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College of Business Clubs

Accounting Club Advisor:

Prof. Wagaman, DF 218

American Advertising Federation (AAF) Club Advisor:

Dr. Massad, DF 223

American Marketing Association Club (AMA) Advisor:

Dr. Sable, DF 220

Entrepreneurship Club Advisors:

Dr. Hibbs, DF 233

Dr. Rhoads, DF 204F

Financial Management Association Club Advisors:

Dr. Gupta, DF 209

Dr. Walker, DF 228

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

Prof. Cebula, OM 212

Supply Chain Management & Business Logistics Club Advisor:

Dr. Chao, DF 222



COLLEGE OF BUSINESS

Featured Speaker:

Sameer Somal

Chief Financial Officer of Blue Ocean Global Wealth

Sameer S. Somal is the Chief Financial Officer at Blue Ocean Global Wealth. Prior to co-founding Blue Ocean Global Wealth, he was a Senior Investment Analyst at The Bank of Nova Scotia and a Financial Advisor and Intermediary at Morgan Stanley and Merrill Lynch & Co. As part of the Investment Strategy Group at The Bank of Nova Scotia, Sameer actively contributed to the firm's white paper and institutional business development efforts. He delivered keynote presentations and fostered education partnerships nationally. His fiduciary responsibility at Ernst & Young and Advisor Compliance Associates include helping asset management and alternative investment companies adapt to Sarbanes-Oxley. Sameer is a CFA Charterholder, a CFP professional, and a Chartered Alternative Investment Analyst. Sameer serves on the Financial Planning Association (FPA) National Diversity Committee and the Board of Directors of the Philadelphia/Tri-State FPA, where he directs Career Development and is a member of the audit committee. A senior financial services leader on industry roundtable and panel discussion, Sameer is an active member and volunteer at CFA Institute. He is also a Board Advisor and Managing Director of Institutional Education at the iPlan Education Institute in New Delhi, India. A member of the Speakers' Series at the Johns Hopkins University Carey School of Business, Sameer is a frequent guest lecturer on succession planning, diversity, retirement, financial planning, entrepreneurship, and leadership. He earned his B.S. in Finance and Accounting from Georgetown University and is a 2012 FPA Diversity Scholar.

Tuesday, April 14, 11 am, deFrancesco 100

Message from the Dean



The AACSB's peer review team was here on March 1-4 and we believe the visit went well; however, we must await the final decision by the AACSB's central accreditation committee. We might have a decision by the end of April and, if not then, sometime this summer.

I am taking this opportunity to let everyone know that I am retiring at the end of May. I have been a Dean since January 1989 so it is time to move on into retirement. My experience has been good at KU. My prior deanships were at Monmouth University in NJ and Radford University in VA. I am hoping for the best for KU.

The College of Business would like to thank Dean Dempsey for his years of service to Kutztown University and wish him all the best in his retirement. Please join the College of Business in honoring Dean Dempsey's retirement on **Thursday, April 23, 2015 from 2:00-3:00pm in deFrancesco, Room 102** for cake and refreshments or **3:00-4:30pm in deFrancesco, Room 119** to wish him well.

Happy Retirement



Message from Associate Dean Geaney

The May goal line is in sight! For some of you this means sharing the joy of graduation with family and friends. For others, it may mean a summer internship, summer classes, or a summer job. Have you discussed your summer plans with your advisor? It's an important time to keep the academic momentum going. So start planning now! As always, thank you for choosing Kutztown University and see you in the hallways!

featured speakers

Mr. Mark Thompson - Reading Royals



Mark Thompson of the Reading Royals gave a presentation to students and faculty on Thursday, February 26. The presentation was held in Academic Forum 200.

Pictured: **Mark Thompson** with Dean William Dempsey.

Mr. Bart Oates - Avison & Young



Bart Oates, former player for the San Francisco 49ers and New York Giants, gave a presentation to students and faculty on Thursday, March 19. The presentation was held in Academic Forum 200.

Pictured: **Bart Oates** with Dean William Dempsey.

FOUNDATION & ALUMNI

Upcoming Alumni Events



Saturday, May 16, 2015

KU Alumni Relations Indulgence Tour

Are you ready for some indulging? The charter bus will depart the Wiesenberger Alumni Center at 10 am. Stops include: Troegs Brewery, Cassel Vineyards and Hershey's Chocolate World.

Saturday, June 13, 2015

Reading Fightin Phils vs. Akron Rubber Ducks

In honor of KU's sesquicentennial anniversary, cost per ticket is \$18.66 if ordered online by May 22nd. Cost for tickets purchased after May 22nd is \$20. Children 10 and under are free, but do need to be registered. Includes seating and food in the '67 Club. Gates open for guests at 4:30 pm; buffet at 5:30 pm.



To register for these events call the KU Foundation and Alumni Relations Office at 610-683-4110.



Please consider supporting the College of Business with an online donation today or contact:

Julie Brinker, COB Development Officer
610-683-4742

brinker@kutztownUfoundation.org

Contributions of any size do make a difference!

