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College of Business Clubs

Accounting Club

Advisor: Dave Wagaman, DF 218

American Advertising Federation (AAF)

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

Advisor: Dr. Keshav Gupta, DF 209

Sport, Leisure Athletic Management club (SLAM)

Advisor: Prof. Kerri Cebula, OM 212

Supply Chain Management &

Business Logistics Club
Advisor: Dr. Gary Chao, DF 222



COLLEGE OF BUSINESS

Featured Business:

Richard Yuengling, Jr.



Dick 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. He made numerous investments in upgrading the plant and equipment, and in revitalizing sales and marketing efforts to stimulate the company's growth. Dick was committed to making the necessary financial commitments to help the brewery survive.

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. The brewery currently markets seven year-round products plus three seasonal beers. 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>

Please mark your calendar for our Featured Business Speaker scheduled for

THURSDAY, SEPTEMBER 18th 11:00 a.m. DF 100

Message from the Dean



2014-15 is a big year for the College of Business. On September 1, on behalf of the **Department of Business Administration (DBA)**, we submit our extensive Self-Evaluation Report to the AACSB. Our AACSB peer review team is scheduled to make its visit on March 1-4, 2015 and if all goes well the Department of Business of Administration will be accredited by the AACSB. Our quest for AACSB has been on-going for more than 10 years. Meanwhile, the **Department of Sport Management and Leadership Studies** is working on earning accreditation from COSMA and if all goes well with this effort the Department of Sport Management and Leadership Studies would gain COSMA accreditation in 2015-16.

As Dean, I sincerely appreciate the efforts made by the faculty in our quest to earn the accreditations noted above. The dean is like a baseball manager providing guidance for a team that actually plays and wins the game.

Message from Dr. Martha Geaney, Associate Dean



Welcome to COB's 2014 – 2015 academic year! We have big plans for you in terms of industry guest speakers such as Richard Yuengling, Jr., CEO of Yuengling & Son, Inc., net working events with our COB advisory board, and clubs like Supply Chair Management and Business Logistics. There's a new minor program in Coaching/Athletic Administration that launches this fall.

I especially want to welcome our new students who are joining the ranks of freshmen, transfers from other colleges and universities, and the MBA program. Thank you for choosing Kutztown University. We hope that as you begin your career here you will come to know what a caring and special place KU is.

So get ready, get set, let's go....see you in the hallways!

Welcome New Faculty



Prof. Robert Duquette,

Room 219 deFrancesco
610-683-4725
duquette@kutztown.edu

Prof. Bob Duquette joins us as a full-time faculty member after one year here as an adjunct, and five years at Lehigh University, as an adjunct, teaching accounting and tax at the under graduate and graduate level. Prior to teaching,

Bob served 33 years in public accounting, primarily with the international accounting firm Ernst & Young, where he held leadership positions in Philadelphia and Central PA until his retirement in 2009.

Bob graduated from the University of Maine with a BA in Economics and an MBA in Accounting and Finance in 1976, started his career as an auditor, earned his CPA in 1977, and became a senior audit manager in 1984. Bob then studied at E&Y's National Office in an Accelerated Tax Training program to earn the equivalent of a masters in tax, and became a tax partner in 1990, when he was appointed to serve as EY's Central Pa Practice managing tax partner through 2002, when he transferred to EY's Philadelphia office to lead a Transaction Tax Practice. In that role, Bob was responsible for client development, reviewing tax research, structuring transactions, due diligence on acquisitions, advising on agreements, related compliance and disclosures with the SEC and the IRS, and teaching various courses in E&Y University. Bob has been a leader in several organizations including: Board Member- Berks County Chamber of Commerce; President- Reading Chapter of the Institute of Management Accounting, member of its Midatlantic Council; Board Member-

Professor Duquette Continued:

American Institute of CPAs; and Chair -Federal Tax Reform Committee of the Pennsylvania Institute of CPAs.

Bob continues to do consulting, as well as speaking to organizations on a variety of business subjects, and recently coauthored "Corporate Taxation—In Desperate Need of Reform" in the Pa CPA Journal with KU Professor Dave Wagaman. He resides in Wyomissing with his wife and has 2 sons and a daughter.



