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College of Business Clubs

Accounting Club Advisor:
Dave Wagaman, DF 218

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

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

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

**Financial Management
Association Club Advisors:**
Dr. Keshav Gupta, DF 209
Dr. John Walker, DF 228

**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 Speaker:

Mark Thompson

***Reading Royals- Broadcaster,
Media Relations, & Hockey
Operations Coordinator***



Mark Thompson is currently in his tenth season as the broadcaster, director of media relations and coordinator of hockey operations for the Reading Royals, the ECHL affiliate of the Philadelphia Flyers.

In the mid-1990s while living in Los Angeles, Mark launched his career in pro hockey after rediscovering a love for the game that was fostered by years of playing while growing up in southeast Pennsylvania, St. Louis, Missouri, and ultimately Nashville, Tennessee - where he prided himself on playing every possible sport and engaging in virtually every possible physical activity that human minds could devise.

Prior to embarking on his career in professional hockey, Mark was a trial lawyer based in Memphis, Tennessee, where he was involved in a wide-ranging practice which included cases from the most simple traffic violations to complex multi-party federal court class action litigation. He received his undergraduate degree at the University of Tennessee and earned his law degree at Memphis University. Upon graduating from law school, Mark served one year as the law clerk for Justice William H. D. Fones on the Tennessee Supreme Court.

**Thursday, February 26, 2015
Academic Forum 200, 11 am**



Message from the Dean

Spring 2015 is a very important time for the College of Business, especially the Department of Business Administration (DBA). The AACSB's peer evaluation team on initial accreditation will visit KU March 1-4. The team's recommendation on accreditation for KU will likely be accepted by the AACSB. Meanwhile, the DBA will be moving forward with implementing a minor in Supply Chain and Logistics and a program in personal financial planning related to students preparing to become Certified Financial Planners - CFP.

The Department of Sport Management and Leadership Studies (DSMLS) will continue to work on earning COSMA accreditation that may happen in 2015-16.

It has been my privilege to serve as Dean of COB since summer 2008. I will be retiring at the end of 2014-15, and I thank the faculty and staff for their work and accomplishments during the past several years.

Message from Associate Dean Geaney



Welcome to the spring 2015 semester! We are sprinting towards the end of another academic year. Did you use your winter break to tool up and prepare?

Here are some ideas:

1. Set your spring semester GPA goal.
2. Check out the tutoring center's hours.
3. Peruse your spring textbooks before classes begin.
4. Organize your notes and notebooks.
5. Send an email to your advisor with pre-semester questions.

Pre-semester preparation will give you the momentum to sprint over your goal line in May. As always, thank you for choosing Kutztown University and see you in the hallways!

Previous Featured Speaker: Tony Iannelli



Pictured from left to right: Julie Brinker, Tony Iannelli, and Dean William Dempsey.

Tony Iannelli, CEO and President of the Lehigh Valley Chamber gave a presentation about success to students and faculty members on November 13, 2014.

Upcoming Featured Speaker: Bart Oates



Bart Oates, a former center for the New York Giants and San Francisco 49ers, helped the Giants to two Super Bowl titles and later, led the 49ers to one.

Mr. Oates attended college at Brigham Young University and received his bachelor's degree in Accounting. Mr. Oates also received a law degree from Seton Hall Law School. Mr. Oates focused on litigation and real estate tax appeal work for the law firm of Ribis, Graham,

& Curtin in Morristown, NJ. After retiring from football, he became a real estate broker. For the last 17 years, he has worked with Gale and Wentworth and currently is an executive VP for the firm of Avison and Young. NY Football Jets, American Express, Curtis Wright, Fitness and Wellness Professional Services are a few of his clients. In addition to real estate brokerage, he is currently of counsel to the firm of Koski & Associates where he focuses on real estate tax appeal work. He is also a partner in a title insurance company, All Pro Title in Morristown, NJ. He was also a Board member of the NY/NJ Super Bowl Host Committee.

In addition to these consequential positions, Mr. Oates maintains an active role in many services to the community and his church, including Chairman of the Hall of Fame of New Jersey, Chapter President of the NFL Alumni Association, the Colleen Giblin Foundation, and Boy Scouts of America.

Mr. Bart Oates will be on campus to speak to students on:

Thursday, March 19th, AF 200, 11 am

FOUNDATION & ALUMNI



Julie Brinker

College of Business,
Development Officer
610-683-4742

brinker@kutztownUfoundation.org

Please consider supporting the College of Business with an [online donation](#) today. Contributions of any size do make a difference!