Department of Business Administration



Dr. Roger Hibbs,
Chair of Business Administration
Office: 233A deFran - 610-683-4580
hibbs@kutztown.edu
Office hours:
M-F 10:00-11:00
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:
M 11:00-12:00, 3:00-4:00; Tues. 3:00-
5:00; W 1:00-2:00

Secretaries: Mrs. Donna DeLong &
Mrs. Kim Kilgus



Entrepreneurship Club

Club Faculty Advisors: 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, regionally, 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.

Supply Chain Management Dinner February 3, 2015

The first supply chain roundtable, hosted by Fred Koeck, Vice President of the local roundtable was held on February 3, 2015. The dinner was attended by 26 students and 14 supply chain industry professionals. The roundtable acts as a forum to connect students with industry professionals so they can ask questions and better understand the business environments they may be considering entering. A career fair concentrating on the supply chain and logistics was held before the event. Industry professionals with expertise in trucking, warehousing, 3PL/4PL, manufacturing supply chain, rail and a former CSCMP student turned professional attended. Attendees of the dinner meeting were able to exchange ideas with other industry professionals and students.

Faculty Awarded for Scholarly Activities

A reception was held on Tuesday, February. 24, for the Department of Business Administration. Dr. William Roth, Dr. Qian Sun, and Dr. Mostafa Maksy were recognized with Certificates of Excellence in Research for their scholarly activity and publications. **Dr. Victor Massad**, Chair, Department of Business Administration Scholarly Activity Committee presented the awards. **Dr. Mostafa Maksy** was also selected as "**Faculty Researcher for 2014**".



Pictured: **Dr. William Roth**, left, with Dr. Victor Massad.



Pictured: **Dr. Qian Sun**, left, with Dr. Victor Massad.



Pictured: Dean William Dempsey, left, and **Dr. Mostafa Maksy**, **Faculty Researcher for 2014**.

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 11:30-1:30
F 12:00-1:00

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



Message from the Department of Sport Management & Leadership Studies Chair

Dear Sport Management & Leadership Studies Majors,

Please be aware that advising starts soon. 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!!! Your advisor will be contacting you soon. Below are ten tips specific to the Sport Management & Leadership Studies Degree.

Top Ten Advising Tips for Spring 2015

1. Prerequisites:
SPT 160 is a prereq for **ALL** required SPT courses;
SPT 195 is a prereq for SPT 260;
SPT 285 is a prereq for SPT 345
SPT 222 is a prereq for SPT 340- Coaching Internship
2. All students planning to register for SPT 340 **must** see Dr. Smith (jsmith@kutztown.edu) prior to registering for the class.
3. Both SPT 305 and SPT 330 require **60 completed credits** prior to the start of classes.
4. SPT 350- Internship in Sport Management
Completed 90 credits
Completed SPT 160, 305, and 330
GPA of 2.0 or higher
5. Once you have earned 60-75 credits you must attend a mandatory internship meeting. Look for announcements early in the spring and fall semesters.
6. Of your last 45 credits, 30 must be taken at KU.
7. Acute fear of public speaking: e-mail Dr. Grapsy - grapsy@kutztown.edu
8. If you are new to the registration process - talk to an upperclassman to find out how you register online.
9. It is important to take computer competency classes while working on the SMLS major.
10. Need electives? Take PRO classes:
PRO 100 - Introduction to Business for Non-Business Majors & PRO 130 - Practical Leadership are both Writing Intensive courses.

Welcome Deb Peter!

Please help us to welcome **Deb Peter** to the Department of Sport Management and Leadership Studies (SMLS) as secretary. Deb has been working as the temporary secretary for the last several months and we are excited to have her join our team!

Fun facts about Deb:

She has two adult kids and three grandkids, and her fiancé's name is Ed. She loves dogs, horses, country dancing, singing and church. She sings with the Kutztown Community Chorus. She's a member of her church choir as well and sings at the Christmas programs. Welcome Deb to KU!



Health Fair March 19, 2015

The Health Fair was held on March 19th at the Student Recreation Center. Students representing The Department of Sport Management and Leadership Studies conducted physical assessments at the 2015 Health & Wellness Expo/NIRSA Day. These peer evaluations provide Kutztown students with accurate measures of their fitness. Special thanks and appreciation goes out to these SMLS students.



Pictured left to right: students **Jack Long, Nicholas Vuotto,** and **Dr. Duane Crider.**

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

Advisor: Kerri Cebula, OM 212, 610-683-4371,
cebula@kutztown.edu

President: Mike Lineman, mline436@live.kutztown.edu

The Sport, Leisure and Athletic Management (SLAM) Club is an undergraduate, student-directed organization comprised of students majoring in Sport Management & Leadership Studies. This club exists to provide SMLS 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.

Career Development Center and the College of Business Sponsor Etiquette Dinner/ Business Networking Night Tuesday, February 24, 2015 at 6 pm in MSU 218

A large number of senior and junior students from the College of Business participated in the event. The program provided an opportunity for students, faculty, business representatives, and COB Advisory Board members to network. Both students and local business leaders benefited greatly. Students appreciated the time faculty and business leaders devoted 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



Dr. Donna Steslow speaking with guest.



Dr. Connie O'Brien with students.



Students interacting at the Etiquette Dinner.



Robert Browne, COB Advisory Board member and guests.



Students interacting with faculty and guests during Etiquette Dinner.



Joseph DiGirolamo, Air Products, pictured with **Jessica Kirkwood**, Career Development Center, and students.