Dr. Ashwini Gangadharan

Room 208D deFrancesco
610-683-4591
gangadharan@kutztown.edu

Dr. Ashwini Gangadharan

joins KU as an Associate Professor of Management in fall 2014. She will be teaching Organization Behavior. She earned her Doctorate from the

University of Texas Pan American and received her MBA in Human Resource Management from SBS Swiss Business School. Her research interests are in the area of organization behavior and workplace spirituality. Her dissertation was awarded "2013 Most Promising Dissertation Award" by the MSR Interest Group at the Academy of Management (AOM). She is also a recipient of Outstanding Reviewer Award from the OB Division at AOM. She has presented her research at national and international conferences in the field of Management. She also has publications in leading management journals to her credit. She is affiliated with professional organizations such as the Academy of Management, Decision Sciences Institute and Southern Management Association.

Prior to pursuing her PhD, she worked as a Business Analyst at one of the leading IT firms in India. Her major responsibility included automating the human resource functions in the organization by being a liaison between technology and business. She developed virtual applications on performance management and employee movement during her tenure. She draws from her industry experience in her classroom to make it an application oriented teaching. Her interest towards technology motivates her to blend technology into the classroom using tools such as Blackboard, Second Life and interactive learning techniques. While at UTPA, she has taught organization behavior, principles of management and communication policy and strategy in all teaching formats including in-class and fully online courses using Blackboard and Second Life.

Ashwini is looking forward to a fulfilling career in KU and to be a part of a supportive faculty team and diverse students.

Welcome



Dr. Connie O'Brien

Room 216deFrancesco
610-683-4640
cobrien@kutztown.edu

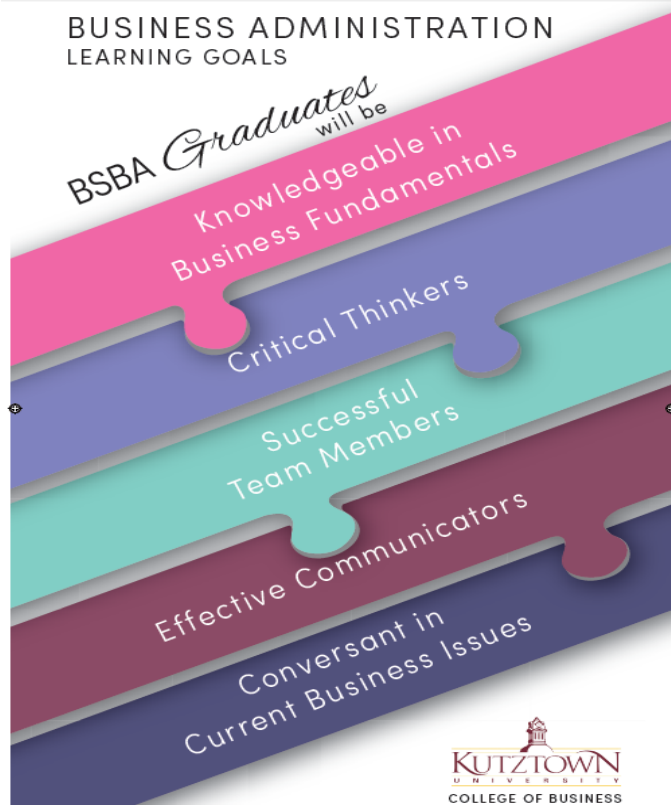
Dr. Connie O'Brien joins KU in the Fall of 2014 and is teaching Auditing, Managerial and Accounting at the undergraduate level. She came to KU from the University of Minnesota, Duluth, where she taught Auditing,

financial accounting and managerial accounting. She also has taught for the online courses for University of Maryland University College.

Prior to the University of Minnesota, Dr. O'Brien taught at the University of Wisconsin Superior. There she taught a number of accounting courses, including financial accounting, managerial accounting, cost accounting, forensic accounting, and auditing theory.

Dr. O'Brien's primary research foci are audit and fraud investigation, specifically behavioral fraud. She has presented in both areas at the American Accounting Association national conference in 2012 and 2014 (two papers).