Upcoming Alumni Events

Friday, January 30, 2015

6:00 Hot chocolate and donuts served in the lobby of Grim Science Building.

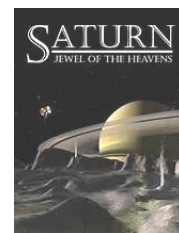
6:30 Premier viewing of **Saturn, Jewel of the Heavens** in Planetarium.

7:30 Observatory viewing of Jupiter (weather permitting) in Planetarium.

Sunday, March 29, 2015

Lehigh Valley Phantoms vs. Manchester Monarch
The puck drops at 3:05 pm. The cost for this event is \$18.66 prior to March 20th. After that date, tickets will be \$25.

To register for these events, click [here](#) or call the KU Foundation and Alumni Relations office at 610-683-4110.



workshops



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

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

Wellness Expo - October 30, 2014

Students representing The Department of Sport Management and Leadership Studies conducted physical assessments at the 2014 Wellness Expo on Thursday, October 30th in the McFarland Student Union Building. The individual assessments conducted included 51 for percent body fat through the use of the Tinita Scale, 41 for lower body flexibility, and 56 for upper body grip strength. Participants were comprised of 15% seniors, 20% juniors, 48% sophomores, 15% freshmen, and 2% faculty/staff. The students conducting the assessments were members of Dr. Duane Crider's Personal Fitness Trainer course. Students from Dr. Lorri Engstrom's group fitness class assisted with the assessments. Helping with the organization of the event for the fourth time was senior Nick Vuotto of the Department of SMLS. Also assisting was Ms. Colleen Kulp. A push-up contest was also conducted that attracted 28 male and 16 female competitors.

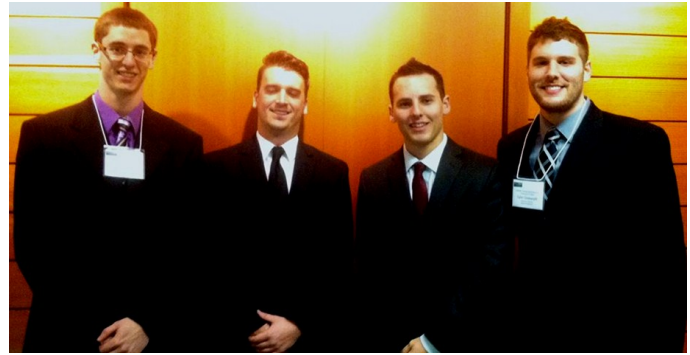
The Spring Health Fair will be held on March 19, 2015, in the Student Recreation Center.



Pictured left to right: Nicholas Vuotto, Dr. Duane Crider, and Colleen Kulp at the Wellness Expo on October 30th.

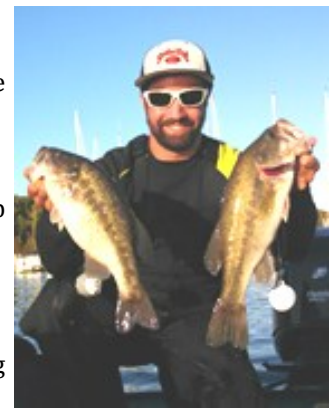


Participants of the Wellness Expo on October 30th.



Derek Kovach, Mike Lineman, Anthony Marchetto, and Tyler Giovarelli (left to right) presented a research paper entitled "Exploration of the Motives of using Sport Mobile Applications" at the PASSHE Undergraduate Research Conference in Science, Technology, Engineering & Mathematics at Slippery Rock University, PA on November 22, 2014.

Corey Bechtel, a sophomore at KU in the SMLS program has just recently achieved one of the greatest accomplishments in bass fishing. He has earned a spot in the prestigious Forrest Wood Cup Bass Tournament, August 20-23, 2015, on Lake Ouachita in Hot Springs, Arkansas. The tournament is the nation's premiere bass event featuring the top 45 pros and co-anglers in the nation.



Bechtel qualified for the event with a 9th place finish last month in the Wheeler Lake Invitational, Wheeler Lake, Ala., where he caught a three day total weight of 15.08 pounds. He competes as a co-angler.

COB Upcoming Events - Mark your calendars....