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>

WEDnetPA Training Grants Still Available for 2014-15

WEDnetPA offers manufacture and technology companies training grants to help train their employees. Limited training funds are still available for the fiscal year to end on June 30, 2015. Under the Essential Skills Grant, companies can receive up to \$450 per eligible employee per year towards trainings that are specifically and directly related to their job functions, including; business operations, communication and teamwork, manufacturing fundamentals and more. Under the Advanced Technology Grant, companies can receive up to \$850 per eligible employee per year towards trainings including, but not limited to; advanced machine operation and maintenance, mechatronics, robotics, management information systems, website design and development, and network and software engineering.

Bilingual Business Course Offered This Spring

The Kutztown University Latino Business Resource Center will once again offer its Spanish-language "Business Skills for Success for Latino Entrepreneurs" class this spring. Interested entrepreneurs will write business plans, learn how to finance and market their product or service, and hear from content experts including attorneys, bookkeepers, lenders, and City of Reading employees.

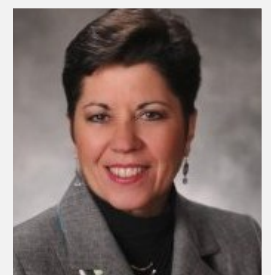
An information session was held from 6:00pm to 7:00pm on Thursday, March 5th in the Berks County Community Foundation, 237 Court Street, Reading, PA 19601. Classes will follow every Thursday evening from 6:00pm to 8:30pm through April 23rd. For more information and to register please contact **James Rodriguez** at 484-334-4403 or via email to jrodriguez@kutztown.edu

Jump Start Incubator Welcomes New Director

Jump Start Incubator welcomed its new director, **June Clougher**, on December 15th.

Jump Start Incubator is a business incubator managed by the Kutztown University Small Business Development Center and housed in the Berks County Community Foundation in downtown Reading. It provides space and support services to

entrepreneurs with the goal of creating jobs, increasing the tax base, diversifying the economy, and enhancing the quality of life in the Reading area. June brings experience as a former chief financial officer and a founding partner at a local landscape company. June will be responsible for overseeing the day-to-day operations and ensuring that clients are receiving the hands-on assistance they need.

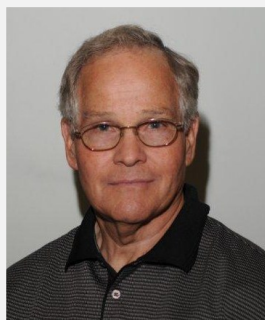


Kutztown University Small Business Development Center Appoints Assistant Director



The Kutztown University Small Business Development Center is pleased to announce the appointment of **Ms. Sonya Smith to Assistant Director of the Kutztown University SBDC** program. Ms. Smith currently resides in Sinking Spring, PA and is originally from Woodbridge, NJ. In her new role, she will oversee all the internal financial functions of the largest funded SBDC program in the PASBDC network, and she will be in charge of quality assurance over client services. Sonya earned her Bachelor's of Science degree in Accounting from Albright College and she later earned her Master's in Business Administration from Kutztown University. She brings experience in retail, restaurant and service related businesses in New Jersey and Pennsylvania. In addition, for the past 3 years

Ms. Smith was the Budget Analyst for the KU SBDC, where she was responsible for managing all aspects of the organization's financial functions, including: budget development, financial analysis, planning, and resource allocation.



Dr. Frederick Garman

Department of Sport
Management & Leadership
Studies

Having served as a professor in higher education and a senior administrator in community recreation, corporate wellness, and cardiac rehabilitation programs, **Dr. Garman** brings

extensive academic and professional experience to the DSMLS. With over 32 years in the college classroom, he works to effectively promote student learning within the disciplines of Health, Physical Education and Sport Management. Concurrent with his successful teaching, he pursues a scholarly agenda that has resulted in numerous publications. These include authoring the textbooks, *Sport and Recreation Operations: Experiential Learning in Sport Management* and *Exploring Health: A Problem-Based Inquiry*. Dr. Garman has been awarded a B.S. in Biology from Catawba College, a M.S. in Physical Education from the Pennsylvania State University and a Ph.D. in Exercise Science from the University of Michigan. In his free time, he is an avid reader, enjoys a very social game of golf and spends time with his grandchildren.



Dr. Halim Dalgin

Department of Business
Administration

Dr. Dalgin is a graduate of the Middle East Technical University, Ankara, Turkey. He received his Ph.D. in Economics from Syracuse University. Before coming to KU, he taught at the

University of Scranton and Bloomsburg University. His areas of research have included economic inequality and international trade, exchange rates, balance of payments, and the impact of color in marketing. Currently, his research focuses on understanding the impact of globalization on agricultural commodity prices and on the countries that mainly export agricultural primary products. In his free time, Dr. Dalgin enjoys traveling and hiking around the Mediterranean coast, savoring the taste of cold pressed olive oil which is the primordial culture of the Mediterranean and helping it from becoming a commodity.

DBA Research Workshops February 16, 2015

On February 16, 2015, **Dr. William Roth** provided a workshop presentation to faculty. The interesting presentation generated a lot of discussions.