She enjoys working with students and faculty; and is looking forward to the coming school year. In addition, this August, Dr. O'Brien and her family, moved to Pennsylvania after thirty years in northern, Minnesota. There, she spent her free time kayaking, hiking, skiing, walking, running, watching baseball and traveling. She is looking forward to some warm weather, as well.



Farewell.....

**Ms. Judy Fritch, COB
Administrative Assistant Retires**



After 42 years of service at Kutztown University, **Judy Fritch, Administrative Assistant**, retired. Judy started her career at KU in May, 1972 working 17 years in the College of Education as Secretary to the Chair, Elementary Education and then moving to the Dean's Office, College of Business in 1989. Judy and her husband plan to do some travel to the southern and mid-western states this fall - art and photography are interests too.

If you wish to acknowledge Judy's retirement and 42 years of service at KU, you may provide a contribution to one of our College of Business student scholarships. Contributions can be sent to the KU Foundation, listing the club of your choice in honor of Judy's years of service. **Julie Brinker**, COB Development Officer, can be contacted if you have any questions. Email: brinker@kutztownufoundation.org, or by telephone at: 610-683-4742. (Examples: DBA - Dave Haas Scholarship, Accounting Club, Holly Seigfried, etc.; DSMLS - Sport Management and Leadership Studies scholarship).

A farewell reception was held for Judy on Thursday, August 8th. Here's to the end of an era and to the start of a brand new chapter. Thank you for your dedication and commitment to the college. May your new life be a wonderful adventure. From all of us at the College of Business, you will truly be missed!

Little bit of trivia from Judy - Hurricane

Agnes, June 1972, was the first billion-dollar hurricane in the history of the United States - the University basically closed down for three days; flooding many of the areas in and around Kutztown; "The greatest natural disaster in the history of the United States" - President Richard Nixon; Agnes occurred only a few years after billion-dollar hurricanes Betsy in 1965 and Camille in 1969. **Hurricane Agnes in Kutztown, Pa., 1972.** - YouTube www.youtube.com/watch?v=Kpk0WQv8YFg

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

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 final stage of a five year process. The department has developed a strategic plan and we will continue to implement 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 Development Center 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

Secretaries:

Mrs. Donna DeLong, & Mrs. Kim Kilgus

I am happy to be returning for my third 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 DF 232.

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 2015 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 2015 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>



Dr. Muhammed Dalgin

Berks Economic Weekly

On May 6, 2014, the Berks Economic Outlook in the Business Weekly section of the *Reading Eagle*, published an article on KU's **Dr. Muhammed Dalgin**, assistant professor of Business Administration. The outlook is the analysis of Dr. Dalgin. Dr. Dalgin has spent months analyzing data that was compiled through surveys of business executives throughout the county. The survey was conducted by **Dr. Ernie Post and KU's Small Business Development Center.**

In the May, 5, 2014 Daily Brief.



In the picture, from left to right: **Ryan Sabitina, Seiya Marin, Dr. Sue Kong (team mentor), Kyle Stagg, Associate Dean, Dr. Martha Geaney (team supporter), Erika Sallavanti, Cameron Lipnicky, and Katelyn Tatum** at the Award Ceremony of 2014 Business Idea Challenge. Note that **Tristan Winkler, Michael Weiss and Nick Fultop** are not in the picture as they had a schedule conflict.

2014 Business Idea Challenge Award Winners

Please join the COB in congratulating all the 2014 Business Idea Challenge Award winners.

They are:

Ryan Sabitina, Seiya Marin, Daneesha Davis, Odalis Matos and Kyle Stagg. Their business idea of GeoCampus won the 2nd Place Award - \$1000.

Tristan Winkler, Michael Weiss, and Nick Fulop. Their business idea of Rental's R'Us won 5th Place Award - \$100.

Erika Sallavanti, Cameron Lipnicky, and Katelyn Tatum. Their business idea of NO-OVIKU won the Honorable Mention Award - \$50.

