutztown University.

Several College of Business Advisory Board members, KU alumni, MBA students, and faculty members participated in the homecoming event. After the event, Dr. Martha Geaney, Associate Dean, provided several of the guests a brief tour across campus.



FOUNDATION & ALUMNI



Julie Brinker

The Development Officer for the Kutztown University Foundation, brings 15 years of experience in fundraising and sales to her position. Julie is responsible for raising funds for the College of Business and the College of Liberal Arts & Sciences.

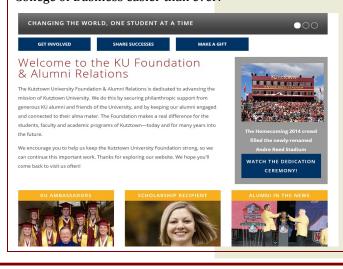


Please consider supporting the College of Business with a gift this fall. Contributions can be made online at https://support.give2ku.org/donate-now or contact Julie Brinker, College of Business, Development Officer at 610-683-4742 or via email at brink-er@kutztownUfoundation.org

Why Give to KU? The simple and pure generosity of individuals, groups, corporations and foundations creates positive change around the world, everywhere and every day. The KU Foundation relies on the support of thousands of donors each year to accomplish its mission. Giving *matters* because your philanthropy will open new doors and help KU students pursue their dreams!

KU Foundation's New Website

The Kutztown University Foundation & Alumni Relations is pleased to announce the launch of our new website! It offers a better user experience for the entire KU community through simplified menus, a cleaner design and more integrated functions, including easy event registration and profile creation. KU alumni can submit class notes and view the alumni directory, and KU parents, friends and donors can look up their giving histories and donate online without needing to log in. We invite you to visit www.kutztownUfoundation.org to see the improvements we've made and new features we've unveiled. Our new site makes supporting the College of Business easier than ever!



Department of Business Administration



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

Dr. Donna Steslow,Assistant Chair of Business
Administration

Office: 232 deFran - 610-683-4587

steslow@kutztown.edu

Office hours:

Mon. 1-4pm, Tues. 2-3pm, Wed. 3-4pm, Thurs. 8:30-9:30am

Secretaries: Mrs. Donna DeLong, &

Mrs. Kim Kilgus



DBA Research Workshop

The first Research Workshop of the fall semester was on Friday, September 19, 2014, at 2pm, in room 117DF. The topic was, "Applying Bogle's Decomposition Model to the Review and Analysis of a Community Bank's Stock Performance" Presented by Drs. John Walker and Jonathan Kramer

Dean William Dempsey, Associate Dean Martha Geaney, and Professors Keshav Gupta, Stephen Hensler, Kathy Kaminski, Sue Kong, Rajeev Kumar, Victor Massad, Donna Steslow, and Girma Zelleke also were in attendance.

Dr. Feisal Murshed will present his workshop titled "Revisiting Salespeople Knowledge and Performance: The Role of Optimism" on Thursday, October 30th at 11a.m. in deFrancesco 117. Mark your calendar.



Pictured from left to right: Dean William Dempsey, Dr. John Walker, Dr. Jonathan Kramer, and Dr. Mostafa Maksy.

DBA Internships

Qualifying for an Internship for Credit

You may qualify for an internship if you:

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

Once you have decided on a type of internship, you should select your faculty supervisor of the internship. This is the person who will make sure your internship application packet is complete, work with you during your internship, set expectations for your reporting on your internship, and submit the grade for your internship.

The Internship Application Packet is available in the Department of Business Administration in deFran, Room 233 or online at http://www2.kutztown.edu/academics/colleges-and-departments/business/departments/business-administration/internships.htm

Below is a list of the internship application deadlines. If you have any questions regarding internships, please call 610-683-4580 or stop by the department office to speak to Dr. Roger Hibbs, Dept. Chair.