Also participating in the workshop: Dean William Dempsey, Associate Dean Martha Geaney, and Professors Keshav Gupta, Steve Hensler, Victor Massad, Feisal Murshed, Donna Steslow, John Walker, and Girma Zelleke.



Pictured from left to right: Dr. Mostafa Maksy, Dr. William Roth, and Dean William Dempsey.

March 23, 2015

On March 23, 2015, **Dr. Gary Chao** provided a workshop presentation to faculty which generated interesting discussion. **Also participating in the workshop:** Dean William Dempsey, Associate Dean Martha Geaney, and Professors Ashwini Gangadharan, Qin Geng, Keshav Gupta, Steve Hensler, Victor Massad, and Connie O'Brien.

The next DBA Workshop will be on Monday April 15 at 2 pm in DF 117.



Pictured from left to right: Dean William Dempsey, Dr. Gary Chao, and Dr. Mostafa Maksy.

Welcome International Student Dany Samaan!



Pictured from left to right: Dr. Martha Geaney, Dany Samaan, and Dr. William Dempsey.

My name is **Dany Samaan**. I am 22 years old. I am from Damascus, Syria. I studied two years of business management at Arab International University (AIU) in Syria. I used to work 60 hours as a supervisor in a cardiologist hospital in Texas. I enjoy taking photos, swimming and learning languages. I lived in France for four years and I traveled to Dubai, Lebanon, Turkey, Jordan, Italy, UK and United States. My future plan is to graduate from business school, majoring in management then do my Master's in international management. After I finish my education, I will go back to Syria to rebuild the country.

Enlightened Leadership Scholarship: Morgan Rutowski



Morgan is the recipient of the Enlightened Leadership Scholarship, which is a four year full ride to Kutztown University. Morgan grew up in Philadelphia, PA graduating from Archbishop Ryan High School. She is the youngest of three in her family and worked her way through high school at Wawa. She has mentored mentally disabled individuals and found this to be very rewarding. Morgan's future plans

include an interest in Business Management, perhaps Human Resources.

Why KU? "Kutztown felt like home from the very first visit!" She fell in love with the campus and town immediately and KU was her first choice. Her thoughts on leadership and receiving the scholarship: "Being a leader means not always making the easiest choice....standing up for what one believes in and often being different from Others.... doing the right thing. I am very grateful for the amazing opportunity I am receiving as the Enlightened Leadership Scholarship recipient. I look forward to embracing the responsibility of being a leader in my field of choice in the future."

SCHOLARSHIPS

Scholarly Activity Fall 2014 - Spring 2015

For the Fall 2014 to the present time in the Spring 2015 semester, the faculty below have had articles published in distinguished academic journals.

Fall 2014

- Gupta, K., & Maksy, M.** (2014). Factors associated with student performance in an investments course: An empirical study. *Journal of Finance and Accountancy*, 16.
- Kramer, J., Walker, J., & Peters, J.** (2014). Help your students realize their retirement dreams by quantifying the cost of procrastination. *Journal of Economics and Finance Education*, 13(1), 45-57.
- Massad, V.** (2014). Musicians and digital pirating: A paradox. *International Journal of Business and Social Science*, 5(7).
- Roth, W.** (2014). Evaluation and reward systems: The key shapers of organization culture. *Performance Improvement*, 53(8), 24-29.
- Roth, W.** (2014). Has the work ethic run out of steam? *World Future Review*, 6(2), 172-177.
- Sun, Q.** (2014). Aborted stock repurchases and earnings quality. *Managerial Finance*, 40(9), 846-863.
- Sun, Q.** (2015). Indiosyncratic risk and earnings noncommonality. *International Journal of Business and Finance Research*, 9(1), 1-17.
- Weyant, L.** Supporting online management education with Facebook and Google Plus. *Journal of Instructional Pedagogies*, 14.

Spring 2015

- Akcay, O.** (2015). Perception and meanings of color among Netherlands college students. *International Journal of Business and Social Science*, 5(12).
- O'Brien, C.** (2015). The influence of knowledge management on managing organizational risk. *American International Journal of Contemporary Research*, 4(11), 11-23.
- Roth, W.** (2015). A systemic approach to improving corporate performance. *Business Management Dynamics*, 4(4), 27-31.
- Williams, J.D.** (2015). Sales force involvement in CRM input towards strategic planning and NPD support. *International Journal of Accounting Information Science and Leadership*, 7(21), 38-50.
- Williams, J.D.** (2015). The prowess of Dr. Philip Kotler: Are his marketing management teachings still worthwhile. *Review of Higher Education and Self-Learning*, 7(25), 1-31.
- Williams, J.D.** (2015). Who are the world's most innovative companies? And what does it mean for America's sales force. *Journal of Knowledge and Human Resource Management*, 6(14), 35-60.
- Williams, J.D.** (2015). Customer relationship management: Relating CRM tools to the career stages of sales persons. *Review of Management Innovation and Creativity*, 7(22), 1-19.

Entrepreneurship Week - March 23 - March 27, 2015

MONDAY, MARCH 23

Entrepreneurship: First Steps to Starting a Business Workshop. Hosted by Small Business Development Center (SBDC). This workshop was held for those thinking about starting or are in the early stages of planning a small business. Attendees learned about the multitude of free services available to start successfully and had the opportunity to network with other entrepreneurs. Presenter: **Dr. Ernie Post, Director of KU SBDC.**

WEDNESDAY, MARCH 25

Innovation Lab provided attendees a chance to learn, design, and experiment with new and exciting forms of technology. The workshop was about exploring new ideas, whether through a basic prototype, an online design, a basic business plan, or even a napkin sketch.