- **Thursday, February 5th** - DBA Spring Transfer Reception, 11 am, DF 210
- **Tuesday, February 17th** - Dean's List Reception, 11am DF 100
- **Tuesday, February 24th** - COB Etiquette Dinner - 6pm, MSU 218
- **Thursday, February 26th** - COB Featured Business, Mark Thompson, Reading Royals, 11am AF 200
- **Thursday, March 19th** - COB Featured Speaker - Mr. Bart Oates, former football player for New York Giants & San Francisco 49ers, 11am, AF 200
- **Thursday, March 19th** - KU Health & Wellness Expo - 12pm - Student Rec. Center.
- **Entrepreneurship Week** - 3/23 - 3/28 - See page 8 for details.

Faculty & Staff in the News



Dr. Gary Chao
Department of Business
Administration

Gary Chao is an associate professor in the department of Business Administration at Kutztown. Before joining Kutztown in 2007, he was a supporting faculty member at Northeastern Illinois University. Dr.

Chao got his doctorate degree of Industrial Engineering and Management Science from Northwestern University. He also received a MBA from Vanderbilt University and a Master's of Chemical Engineering from National Tsinghua University. Dr. Chao joined the task force to develop the Supply Chain Management and Logistics program at Kutztown. He is also a board member of a local chapter in Council of Supply Chain Management Professions, the preeminent worldwide professional association dedicated to the advancement and dissemination of research and knowledge on supply chain management.

His research focuses on supply chain management performance evaluation. His papers have been published in Management Science, Queueing Systems, European Journal of Operational Research and more. His recent paper, "Global Market Evaluation: A Longitudinal Efficiency Assessment Approach," just appeared in *Global Economy Journal* in 2014. Outside of school, Dr. Chao enjoys playing tennis, traveling, and completing home improvement projects.



Dr. Duane Crider
Department of Sport Management and
Leadership Studies

Dr. Crider received his terminal degree at The Pennsylvania State University. He joined the faculty at Kutztown University after 17 years of employment at Penn State having served in many management roles

such as athletic director of a branch college and director of recreational programming at three of PSU's campuses. He has had several faculty roles including teaching physical activity classes such as ballroom dance and fencing and later teaching health and advanced emergency care as the Coordinator of Emergency Care Education for the Health Education Department.

Dr. Crider is currently in his 19th year at Kutztown University. He lives in Hamburg with his wife Lori (a 5th grade teacher) and daughters aged 16 and 12. His boxer (Bear) is 6 years old and one of a long line of boxers in the family. Besides activities such as fitness training, he enjoys being in the woods hunting and hiking. He edits for two

Dr. Crider continued:

professional journals so his free time is spent collaborating with faculty from other institutions. Dr. Crider has been a member of the local school board for several years and keeps active with district programs. He has been the consultant to the Hamburg Area School District's soccer program for the past few years and developed their fitness and resistance training program.

Due to work and school schedules, his wife and children do not get the chance to accompany him on travels to professional conferences; however, they enjoy a longstanding family tradition of camping, mostly in Pennsylvania and at the Maryland shores.

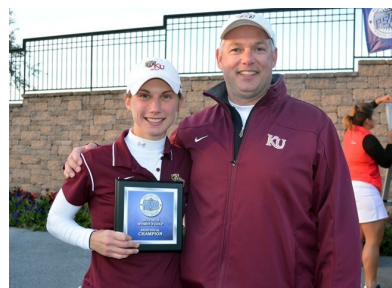
Student Representatives Meet with Dean & Associate Dean



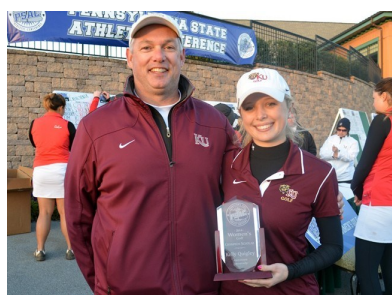
Pictured from left to right: Jonathan Quezada, Katherine Irace, Student Government Board College of Business Student Reps, Associate Dean Martha Geaney, and Dean William Dempsey.

On Tuesday, November 18th, College of Business Student Representatives from the Student Government Board were invited to meet with the Dean and Associate Dean. The meeting provided an opportunity to share information about the College of Business programs.