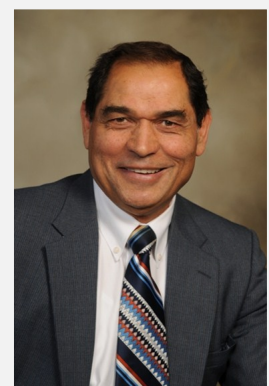
This business idea challenge is hosted by Greater Reading Chamber of Commerce & Industries. A record high number of students from 4 universities participated this year. As more students participate, winning an award in this challenge has become more and more demanding over the years. These students have demonstrated outstanding qualities to stand out from the crowds. If you have any questions or comments, please email **Dr. Sue Kong** at kong@kutztown.edu.

2pm - DF 117 - DBA Research Workshops

On **Friday, September 19, 2014**, at 2pm room 117DF will be the first Research Workshop of the fall semester. The topic will be, "Applying Bogle's Decomposition Model to the Review and Analysis of a Community Bank's Stock Performance." which will be presented by **Dr.'s John Walker and Jonathan Kramer**. 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.

Upcoming Workshops:

- **Thursday, October 25th** - "Revisiting Salespeople Knowledge and Performance: The role of Optimism." - Presented by **Dr. Feisal Murshed** - 11am - DF 117
- **Wednesday, November 19th** - "Factors Associated with Student Performance in Upper Level Undergraduate Accounting Courses: A Comparative Study at Commuter and Residential Schools" Presented by **Dr. Mostafa Maksy and Professor Dave Wagaman** - 2pm - DF 117



Dr. Mostafa Maksy

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. Leslie Scoble
610-683-4370, 214 Old Main

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 and Leadership Studies is starting its second year as a combined department. 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. The department along with the SLAM club are hosting the First Annual Frisbee Golf Tournament for faculty, students and Alumni on Homecoming, Saturday Oct. 18th. We are currently pursuing national accreditation through the Commission on Sport Management Accreditation (COSMA). COSMA 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 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. We are hoping to have the Coaching Minor approved for students Fall 2014. 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.

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:

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

Vice President: Mike Lineman

Secretary: Kate Herlinhy

Treasurer: Ashley Currao/Zach Werner

First meeting of fall semester is Thursday, August 29, 2013 at 11am in Keystone 109

For more information, please contact the faculty advisor **Professor Kerri Cebula, JD**, Assistant Professor, Dept. of Sport Management & Leisure Studies at 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.

The Department of Sport Management and Leadership Studies awarded scholarships for the 2014-2015



The Department of Sport Management and Leadership Studies awarded scholarships for the 2014-2015 academic year to **Cody Snyder** and **Tyler Kurtz**. Scholarships are based on a student working to finance his education and a personal example of an ethically challenging situation where moral behavior reflected ethics. **Announced in Daily Brief – May 7, 2014**

Reading Fightin' Phils 2014 Consumerism Research



On Wednesday, April 30th, KU students in Dr. Yongjae Kim's, SPT325 Sport Consumerism course presented their research findings to Reading Fightin' Phils. Dr. Kim and his students have been conducting research on the Fightin' Phils fans' behavior and psychology to help the minor league baseball team develop effective marketing strategies for increasing ticket sales.

Announced in Daily Brief – May 13, 2014

A Special Thanks.....



COB Deans **Dempsey** and **Geaney** being thanked at a recent Awards Ceremony by **president Timothy Szewczak** for their support of the Department of Sport Management and Leadership Studies' SLAM Club.

Announced in Daily Brief – May 8, 2014



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 your suggestions off at the box outside of DF 119.

SPORT MANAGEMENT & LEADERSHIP STUDIES

Learning Goals

ACQUISITION OF FUNDAMENTAL CONCEPTS IN SPECIFIC, SPORT MANAGEMENT CORE CONTENT AREAS.

DEVELOPMENT OF AN UNDERSTANDING OF ETHICS AND PROFESSIONAL OBLIGATIONS INCLUDING DIVERSITY AND GLOBAL AWARENESS.

DEVELOPMENT OF "HIGHER ORDER LEARNING SKILLS" SUCH AS CRITICAL THINKING, CREATIVE PROBLEM-SOLVING, ORAL AND WRITTEN COMMUNICATION SKILLS AND QUANTITATIVE ANALYSIS.