Social Media Workshop. Hosted by KU's MBA Program. Presenter: **Mr. Peter Hornberger, Marketing Specialist of SBDC.** This workshop focused on how job seekers and business professionals can make themselves more visible to companies and recruiters, how existing marketing staff can better engage with target audiences, and why social media should just be a part of an overall marketing strategy.

THURSDAY, MARCH 26

Entrepreneurship Day was an event used to expose students and faculty to successful entrepreneurs and support services in the area, spread awareness of the ELC, and create support and awareness for the Business Plan Competition and academic programs.

The Entrepreneur Panel:



Jim Ludlow is the President of Liquid Interactive, Allentown, Pa., and a member of the Kutztown University Council of Trustees. He is a broadly experienced and proven business executive committed to achieving profitable results by serving clients and employees to the best of his abilities.

Specialties include: Interactive marketing strategy and technology consultancy, website design, website development, SEO, online marketing, web video, analytics, CMS, custom application development, Flash design, online training, .Net and Java programming, video shooting, and video post production.



Kermit Oswald is the Vice President and co-owner of Sorrelli Jewelry headquartered in Kutztown, Pa. Kermit earned a BFA degree from KU in 1981 and moved to New York City with his wife Lisa after their respective graduations. Sorrelli is a family-owned jewelry design

company founded in 1983, and by the late 1980s the company was expanded. Since then the company has grown to become a worldwide supplier of original jewelry through its online store and other web retailers. Sorrelli products are sold by more than 400 boutiques in the U.S., the British West Indies and Hong Kong. Today Sorrelli is a fixture in popular magazines and in Hollywood. Kermit is a member of the KU Entrepreneurship Advisory Board, and he and his wife received honorary doctorates from the university in 2013.



Pam Gockley's experiences showed her there was a need for a new kind of corporate mentoring and training, especially pertaining to women and their increasing influence in the business world. She gathered a staff of experts in various regimens to join her in filling that need and formed Gockley Associates in 2004. That same year, Pam was selected as one of the Best 50 Outstanding Business Women in Pennsylvania. In 2005 she received the Entrepreneurial Achievement Award from KU's SBDC. In 2014 she received the Lehigh Valley Business 25 Women of Influence Award. In addition to her role at Gockley Associates, she is the President/CEO of Vigilant Internet Services Corp., a full-service web design, hosting, and management company based in Reading, Pa. Pam maintains an active role as a leader in many business women's organizations and community service programs. She frequently is a keynote speaker for business groups, corporations, colleges and non-profit organizations. In addition, she has authored two books on business and entrepreneurship.

Student Presenters:

Stephen Hilborn is a Berks County native and sophomore accounting major with an economics minor. He first explored entrepreneurship in high school with the start of an electronics repair business and recently co-founded a new venture, FigTree Technology, a company focused on building discussion systems for teams and organizations to help them innovate.

Victor June is currently studying electronic media with a minor in advertising. He is set to graduate from Kutztown this May. Victor is looking forward to interning in Manhattan this summer at an advertising agency/production house hybrid. He also plans to begin the Masters of Business Administration (MBA) program at Kutztown University this fall. Over the course of the past year, Victor has found measurable success as a freelance photographer and cinematographer. Victor is currently working for **Peter Hornberger** at the Small Business Development Center (SBDC) and **Dr. Duane Crider** at the Entrepreneurial Leadership Center (ELC) creating video and media content for both organizations.

ENTREPRENEURIAL LEADERSHIP CENTER

Entrepreneurship Week
March 23 - March 27, 2015

Do you have an idea?

Come visit us at:

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

FRIDAY, MARCH 27

Social Entrepreneurship: Creating a Better World. A discussion of ideas that could change the world.

Participants:



Dr. John G. Vafeas, is a professor and director of the Master of Social Work (MSW) program. Dr. Vafeas has taught at the University of Pennsylvania, Ryder University, and 25 years at Kutztown. He is acting as a consultant to various social service organizations in the areas of program evaluation and non-profit board development, and serves in leadership positions in various boards of directors at local and national levels, including the National Association of Case Management.



Dr. Edward Hanna has over 30 years experience in the field having served as practitioner, supervisor, and director of mental health and drug/alcohol programs. He is a Licensed Clinical Social Worker (PA), a member of the Academy of Certified Social Workers and holds memberships and positions in many other organizations.



Dr. John Conahan is an assistant professor and Licensed Clinical Social Worker (PA), and a member of the Academy of Certified Social Workers. He is also a Certified Addictions Counselor (PA). Dr. Conahan has 30 years of experience as a generalist practitioner has included the provision of services to individuals, groups and families, community and organizational development, clinical management and administrative management positions in the field of substance abuse treatment.

Entrepreneurial Marketplace: Student Vendors.

Hosted by KU's Entrepreneurship Club. The Entrepreneurial Marketplace showcased student innovators and entrepreneurs. Students had the opportunity to sell their products, showcase their work, and engage with the community while gaining valuable feedback and support.