DBA Students Awarded



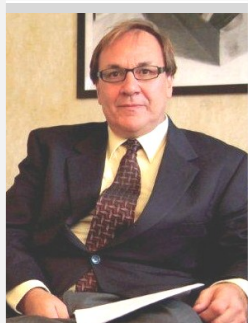
Lauren Smith claimed the first individual PSAC championship in Kutztown history on October 18, 2014. Lauren is a senior in the BSBA program. Congratulations Lauren!



Kelly Quigley was named women's golf PSAC champion scholar on October 18, 2014. Kelly is the fourth Kutztown student to receive this award. Kelly is a senior in the BSBA program. Congratulations Kelly!

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>

SBDC Updates:

A grant in the amount of \$27,000 has been approved for KUSBDC to provide continuing education for 2015 for Berks County nonprofit leaders through professional development opportunities such as seminar series and fellowship program. This grant is being made from Hawley and Myrtle Quier Fund of Berks County Community Foundation.

The KUSBDC was also recently awarded a supplemental grant from the South East Pennsylvania Procurement Technical Assistance program managed through our PASBDC state directors' office to develop bilingual online learning and marketing materials to increase the awareness of and success of Latino entrepreneurs with government contracting. The additional grant awarded is for \$65,000 and the KUSBDC is matching this grant with a 50% cash match through the Latino Business Resource Center NAP program. The scope of this work will be completed throughout the next 10 months and there will be opportunities for faculty and students to assist with design and implementation.

On November 12, 2014, the KUSBDC hosted the Central PA Lender Match at the Dixon University Center in Harrisburg. This event provided a forum for businesses to present their financing needs to area lenders.

WEDnetPA Updates:

Workforce Training Funds Available to Pennsylvania Companies

The Kutztown University Small Business Development Center is one of more than two dozen partners in the Workforce and Economic Development Network of Pennsylvania (WEDnetPA). It has been allocated \$193,000 for the 2014-15 Fiscal Year to distribute to Pennsylvania manufacturers and technology companies completing employee training and workforce development. Companies may apply for and receive reimbursement for training under Essential Skills (ES) and Advanced Technology (AT) grants. Eligible companies can receive up to \$450 per eligible employee per year under an ES grant and up to \$850 per eligible employee per year under an AT grant. Applications for training funds for fiscal year 2014-15 are still being accepted.

For more information about WEDnetPA eligibility, requirements, and the program's impact please visit <http://www.kutztownsbdc.org/wednet/default.asp> or contact James Rodriguez, WEDnetPA Coordinator, at the Small Business Development Center.

LBRC Updates:

On November 12, 2014, eighteen entrepreneurs graduated from the eight-week bilingual program in Reading offered in Spanish entitled, "Business Skills for Latino Entrepreneurs."



On November 18, 2014, seven entrepreneurs graduated from the eight-week bilingual program in Kennett Square offered in Spanish entitled, "Business Skills for Latino Entrepreneurs."



4th Annual Business Idea Competition

Kutztown University's Entrepreneurial Leadership Center (ELC) hosted the final round of judging for the 4th Annual Business Idea Competition on Thursday, November 20th, at 6 pm in DeFrancesco 210. Entries were judged in the preliminary round and four finalist teams were selected. These teams presented their business ideas to a panel of local judges. **Matt Minnich**, from the College of Business, took first place with his idea for "ExerSwing," a golf related piece of equipment that will help improve your game on a fitness level. **Calvin Heyward**, "Kutztown University Taxi Service" and the team "Exercise to the Max" **Dakota Hirst, Sean Kotyuk, and Tyrell Bradshaw** tied for second.



From left to right: Mr. Peter Hornberger, Blended Learning Consulting Specialist, Small Business Development Center, moderator for event; participants Cody Miller, Dakota Hirst, Sean Kotyuk, and Tyrell Bradshaw; Ms. Tracey Thompson, Executive Director of Kutztown University Foundation & Alumni Relations; Mr. Jack Gulati, owner of Reading Royals and Stokesay Castle; Mr. Fred Greco, '95, owner of Global Golf Events, member of ELC Advisory Board; Dr. Duane Crider, ELC Faculty Coordinator and professor for the College of Business; and participants Matt Minnich and Calvin Heyward.



Dean William Dempsey addressing judges for the Business Idea Competition.



Finalists Dakota Hirst, Sean Kotyuk, and Tyrell Bradshaw presenting their business idea "Exercise to the Max".



Mr. Peter Hornberger moderating the Business Idea Competition.



Finalist Cody Miller presenting his business idea "Max Metabolism".



Finalist **Calvin Heyward** presenting his business idea "Kutztown University Taxi Service".