DEVELOPMENT OF INTERPERSONAL SKILLS REQUISITE FOR SUCCESSFUL PROFESSIONAL COLLABORATION.

DEVELOPMENT OF "TECHNOLOGICAL LITERACY" WITH MATERIALS/RESOURCES SUPPORTING MANAGERIAL COMMUNICATION, DATA-ACQUISITION AND ORGANIZATIONAL DECISION-MAKING.

Small Business Development Center Kutztown University of Pennsylvania

Helping businesses start, grow, and prosper.



Dr. Ernie Post

Director
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>

If you are determined to make your business a success, then you've come to the right place! The Kutztown University Small Business Development Center fulfills its mission to encourage regional economic growth by providing existing and potential entrepreneurs with consulting services and learning opportunities. We currently provide these services at our outreach offices in Exton, Lancaster, Kutztown, Reading and Harrisburg.

Who We Are.....

The Small Business Development Center employs a full-time staff of professionals. Our business consultants have impressive credentials from a variety of universities around the country, but they also have practical experience with every stage of business - from pre-venture to multi-billion dollar companies. They bring a wealth of knowledge to our center in diverse industries. Our Consultants deliver a complete Business Assistance Program with specialty areas such as Government Procurement and International Trade.



Marilu Rodríguez-Bauer with her certificate. Ray Melcher, executive director of the Jump Start Incubator is on the left and Ernie Post, director of the Kutztown University SBDC is on the right.

Entrepreneur program in Reading graduates its first client

June 18th 2014

The first client of the Jump Start Incubator (JSI) program in Reading graduated Wednesday at a celebratory luncheon at the Berks County Community Foundation.

Marilu Rodríguez-Bauer, owner of the bilingual law firm of RB Legal Counsel LLC, is the first graduate of the Jump Start Incubator (JSI) program, a jobs creation and economic development initiative that began in 2012. Its programs are supported by the Kutztown University Small Business Development Center and the Berks County Community Foundation. The program provides entrepreneurial coaching and training to startup and existing business owners looking to grow their operations. It is funded by charitable contributions through the Neighborhood Assistance Tax Credit Program.

Marilu was the first client to join JSI in February 2012. Her law firm specializes in business law and the development and protection of intellectual property.

Prior to starting her firm, **Marilu** spent more than a decade in legal practice. She worked in her native Puerto Rico as an attorney until 2000, when she enrolled in the Franklin Pierce Law Center in Concord, N.H., to pursue a graduate degree. She also held a number of positions in the Washington, D.C. and Philadelphia areas. Upon graduation, **Marilu** will relocate to an office on Woodland Road in Wyomissing.

JSI is a two-year program in which clients receive premium office space along with 24 hours of university graduate student support and professional staff support per month, up to 20 hours of conference facility use per month and ongoing mentoring from advisers. Clients also receive a mailing address, presence on the Jump Start Incubator website and free wireless Internet.

Latino Business Resource Center and Small Business Development Center

On May 15, 2014, Kutztown University's Latino Business Resource Center and Small Business Development Center in partnership with National Penn Bank and the Berks County Latino Chamber of Commerce celebrated the graduation of eighteen entrepreneurs from their 8-week bilingual program entitled, "Business Skills for Success for Latino Entrepreneurs." The Crowne Plaza Reading sponsored the event. During the ceremony, the winners of the Business Pitch Competition were announced. As a culmination of the program, the participating entrepreneurs presented their business plans to an experienced panel of judges who chose the best pitches and awarded cash prizes. Evelyn Roque, Lesly Diaz, and Hilda Latingua were chosen as the winner for plans for a beauty salon, clothing and fashion accessory store for women, and a cellphone store, respectively.



Ernie Post, Carolina Martinez, & William Dempsey, Dean of the College of Business with the LBRC Graduates at the Crowne Plaza in Reading on May 15, 2014.