DEPARTMENT OF
BUSINESS
ADMINISTRATION
INTERNSHIP APPLICATION
DEADLINES

(DUE THE MONDAY OF THE LAST WEEK OF CLASSES OF THE PRIOR SEMESTER/SESSION)

SPRING 2015 INTERNSHIPS

DUE – December 1, 2014

SUMMER I 2015 INTERNSHIPS DUE – May 4, 2015

SUMMER II 2015 INTERNSHIPS

DUE - June 22, 2015

FALL 2015 INTERNSHIPS

DUE - August 3, 2015

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 12:30-2:00pm

Tues. 1:00 - 3:00pm

Secretary: Ms. Deb Peter 610-683-4370, 214 Old Main



First Annual Frisbee Golf Tournament Homecoming Pre-Game Event Saturday, October 18th 2014



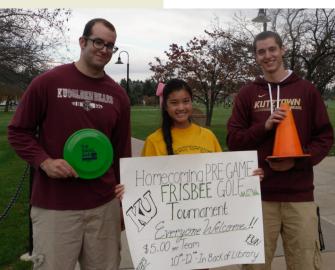
Congratulations to **Dr. Lorri Engstrom**, Chair of the Department of Sport Management and Leadership Studies, on winning the Isabel and Arthur Wiesenberger Award for Excellence in Teaching. She was presented the award on Friday during the Opening Day Celebration on August 22nd. **Photographed with (left)** Alex Ogeka, Director of Development & Alumni Relations, Dr. Lorri Engstrom, Chair, DSMLS and Acting President, Dr. Carlos Vargas.



Left: Dr. Lorri Engstrom DSMLS Chair, Dr. Carlos Vargas, Acting President & Professor Kerri Cebula, DSMLS faculty







Students from the Department of Sport Management and Leadership Studies, the SLAM Club and DSMLS Faculty came out to participate in the Kutztown Homecoming and the First Annual Frisbee Golf Tournament!

Small Business Development Center Kutztown University of Pennsylvania

Helping businesses start, grow, and prosper.



Dr. Ernie PostDirector
post@kutztown.edu
484-646-4002
Professional Building 201



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

SBDC Announcements

Kutztown SBDC Awarded Grant

The U.S. Small Business Administration announced that the Kutztown SBDC's Jump Start Diversity (JSD) will receive a \$50,000 grant for the launch of the Food Accelerator IDEA (Innovation, Development and Entrepreneurship Accelerator). The program will focus on providing marketing assistance to ten established food manufacturers in the Greater Reading Region. The grant comes as part of the Growth Accelerator Fund competition which attracted 800 applications from across the country. Kutztown SBDC is one of 50 grant recipients. For more information, read the story here: http://www2.kutztown.edu/news-and-media/news-releases/september-2014/ku-small-business-development-center-awarded-grant.htm

New Season of Buzz 101 (Youtube Live Show on Social Media)

Every week, the KU SBDC addresses hot topics from the world of online and social media marketing. The 30 minute web show is presented live and viewers can comment and ask questions via Twitter @KutztownSBDC or by email at sbdc@kutztown.edu. After the show, the conversation can continue on social media or via SBDC online learning programs and services. Friday's from 11:00 am - 11:30pm. http://www.kutztownsbdc.org/tv/

Kutztown SBDC on BCTV

The KU SBDC hosts its monthly television show on Berks County Television (BCTV). Michael Grimm, government marketing consultant at the SBDC, will be the moderator for the show discussing relevant topics for small businesses. The program will be televised on Channel 13 for Comcast customers and on Channel 19 for Service Electric Cablevision subscribers. 4th Friday of every month (12:30 pm)

Manufacturing Day 2014

MFG DAY addressed common misperceptions about manufacturing by giving manufacturers an opportunity to open their doors and show, in a coordinated effort, what manufacturing is and what it isn't. MFG DAY was on Friday, October 3, 2014. http://www.mfgday.com/

KUTZTOWN UNIVERSITY SBDC ANNOUNCES BUSINESS PLAN PITCH WORKSHOP IN HARRISBURG

The Kutztown University Small Business Development Center (KU SBDC) held a workshop program called the Business Plan Pitch in Harrisburg on Tuesday, September 30th, 2014 from 1:30 to 4:30 pm. It was held at 3211 N Front St, Harrisburg 17110. The workshop was co-sponsored by the Harrisburg Regional Chamber of Commerce and the Capital Region Economic Development Corporation (CREDC). During the workshop, attendees were able to develop their business model and business plan outline. Attendees were given hands on assistance from SBDC consultants and graduate students using business planning tools that are provided at no cost by the KU SBDC.