Finalists left to right: Matt Minnich, Cody Miller, Calvin Heyward, Dakota Hirst, Sean Kotyuk, and Tyrell Bradshaw.

Congratulations to our 2014 Finalists!!

The Kutztown University Business Idea Competition was started to inspire students to bring their business ideas to fruition. It is intended to aid the students by rewarding the winners for their hard work with needed resources and to hone their entrepreneurial skills. The competitors come up with an idea for a small business or product and construct a basic business plan, including financials, describing how they intend to advance from idea to implementation. Finalists were selected to present their business or product to an esteemed panel of judges. These teams now have the resources to help prepare them for the Pennsylvania's State System of Higher Education Business Plan Competition, with judging beginning in March.



Winner **Matt Minnich** presenting his business idea "ExerSwing".

Entrepreneurship Week Events

Monday, March 23

Entrepreneurship: First Steps Workshop

5:30 pm, MSU 223 *Light refreshments provided
Open to community. Please register online at: <http://www2.kutztown.edu/business>

Tuesday, March 24

Social Entrepreneurship: Creating a Better World
11:00 am– 12:00 pm, Old Main, 163 Georgian Room
Student and Faculty Ideathon Session

Wednesday, March 25

Innovation Lab Event - Hackathon

11:00 am, Old Main, 163 Georgian Room

Social Media Workshop (Hosted by KU's MBA Program)

6:00 pm - 7:30 pm, MSU 312 - Light refreshments provided.
Open to community. Please register online at: <http://www2.kutztown.edu/business>

Thursday, March 26

Entrepreneurship Day: Kutztown University's ELC

11:00 am, MSU 218

Kutztown University's Student Entrepreneurs Panel: The Journey from Idea to Launch - Local Entrepreneurs Panel Discussion - Lunch will be served and the Entrepreneurial Leadership Award will be presented.

Friday, March 27

Entrepreneurial Women: Insights on Women as

Innovators 11:00 am - 1:00 pm, MSU 250. Keynote Speaker: Jen Groover. Open to community. Please register online at: <http://www2.kutztown.edu/business>

Entrepreneurial Marketplace: Student Vendors

10am - 1pm, tables setup outside of MSU 218 in hallway.
For more information, please see Holly Leifer, Entrepreneurship Club President at hzel279@live.kutztowne.du

ELC Mission Statement

One of the major goals of the Entrepreneurial Leadership Center (ELC) is to foster and create new academic entrepreneurial leadership courses and collaborative opportunities for university students and faculty through their interactions with each other as well as with entrepreneurs, industry and non-profit leaders in our region.

Entrepreneurship Week - March 23 – 27

Kutztown University's Entrepreneurship Week is a celebration of student innovators who want to change the world, bring a new idea to life, launch a new business or just be creative for the sake of being creative!

During one week in March, Kutztown University hosts events, workshops, panel discussions, and guest speakers in a week long discussion of what it means to be an entrepreneur. Kutztown University's Entrepreneurship Week is powered by KU's Entrepreneurial Leadership Center, the Small Business Development Center, and the MBA Program.



Entrepreneurship Club

Club Faculty Advisors: Dr. Roger Hibbs, DF 233, hibbs@kutztown.edu
and Dr. CJ Rhoads, DF 204F, rhoads@kutztown.edu
President: Holly Leifer; hzell279@live.kutztown.edu

The Entrepreneurship Club is open to all students, regardless of major. The purpose of the club is to help foster an entrepreneurial mindset across campus and to give students the opportunity to interact with other students, student entrepreneurs, faculty, and successful small business owners (entrepreneurs) from the area, region, and nationally. The club will focus on activities that encourage and support entrepreneurship, as well as assist with events sponsored by the Entrepreneurial Leadership Center at KU. If you have ever thought of starting your own business or are interested in the opportunity to get to know and/or be mentored by important business leaders, this club is for you.

American Marketing Association

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

AMA had a Guest Speaker on Tuesday, October 21, at 11am in DF 116 from ADP to discuss resume building, networking and sales positions available with ADP. Snacks & Refreshments were provided! There was another meeting on November 20th, 2014 discussing new fundraiser and upcoming events. 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



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

The Accounting Club hosted guest speaker Rob Costantini, SOX Compliance Manager and audit manager at Air Products and Chemicals. Topics included internal audits, career choices, and his role at Air Products. 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 as fully equipped accounting professionals. For more information visit their website at: <http://www.kutztown.edu/activities/clubs/accounting/aboutUs.html>

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.