COB Advisory Board Chair - Peter Rittenhouse Behind the List with Peter Rittenhouse, director of supply chain of Nestlé Waters GROWING TO MEET THE CUSTOMER DEMAND

Lehigh Valley Business Section, June 16, 2014, Vol. 25, No., 24

Manufacturing is one of the largest business sectors in the Greater Lehigh Valley. Several major corporations have facilities in the region, and easy access to major highways makes the area attractive to businesses that ship products throughout the mid-Atlantic. **Peter Rittenhouse**, director of supply chain of Nestlé Waters in Breinigsville, answered this week's "Behind the List" questions and offer in sight on manufacturing in the Greater Lehigh Valley. Peter is responsible for four (4) bottled water

production and distribution locations in Allentown, PA where there are two factories, Zephyrhills, FL and Lee, FL. The network also includes five outside warehouses throughout the region. Brands include: **Deer Park, Poland Spring, Zephyrhills, Nestlé Pure Life, Perrier, & San Pellegrino**. **Peter has a B.S. in Industrial Engineering from Purdue University, West Lafayette, IN, 1984.**

To read more about the article visit online at: <http://www.lvb.com/article/20140612/LVB01/306129986/Behind-the-List-with-Peter-Rittenhouse-director-of-supply-chain-of-Nestlé-Waters> article was compiled by Christopher Holland.

College of Business Freshmen 2014 Event Monday, September 8th at 6pm - MSU 218/223

College of Business incoming freshmen were given a reading assignment to complete over the summer in preparation for a special freshman event, hosted by the College's Advisory Board members and board members of the Department of Sport Management and Leadership Studies scheduled **Monday, September 8, 2014**. Faculty members from both the Department of Business Administration and the Department of Sport Management and Leadership Studies will also participate.

Habits are powerful behaviors that assist in achieving for success. Please access the College of Business website home page <http://www2.kutztown.edu/business>, to complete the assignments. **Students, be prepared to discuss the reading assignment - Power of Habit at the Freshmen Event.**

Below are the assignments given to freshmen to prepare for the event.

Assignment	Links to Assignment Materials	Student Requirements
Watch the video: "How to Break Habits"	http://charlesduhigg.com/how-to-break-habits/	Why are habits so hard to change? Think about a time when you have tried to change one of your habits. Was it hard? Were you successful? If so, how did you do it? If not, what should you have done differently?
Read "A Guide to Changing Habits"	http://duhigg-site.s3.amazonaws.com/wp-content/uploads/2012/02/A-guide-to-changing-habits.pdf	Think of a common pattern of behavior such as checking your email or studying for an exam. Describe the cue, routine, reward, and craving for that habit.
Review the flowchart "How to change a habit"	http://duhigg-site.s3.amazonaws.com/wp-content/uploads/2014/04/Flowchart-How-to-Change-a-Habit.pdf	Make a plan for a habit that you would like to change now that you are a freshman. What do you think some of the challenges will be?
Review the flowchart "How to make a habit"	http://duhigg-site.s3.amazonaws.com/wp-content/uploads/2014/04/Flowchart-How-to-Create-a-Habit.pdf	Make a plan for a new habit you would like to develop as you begin your career as a university student. Identify what you can use as a cue, the steps involved in creating the routine and the reward this new habit will provide to you.

Material Source: Resources and teaching guides provided at www.charlesduhigg.com/additional-resources/

It's never too early for alumni, students, friends and family to make plans to attend homecoming at Kutztown University. This year, homecoming is schedule for **October 18, 2014**.

College of Business and MBA Alums Celebrate Homecoming with

Guest Speaker:

George Kanupka IV, ('01, M '09)

General Manager, Exel Logistics

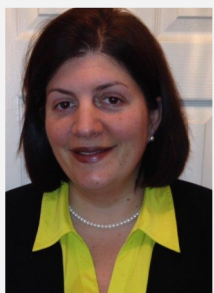
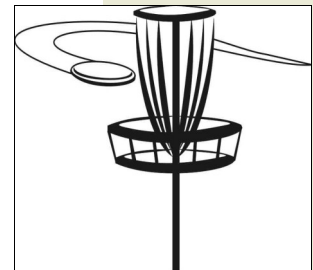
"Leveraging Your MBA to Grow Your Career"



On Saturday, **October 18, 2014** the College of Business will sponsor 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** will be speaking to the event. **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 Nestle Waters based out of Allentown, PA. 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 under-graduate ('01') and MBA ('09') degrees from Kutztown University. Currently, he resides in Harrisburg, PA with his wife Dr. Jennifer Wood Kanupka.