Professor Kerri Cebula

Department of Sport Management & Leadership Studies

Professor Cebula prefers to be called "Professor" rather than "Doctor" because she is terrified of her Ethics professor from law school. Growing up, Professor

Cebula always wanted to be a prosecutor or a politician, so she completed her undergraduate work in Political Science and Justice at American University. While she was still interested in politics, she interned for two members of the House of Representatives and the DC City Council. She got to go on the floor of the House of Representatives and also got to tour the West Wing of the White House. She has pictures to prove the West Wing visit, though none of the Oval Office because she did not want to get arrested.

While at American, she took a class called "Sports and the Law" from the school's compliance officer and thought that would be a good career move as it combined her love of sports and her love of the law. After graduation, she went to work in the Compliance Office in the Athletics Department at Villanova University. A major investigation by the NCAA prompted her to go to law school. She earned her Juris Doctor from Marquette University Law School and a Certificate in Sports Law from the National Sports Law Institute of Marquette University Law School. While at MULS, she was a member of the Marquette Sports Law Review and served as a research assistant to Professor Paul Anderson, Associate Director of the NSLI. She also

Faculty & Staff Corner Page 7

Professor Kerri Cebula Continued:

served as a legal intern with the Wisconsin State Fair Park, where she tried to figure out who owned the railroad tracks that run through the park, and the Pettit National Ice Center, where she wrote liability waivers for Cream Puff Curling. After graduation, she returned to college athletics, serving various roles in the Compliance Office at the University of Delaware until she came to Kutztown in the fall of 2012.

Professor Cebula has lived in four states and one district and visited 23 others. She has also traveled to Canada, Ireland and the United Kingdom. She now lives in Pottstown with her dog, Mater, and her tortoise, Torpedo. Her dream is to tour the Houses of Parliament in London and to take a ride on the Orient Express.

Professor Cebula is a huge fan of all Philadelphia sports, even in bad times. She is also a huge Villanova and Marquette fan, but roots for Villanova whenever they play each other. On the weekends, she can generally be found watching cars go fast, whether they are stock cars or open wheeled.

Dr. Okan Akcay

Department of Business Administration

Dr. Okan Akcay has been a Professor of Marketing at Kutztown University for the past 28 years. He has taught graduate and undergraduate level courses such as International Marketing, New Product



Management, Marketing Management and Marketing Strategies and Planning.

Previously, he taught at Elizabethtown College and in Turkey at Uludag University. Through Kutztown University he has participated in the faculty exchange program with Kenyata University in Kenya, Punjabi University in India, Capital University of Economics and Business Administration in Beijing, China and Yantai University in Yantai, China as a visiting scholar.

Dr. Akcay attends, presents and has papers published at conferences at the regional, national and international levels. His recent interests are in product color choices for various products for different segments of consumers in the U.S. and around the world, perceptions of Super Bowl ads, and value marketing retail practices in the U.S.

Dr. Akcay received his Master's Degree in Marketing at Michigan State University and his Doctorate Degree at Uludag University in Turkey. He is on the Editorial Board of American Research Institute for Policy Development (ARIPD); Journal of Marketing Management, Journal of

Dr. Okan Akcay Continued:

Small Business and Entrepreneurship Development and Strategic Management Quarterly. He is also Associate Editor of The Journal of Management and Business Research.

He is married and has two children. He likes to travel, read, and go on walks, play tennis and badminton.



Ms. Leslie Scroble

College of Business, Dean's Office

Leslie A. Scroble started working for Kutztown University in 1995 with Dr. John Schellenberg in The Center for the Enhancement of Teaching. Leslie then worked in ACT 101 for Gail Craig then began working in the Health and Physical Ed Department (now Sport

Management and Leadership Studies). Leslie recently began working in the College of Business Dean's office for Associate Dean, Dr. Martha Geaney.