On Wednesday, October 29th, 2014, KU Alumni Patrick Smith shared some of his experiences with the club. On November 11th, 2014, the club hosted a guest speaker on the topic of transportation management.



Have fun! Join a Club!





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.

The Finance Club hosted a guest speaker, KU finance alumnus, **Mr. John Frownfelter** on Tuesday, November 4, 2014. Mr. Frownfelter is a CFA and is a managing director at SEI. On November 18, 2014, the Finance Club hosted another special guest speaker, KU finance alumnus, **Mr. Emmanuel Henson**. Mr. Henson, a CFP, is an Investment Consultant at TD Ameritrade. Mr. Henson discussed the business of personal financial planning and opportunities in that area.



Pictured from left to right: Nico Goffredo, Dr. Jonathan Kramer, Parth Girme, Rushi Amin, Mr. John Frownfelter, and Dr. Keshav Gupta.



Pictured from left to right: Parth Girme, Dr. Keshav Gupta, Mr. Emmanuel Henson, Dr. Jonathan Kramer, Nico Goffredo, Patricio Hernandez, and Rushi Amin.

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 under-graduate 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 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.

Center for Academic Success and Achievement (CASA)

The Center for Academic Success & Achievement (CASA) provides academic support for all students. Students can be referred to CASA for individualized success plans, study skills support and connections to campus resources. Referrals are easy just email casa@kutztown.edu. CASA is located on the lower-level of the library in RL 26 next to Tutoring Services. Visit our website at www.kutztown.edu/casa for more information and valuable links for students. Have a SUCCESSFUL year!



Newsletter Suggestions?

This newsletter serves as an information source for KU students, faculty and staff. If you would like to submit any suggestions or articles for the upcoming newsletter, please email dsantos@kutztown.edu

Our next newsletter will be published April 2015.

Features will include:

Information about upcoming COB speakers, Messages from the Dean and Department Chairs, and details of upcoming events.



Tutoring

At Kutztown University, tutoring is designed to give students individualized attention to help students 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 RECEPTIONS

Learn about
the MBA
and.....

1. **Meet Local Supply Chain Professionals and Explore Kutztown University's MBA Program**
Tuesday, February 3, 2015 - 5:15pm MSU 312
2. **Graduate Assistantships and the Small Business Development Center**
Wednesday, March 25, 2015 - MSU 312 - 5:15pm
 - Followed by a MBA Social Media Workshop - 6pm - MSU 312
3. **Completing Your MBA Foundation Courses**
Wednesday, May 13, 2015 - DF 210 - 5:15pm

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 **Masters 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.

Choose the
Kutztown MBA



Kutztown University Career Development Center

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

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>

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

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

Career Development Center Spring 2015 Events

Tuesday, January 27 - Senior Kick-Off, 11-11:50am, MSU 218

Wednesday, January 28 - Senior Kick-Off, 3-3:50pm, MSU 218

Thursday, January 29 - Introduction to Career Development, 11-11:50am, Stratton 116

Tuesday, February 3 - Senior Kick-Off, 11-11:50am, MSU 218

Wednesday, February 4 - Writing Your Resume & Cover Letter, 1-1:50pm, Stratton 116

Thursday, February 5 - Finding Internships, 11-11:50am, MSU 250

Tuesday, February 10 - How to Work a Career Fair, 11-11:30am, MSU 250

Wednesday, February 11 - Creating Your Personal Brand, 1-1:50pm, Stratton 116

Thursday, February 12 - Job Search Strategies, 11-11:50am, MSU 250

Wednesday, February 18 - Graduate School Fair, 12pm-3pm, MSU 218

Monday, March 9 - Job Fair for Educators

Wednesday, April 1 - Internship and Job Fair

Mark Your Calendar!

COB Sr. Etiquette Dinner - 2/ 24/15

Learn the essentials of proper dining etiquette and network with established professionals, many of whom are COB alumni and/or employees of organizations that actively recruit Kutztown University students! ***This is a private dinner for College of Business. SENIORS only.** Invitations will be handed out to Senior level students in class and through email. Register online at:

<https://kutztown-csm.symplicity.com/surveys/CoBEtiqDinnerGuestSpring15>



This edition of the COB Newsletter was designed by Felicia Loughery, College of Business Graduate Student.