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

The Department of Sport Management and Leadership Studies along with the SLAM Club is hosting the **First Annual Frisbee Golf Tournament** on Saturday October 18th from 10:00 AM until noon on the fields on North Campus. Everyone is welcome and we are encouraging departments, alumni, families and groups of students to enter a team of 2 -4 members. If you can walk you can compete in Frisbee Golf! Frisbee Golf is played like traditional "ball" golf, but with flying discs instead of balls and clubs. One point (stroke) is counted each time the disc is thrown. The goal is to play each hole in the fewest strokes possible. The Team with the lowest total strokes for the entire course wins. Our tournament will be modeled after "Best Ball" Tournaments. Each team will use one disc and will rotate team members who throw the disc until the hole is completed. The course will be 10 holes, and prizes will be awarded to the winning teams. There will also be a "Closest to the Hole" award. Remember the most important rule: **"The one who has the most fun wins!"** The cost is only \$5.00 dollars per team. Look for more details and information coming soon.



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 brinker@kutztownufoundation.org





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

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. 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

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 business department, regardless of specialization, are welcome.



Left to right: **Samantha Dornauer, Autumn Anthony, Casey Utz, Caitlin Davies**

This is at one of the award ceremonies. Even though we did not win any awards, this is a main goal for next year's conference. We learned a lot of valuable information and were honored to represent our school.

American Marketing Association

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



Left to right: **Autumn Anthony, Samantha Dornauer, Casey Utz, Caitlin Davies**

This year they represented Kutztown's American Marketing Association at the New Orleans International Collegiate Conference. This was taken in front of the AMA promotion table. Free items were given to those who tweeted about the conference.

Entrepreneurship Club

President: Holly Leifer
Vice President: Chianna Zuccherio
Treasurer: Jessica Buchanan
Parliamentarian: Emily Anne Dorwart
Club Faculty Advisor: Dr. Roger Hibbs, DF 233, hibbs@kutztown.edu and Dr. CJ Rhoads, DF 204F, [rhoads@kuttown.edu](mailto:rhoads@kutztown.edu)

Entrepreneurs



The Entrepreneurship Club of Kutztown University will be hosting their first fall semester meeting on September 18, 2014 in DF202 at 11am. Hope you can join us!



FMA Financial Management Association

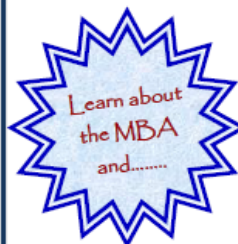
For more information contact the Club Advisor : Dr. Keshav Gupta, DF 209, gupta@kutztown.edu

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 RECEPTIONS



1. GMAT Tips: Get the Best Test Results!
Meet Kerri Quick from Kaplan
Tuesday, September 16, 2014 - MSU 322 - 5:30p.m.
2. Graduate Assistantships and the Small Business Development Center
Wednesday, October 15, 2014 - MSU 322 - 5:30p.m.
3. 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)



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://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.

WELCOME COB Graduate Assistants:

Audrina Clark (new)	Dorian Screm
Eric Dreibelbis (new)	Claudia Rodriguez
Carolann Gehret (new)	Sadia Tanveer (nes)
Garrett Hoskins (new)	Grad Students are working in the COB Dean's Office & Small Business Development Center.
Brianna Howells (new)	
Aruna Joseph	
Felicia Loughery	
Justin Maynard (new)	

WELCOME New MBA Fall Admissions:

- | | |
|----------------------|------------------------|
| • Brianna Howells | • Justin Maynard |
| • Tyler Dunkelberger | • Desislava Panteleeva |
| • Audrina Clark | • Heidi Hansen |
| • Eric Dreibelbis | |
| • Justin Jones | |
| • Craig Peterson | |

Welcome to KU and best wishes during the Fall 2014 Semester!