Leslie graduated in 2011 with a BS in General Psychology and Minor in Women's Studies. She is also a Fiber artist, member of Wool Whisperers Rug Hooking Guild Of Gwynedd Pennsylvania and National Association of Traditional Hooking Artists. Leslie is also a member of Quakertown Area Dulcimer and Autoharp Society – a group of folks that get together to play Mountain and Hammered Dulcimer and Autoharp.

Leslie is an Amateur Mycologist and member and newsletter editor of East Penn Mushroomers Club, which involves spending a lot of time in the woods in search of wild edible mushrooms.

Leslie has 2 children and 1 granddaughter, Lily who is 3. Her

daughter is expecting twins in the beginning of the year, and Leslie is looking forward to her trip to Las Vegas to visit her daughter and family when the twins are born.

The photo on right: Is a display of Rug Hooking that was created by Leslie Scroble. The rugs were on display in the Rohrbach Library in Spring Semester 2014.



Scholarship Corner Page 8

HOLLY SIEGFRIED MEMORIAL SCHOLARSHIP



Left: Dr. Geaney, Dean Dempsey, Kelly Quigley & Dr. John Walker

The first recipient of the **Holly Siegfried Memorial Scholarship** for the 2014–2015 academic school year is **Kelly Quigley.** Kelly is pursuing her BSBA in business with a major in accounting and a minor in finance. This scholarship will provide Kelly \$250 for the fall semester to use towards books and tuition.

The Holly Siegfried Memorial Scholarship was established by Josh and Brielle Albright through the KU Foundation in memory of Holly Siegfried. Both Mr. and Mrs. Albright are recent alumni of KU. Mr. Albright also participated in AIM while at KU. To be eligible for this reward the Albright's thoughtfully specified that:

- It would go to a KU student currently enrolled at KU;
- Who is pursuing a finance major;
- Who has maintained a GPA of 3.5 or higher; and
- Is a member of the AIM team.

Dr. Jonathan Kramer and **Dr. John Walker were pleased to** announced this scholarship was awarded to **Kelly Quigley** in order to recognize her high level of performance she has achieved here at KU and her participation in the AIM Program. Congratulations Kelly!

ENLIGHTENED LEADERS SCHOLARSHIP



Left: Dean Dempsey, Morgan Rutkowski,, Julie Brinker, Foundation and Dr. Martha Geaney, Associate Dean

Morgan Rutkowski is from Philadelphia and is a freshman at Kutztown University, pursuing her BSBA in business.

Enlightened Leaders Scholarship Continued:

The Enlightened Leaders Scholarship is a full, four-year scholarship to Kutztown University. The scholarship will cover the full cost of tuition, room and board, fees and incidental academic expenses for the student. The scholarship recipient must devote a minimum of twenty hours per semester to community service with disadvantaged and/or special needs children. The anonymous donor stated that he wants the recipient to leave KU with a knowledge of business as well as an understanding of the need to support those in our society who face economic and physical challenges.



Leisure and Sport Studies Scholarship

The LSS Scholarship is based on financial need, including the applicant working to assist in the funding of his/her education, personal commitment to sports and physical activity, and demonstrated ethical behavior. Below are the two winners for the Department of Sport Management and Leadership Studies.

Cody Snyder was awarded a Leisure and Sport Studies Scholarship in the amount of \$1,900. He is currently doing an internship with the Fleetwood Athletic Director. Cody works for Kutztown University's Sports Information Department, while also working summers for Reber's Landscaping. Cody's interests include



everything about professional football including being the commissioner of fantasy sport leagues.



Tyler Kurtz was awarded \$900. Tyler is originally from Lancaster, PA, where he attended Lampeter-Strasburg High School. At Kutztown University, he has a 3.36 GPA. Tyler is the President of the Kutztown University Men's Lacrosse Club as well as the Vice President of the Recreational and Sports Club Council. Tyler serves in the Pennsylvania Army National Guard. Tyler's career goal is to become an Athletic Director.