Mr. Peter Hornberger, SBDC Marketing Specialist, with students at the Entrepreneurial Marketplace

Entrepreneurial Women: Insights on Women as

Innovators. An event to learn how entrepreneurial women launch innovative ideas into business.

Keynote Speaker:



Jen Groover is a KU alumna and a serial entrepreneur who went from guest-hosting spots on QVC to inking deals with some of the industry's biggest heavyweights. Her success began with the creation of the Butler Bag, the world's first compartmentalized handbag, and has evolved into an entire lifestyle brand, which can now be found at several prominent retailers. She is also behind Leader Girlz, which teaches young girls the importance of empowerment through play, and her newest brand, Empowered by Jen Groover. In addition, Jen is an author, speaker, and media contributor, and served on the Kutztown University Foundation Board.

Panel:



Dr. CJ Rhoads is the founder and CEO of HPL Consortium, Inc., developing technology tools to help people connect toward health, prosperity, and leadership. She speaks and writes about entrepreneurship, business strategy, leadership development, information technology and the economics of healthcare and integrative health practices. She is a professor in the College of Business, an avid researcher, and book author. In 2009 she was honored as one of Pennsylvania's Best 50 Women in Business, in 2011 she received the Athena Leadership Award, in 2013 was named one of the most Influential Women in Lehigh Valley Business, and in 2014 was named Top Researcher of the Year.



June Clougher runs the day-to-day operations at Jump Start Incubator and ensures clients receive the hands-on assistance they need. Prior to Jump Start, she was CFO at industrial scrap and salvage company Moses B. Glick LLC. June was a founding partner and controller for more than 16 years at Edwards Landscape & Nursery, where she currently serves in an advisory capacity. Her other previous roles included Executive Vice president and CFO at Bellco Federal Credit Union, and controller at several Berks County companies including Ted Smith Floor Products, Fritz Moving Co., and Premier Mill Corp.



Olivia Knowles is a 20-year-old fine arts and art education dual major at Kutztown University. She is the co-creator of "Brain Bug Magazine" with a first issue published in December. Having experience working with children at a daycare center, Knowles took notice that kids lost interest in books and magazines. Knowles and her co-creator plan to continue and expand this endeavor.

Dean's List Fall 2014

Making the Dean's List is an achievement recognized by academic success. To be eligible, an undergraduate student must be registered for at least 12 credits and have a minimum grade point average of 3.60 for the semester.

For the Fall 2014 semester, there were a total of 237 students within the College of Business to receive this recognition.

Congratulations to all students!

Business Core

Shaye Ahrens
Kellyann Anderson
Dana Ansbach
Julio Arredondo
Krista Berardelli
Seth Bergeris-Cortright
Ryan Bolesta
Tessa Boppel Didyoung
Bradley Bornhorst
Brandon Bridy
Terry Briggs
Chad Brubaker
Jessica Buchanan
Erin Byerly
Isabella Canova
Kate Catchmark
Janna Chanoux
Abby Churchfield
Kyle Coffin
Sarah Crippen
Hailee Cruz
Adam Daluisio
Martin Dietrich
Victoria Dorsey
Justine Ebbert
Caitlyn Falguera
Andrew Faust
Kyle Fellin
Dominic Ganchoso
Caitlin George
Jacob German
Edwin Gonzalez
Gina Graf
Kimberly Groff
Luke Herbold
Erika Hewston
Stephen Hilborn
Heidi Jackman
Seth Jurell
Christopher Kane
Jacob Karmosky
Connor Kenny
Mary Keytanjian
Nicholas Kilanowski
Joshua Kleckner
Nicole Klinger
Benjamin Lehr
James Lindenmuth
Derek Linkhorst
GeRui Liu
Zijie Ma
Rocco Mason
Jason McGowan
Kyle Mea
Zachary Meck
Michael Miller
Mersini Mitakos
Jordon Morrell
Brooke Morris

Austin Myers
Charles Nace
Kenneth Parkinson
Claudia Peppard
Paola Polanco
Daniel Preston
Ivan Primus
Melissa Prisco
Paul Procaccio
Jared Radcliffe
Inigo Reverte
Justine Rossi
Morgan Rutkowski
Raymond Sanchez
Rebecca Schultz
Michael Scocca
Precious Sewell
Kalvin Simpson
Gianna Skiffington
Sara Snyder
Brooke Souder
Gabriel Souza
Caitlin Sworen
Connor Tait
Katelyn Tatum
Jessica Thorne
Alexander Tonnies
Elizabeth Touchstone
Justine Trollinger
Nicole Varcadipane
Brooke Vaughn
Vinni Vonelli
Taylor Walker
Kelsey Watson
Michael Wiechecki
Tyler Wise
Kenneth Wolf
Adrienne Wolf
Francis Wood
Dustin Zachmann

Accounting

Keith Brown
Caleigh Coates
Ryan Connolly
Thomas Danese
Matthew Davies
Christopher Detz
Nicole Frederick
Sean Healy
Cameron Kirby
Kathryn Peluso
Kelly Quigley
Sheldon Reed
Thomas Romano
Benjamin Rusnak
Jordan Sallavanti
Charie Schantz
Jonathan Smith
Miranda Smith