Congratulations to both **Cody Snyder** and **Tyler Kurtz!**

College of Business Freshmen Event September 8th, 2014 - MSU 218

The College of Business Advisory Board met on Monday, September 8th 3pm, MSU 322. Dean Dempsey provided updates for AACSB progress. COB Student Representatives, Katherine Irace and Kelsey Greth introduced themselves to the Advisory Board and discussed what accreditation means to the business students, D2L and Connections.

At 6:00pm many of the board members participated in the "Speed Networking – Freshmen Event". **Dean Dempsey** provided a welcome to the attendees and **Jack Gottlieb, COB Advisory Board Member,** 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". Faculty participating switched tables every five to eight minutes. Students expressed their appreciation to faculty and board members for providing such a great program. Light refreshments were provided to the students who attended.

Photos below are taken of College of Business Advisory Board Members and DBA & SPT Faculty who participated in event.













Welcome International Exchange Students!





Pictured from left to right: Dean Dempsey, Desislava Panteleeva, Heidi Hansen, and Associate Dean Geaney

Heidi Hansen

My name is Heidi, I am a graduate student on exchange semester here in Kutztown. I come from Denmark where I lived most of my life and also study and work. By the end of the semester, I will go back to Denmark and write my master thesis, which will be the final part of my Danish MBA in Management and Leadership. Once I finish I will pursue a job as a Product Manager or a Business Development analyst. To prepare for this job I am currently employed in Denmark as a Graduate Assistant in a Product Management department.

My personal interests are handball, skiing, hiking and running, so you will find me in the fitness center most days when I am not in class. I love traveling and getting to know new cultures, which is one of the main reasons for me being here. I went to Hong Kong to do a part of my bachelor degree and traveled through China, Macau, Singapore, Malaysia, Indonesia and the Philippines during my stay there, all of these cultural inputs taught me a lot. Due to my central position in Europe, I have traveled in many countries within Europe as well, though I still have many more places to see.

Desislava Panteleeva

My name is Desislava and I am an exchange student here in Kutztown University of Pennsylvania for one semester. My home country is Bulgaria, but I am doing my Master's in Business Administration with a minor in Accounting and Finance in Denmark. This is my third semester and after I return to Denmark I need to write my master thesis. I would like to work in the field of accounting or finance.

I like dancing, running, hiking and traveling. This is my second time in the United States. The first time I was on a Work & Travel program from my bachelor university in Bulgaria. I was in Big Sky, Montana. That is the most beautiful place on earth for me. The nature and the sights are just breathtaking. I traveled around Montana and to Yellow Stone Park, New York, Alexandria and Washington D.C. I have traveled around Europe as well-Romania, Germany, Sweden, and Denmark. Whenever I can I like spending time traveling around my home country. I would like to see more countries and cultures. On my bucket list is to visit New Zealand, Australia, Mexico, and South Africa.

ELC Entrepreneurial Leadership Center



The **Entrepreneurial Leadership Center** will be launching the **2014 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 5**th 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. For more information visit: http://kutztownelc2014.istart.org/

Applications are being accepted for ELC Associates working with local businesses and gaining experience. For more info. visit: http://www2.kutztown.edu/about-ku/administrative-offices/entrepreneurial-leadership-center/for-students/-incubatorelc-student-associate-positions.htm

Please feel free to email **Dr. Duane Crider** or **Seth Oravac**, Graduate Assistant for ELC with any questions you may have to Entrepreneurship@kutztown.edu

COB Clubs Page 11



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

The Kutztown Accounting club exists to promote relation-

ships 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 as fully equipped accounting professionals. For more information visit their website at:

http://www.kutztown.edu/activities/clubs/accounting/ aboutUs.html

American Advertising Federation

(AAF) 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.

Club Advisor: Dr. Victor Massad - DF 223 massad@kutztown.edu



American Marketing Association

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

AMA had a Guest Speaker on Tuesday October 21, at 11am in DF 116 from ADP to discuss; resume building, networking and sales positions available with ADP. Snacks & Refreshments were provided!



The main goal of KU AMA is to provide an important platform for students to grow both personally and professionally. We encourage our 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.

Supply Chain Management Business Logistics Club

Faculty Advisor:

Dr. Gary Chao, DF 222, chao@kutztown.edu

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 Administration Department; however, all business students within the DBA, regardless of specialization, are welcome.

The club held the following activities in Fall 2014: an Informational session on 10/15 in DF 210 and an Alumni Guest Speaker presented on 10/29 in DF 210.

The upcoming activities for Fall 2014:

11/11, Tuesday, 11 AM, DF 215

Guest speaker: Transportation Management



The Supply Chain Management and Logistics Club visited Penske on August 18, 2014. Four faculty members, two students and one university officer joined this trip.

SLAM Club - Sport, Leisure & Athletic Management Club (SLAM)



Club officers:

President: Mike Lineman Vice President: Erika Sallavanti Secretary: Molly Schwab Treasurer: Ashley Currao At Large: Nick Vuotto

Advisor: Kerri Cebula, OM 212,

610-683-4371,

cebula@kutztown.edu

The Sport, Leisure and Athletic Management (SLAM) club is an undergraduate studentdirected 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 opportunities to learn about different sport industries and to network with practitioners in the field.

If you are interested in joining SLAM, please email the officers at slam@kutztown.edu

for more information.



Entrepreneurship Club

Club Faculty Advisor: Dr. Roger Hibbs, DF 233, hibbs@kutztown.edu and Dr. CJ Rhoads, DF 204F, rhoads@kutztown.edu

The Entrepreneurship Club 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 focus on activities that encourage and support entrepreneurship, as well as assist with events sponsored by the Entrepreneurial Leadership Center at KU. If you have ever thought of starting your own business, or are interested in the opportunity to get to know and/or be mentored by important business leaders, this club is for you.



FMA- Financial Management Association

For more information contact the Club Advisor: Dr. Keshav Gupta, DF 209, gupta@kutztown.edu and Dr. John Walker, DF 228,

The Finance Club held their first meeting on Tuesday, September 16, 2014. Jessica Kirkwood, from Career Services was there to discuss the following topics: advice on resume building, interviewing skills and help with internship/job preparation. Pizza and soda were served.

The Finance club is a student-run organization offering various benefits to our members, which include: resume building, networking and career information sessions. Our activities include meetings with potential employers who are giving advice on possible career choices, fundraising, and ongoing discussions of current events and issues in the finance field.



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

MBA INFORMATION RECEPTION



Completing Your MBA Foundation Courses

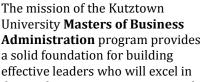
Thursday, December 4, 2014 MSU 322 - 5:30p.m.

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

Masters of Business Administration (MBA)





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://www2.kutztown.edu/MBA and LIKE the MBA

Program on FB at: www.facebook.com/
KutztownUniversityMBA

or call *Dr. Martha Geaney*, College of Business, Associate Dean at 610-683-4575 for more information about the program and to answer your questions.



<u>Career Development Events</u>

- Finding Internships; Discover the ways to "find" those internships and differentiate yourself from other candidates/the competition! (Wed., Nov. 5th, 3-3:50pm Stratton 116)
- Coffee & Convos: Presentation Skills for the Workplace (Tue., Nov. 11th, 5-6:30pm) Must Preregister
- Career Speaker Event: The Three B's to a Successful Career Journey (Mon., Nov. 17th, 7:30-9pm)
- Writing Your Resume & Cover Letter: (Tue., Nov. 18th, 8-8:50pm Schuylkill Hall Rec Room)
- Successful Interviewing (Wed., Nov. 19th 6-6:50pm Dixon Hall Conference Room)
- Thinking About Grad School? (Wed., Nov. 19th 8-8:50pm Dixon Hall Conference Room)
- Choosing a Major (Thurs., Nov. 20th, 11-11:50am—Stratton 116)

Visit us online at: careerhelp@kutztown.edu or by phone at 610-683-4067