Evan Sweeney
Shane Symonds
Matthew Williams

Finance

Rushi Amin
Charles Barton
Scott Brannan
Austin Cekovic
Marc Genay
James Goffredo
Patricio Hernandez
Brandon Hickey
Nathan Irons
Jonathan Quezada
YaDi Shi
Justin Shollenberger
Leah Wohlrab

Management

Holly Bream
Logan Bucks
Chris Chonta
Varun Desai
Matthew Devlin
Ian Haberle
Jessica Hoover
Katherine Irace
Zachary Lepore
Brett Minter
Rizqan Mohd Ariff
Benjamin Nace
Trang Ngo
Manpreet Patel
Pedro Perez
Robert Renna
Stephanie Spatz
Luke Szoke
Leanne Taylor
Jacob VanEeuwen
Brandon Zdunczyk
Chianna Zucchero

Marketing

Kathleen Adams
Jorge Berberena
Lenora Binns
Sara Brace
Caitlin Davies
Alexander Dienner
Samantha Dornauer
Brandon Martinez
Ross Matuszewicz
Eric Murphy
Shannon Ottinger
Stephanie Pancher
Taylor Schlitzer
Kelly Schmidt
Jarrett Tornetta

Casey Utz
Taylor Vincent

Leisure & Sport Studies

Genevieve Altomare
Arjun Arora
Jeanlee Baez
Christopher Bain
Kenneth Beebe
Madison Beer
Matthew Benvenuto
Fallon Bevino
Samantha Busillo
Samantha Costello
Abigail Cox
Benjamin Cregger
Andrew Deichert
Jessica Dilks
Zachary Dixon
Nicole Fetchko
Sarah Gingrich
Connor Herlihy
Dakota Hirst
Bryan Hnatt
John Kelly
Trey Kohan
Courtney Konowal
Derek Kovach
Tyler Kurtz
Kylie Leff
Michael Lineman
Marissa Linquist
Cameron Lipnicky
Casey Lydon
Anthony Marchetto
Frances McNally
Matthew Minnich
Kesha Patterson
Ryan Perl
Alexander Plate
Tyler Redding
Megan Reilly
Alyssa Riker
Anthony Romano
Tyler Rothdeutsch
Anthony Scholl
Michael Sharpe
Cody Snyder
Jillian Spencer
Kristen Venezia
Nicholas Vuotto
Tyler Wakefield
Madison Wampler
Michael Wasco
Sean Willits
Gina Wise
Zandria Zielinski
Brett Zosh



FMA- Financial Management Association

For more information contact the Club Advisors:

Dr. Keshav Gupta, DF 209, gupta@kutztown.edu and Dr. John Walker, DF 228, walker@kutztown.edu
President: Rushi Amin; ramin045@live.kutztown.edu

The Finance Club is a student-run organization offering various benefits to 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.



Pictured left to right: Parth Girme, Nico Goffredo, Musfrah Rana, Guest Speaker **Anabel Morgan**, Dr. Keshav Gupta, Rushi Amin, and Dr. John Walker.

On March 3, 2015, the Financial Management Association hosted Guest Speaker and KU Alum **Anabel Morgan**, Credit Analyst at Fulton Financial. Topics included insights about opportunities in the finance field and her experiences at Fulton Financial.



Accounting Club

The Kutztown Accounting Club exists to promote relationships between students, faculty, and accounting professionals. The goals of the club are to: provide interested students with information on the accounting profession and current opportunities, prepare them for successful careers, and 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>

On February 10 at 11 am in DF 210, the Accounting Club hosted speaker **Steven Schucker**, '07. Steve started his career in the tax department of KPMG and then worked for **Buckno Lisicky and Company**. He is now a sole practitioner. On **March 19 at 11 am in DF 210**, a representative from Becker CPA Review gave a presentation to the club.

Upcoming events

April 16, 11am, DF 210 - **Marco Angelone** and **Daniel Walker** will speak. Marco works for Reinsel Kuntz Leshner in York, PA. Dan is with the Defense Contract Audit Agency (DCAA).

April 25, 7pm, Berkleigh Golf Club - Accounting Club Banquet. We announce the senior award winners in accounting. This year's speaker is **Tadd Henninger**, '98. Tadd started his career with Ernst and Young

and advanced to Senior Manager with the firm. He is now Director of Corporate Finance with PPL in Allentown, Pa. This is a good networking opportunity for our students, since we invite a large number of our accounting alumni.

Club Advisor: Professor Dave Wagaman, DF 218, dwagaman@kutztown.edu
President: Keith Brown, kbrow315@kutztown.edu

American Marketing Association

Advisor: Dr. Paul Sable, DF 220, sable@kutztown.edu
President: Autumn Anthony, anth225@live.kutztown.edu



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: guest speakers, webcasts, conferences, and trips to many fun places.

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
President: Josh Moyer, jmoye712@live.kutztown.edu

Supply Chain Management Business Logistics Club

Faculty Advisor:

Dr. Gary Chao, DF 222, chao@kutztown.edu
President: Justin Maynard, jmayn442@live.kutztown.edu



The Supply Chain Management & Logistics Club provides business students who are interested in supply chain management and/or logistics 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 by attending club events including question and answer sessions with guest speakers, fundraisers, and trips to local logistics companies. The club hopes to attract students who plan to pursue the Supply Chain Management Certificate offered by the Department of Business Administration; however, all business students are welcome.

Tutoring

At Kutztown University, tutoring is designed to give students individualized attention at their level and help guide them towards academic success. With tutoring services, students are guaranteed reinforced learning, support for in-class learning, and an advanced sense of community.

Tutoring services is located in Rohrbach Library Room 30. Office hours are 9:00 am - 4:00 pm Monday through Friday. They can also be reached at tutor@kutztown.edu, or call at 610-683-4207.

Tutoring is offered for the following class sections in Rohrbach Library Room 30 Monday-Thursday:

ACC 121	ECO 011
ACC 122	ECO 012
ACC 305	FIN 350
ACC 317	MGM 210
ACC 322	MGM 351
BUS 120	MKT 210
BUS 131	



Business Computer Lab: DeFrancesco 29

Computer services are available for students in DF 29. Downloaded onto the computers are:

- QuickBooks
- CRSP
- TaxCut Home Premium
- TaxCut Business
- SIFT
- MyITLab
- Expression Web
- DropBox
- Deduction Pro
- SkyDrive

Lab Hours:
Monday - Thursday:
8:00 am - 9:00 pm
Friday:
8:00 am - 3:00 pm

* For BUS 171 students, check for special tutoring hours held in computer lab (DF 27).



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

MBA INFORMATION RECEPTION

Completing your MBA Foundation Courses

When: Wednesday, May 13, 2015

Where: 207 deFrancesco Building

Time: 5:15 p.m.

Food and refreshments will be provided for attendees.

Should you decide to attend, online registration will open on April 13th, 2015 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>

Master's of Business Administration (MBA)

The mission of the Kutztown University **Master's of Business Administration** program is to provide 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 credits) including nine required graduate courses and one elective.

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.

**Choose the
Kutztown MBA**

Kutztown University Career Development Center

Office phone: (610)683-4067 - careers@kutztown.edu

Hours and Location: The CDC is located on the first floor of the Stratton Administration Center (113) and is open **Monday-Friday** 8:00 am - 4:30 pm during the academic year.

Staff: Kerri Gardi, Director

Jessica Kirkwood, Assistant Director

Linda Lantaff, Assistant Director

Linda Kerschner, Office Manager

Upcoming Events

KU Internship and Job Fair

Wed. April 1, 12-3, MSU 218

This is your opportunity to shake hands, get your resume out, and talk with employers. Search for career-related internships and jobs! Professional dress is required, business suit preferred. Be sure to come with plenty of resumes in hand!

Dinner with Golden Bears

Wed. April 1, 6-8, MSU 218

Enjoy dinner mingling with KU alumni from your field of study. Discuss issues that are affecting you now and will in the future. Sponsored by KU Foundation & Alumni Relations.

Year One on the Job...Managing Your Finances

Tues. April 7, 11-11:50, MSU 250

Managing your new financial status can be a daunting task. There are several fundamentals that, once mastered, will give you a level of confidence. Learn how to set up a budget and manage the monthly expenses. Use credit cards wisely -- both in what cards you chose and how you use them. Know about credit bureau reports -- what they are all about, who looks at them, what they mean.

Presented by PSECU.

Day One on the Job...HR & Benefits

Thurs. April 9, 11-11:50, MSU 250

Are you prepared to make decisions and fill out paperwork on your first day at a new job? Topics will include information on health care/benefit options, INS requirements, tax forms, retirement/savings plans and other "food for thought" to help you prepare for the administrative "details" that most Human Resource Offices throw your way! Presented by KU Human Resources Staff.

Peace Corps Information Session

Tues. April 23, 4-5:30, MSU 116

Are you thinking about working overseas? Do you have the desire to serve and improve the lives of others in the U.S. and around the world? Attend the presentation and Q&A session by a Peace Corps representative. You will learn what the Peace Corps is all about and how to put your passion for service to work.

What can the Career Development Center do for you?

The Career Development Center is here to help you define your career goals and take the steps necessary to achieve those goals.

The CDC can help you:

- **Decide/confirm** your choice of major/minor
- **Explore and research** career options
- **Gain** experience through externships (job shadowing), volunteer work, and internships
- **Develop** workplace etiquette and a personal brand
- **Conduct** a job search including resume and cover letter writing and interview preparation
- **Prepare** for graduate school

For more information visit:

<http://www2.kutztown.edu/about-ku/administrative-offices/career-development-center.htm>

Other CDC Services:

- Quick- Question/Walk-In Hours:
Monday - Friday 2:00 pm - 4:00 pm. No appointment required.
- Individual Career Counseling/Coaching
- Workshops, Events & Presentations
- Career Assessment
- Resume and Cover Letter Review
- Internship/Job Search
- Interview Preparation



April 26: Out of the Darkness Walk

On April 26, KU Clinical Services is holding an event called Out of the Darkness Walk for suicide prevention and awareness. Registration is from 5-6 pm and the walk is from 6-9 pm on the DMZ. For more information visit www.afsp.org; walkers may register online or wait until the day of the walk. Walkers are needed and people may make teams in memory of loved ones. Any questions email kloomis@kutztown.edu