

College of Business

INNOVISION

Magazine





LETTER FROM THE DEAN

THIS ISSUE'S CONTENTS HIGHLIGHTS
WHY WE ARE THE EDUCATIONAL
BACKBONE OF BUSINESS AND
INDUSTRY IN SOUTHEASTERN
PENNSYLVANIA AND BEYOND!



AWESOME WORK, COB!



Dr. Martha M. Geaney
- Dean Dr. Martha M. Geaney

Welcome to InnoVision, the College of Business newsletter turned magazine. This is the new path the COB will be taking to tell the stories coming out of the college. We think in stories, and when we share stories, we create a community.

Special thanks goes out to CD undergraduate design assistant Alexandria Shope for her legwork, overall assistance and enthusiasm; MBA graduate assistant Seth Oravec for his assistance in information gathering and photo editing; MSW graduate assistant Felicia Loughery for her superb copy editing; and a warm thank you to the Professional Writing program for providing me the necessary skills and motivations to create and complete this magazine. This is our second edition of the reimagined publication, and none of it would have been possible without the people above, College of Business faculty and staff, and Dean Geaney's vision for a brighter future.

Shawn Gamez
Managing Editor

Please consider supporting the College of Business with an [online donation](#) today, or contact JULIE BRINKER, COB Development Officer.

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INNOVISION

Fall 2015 | Issue 3

CONTENTS

6	ADVISORY BOARD: PETER RITTENHOUSE
8	ALUMNI INTERVIEW: MODESTA LOPEZ
10	SCHOLARSHIP AWARD: MORGAN RUTKOWSKI
12	BRIAN SMITH, UGG FOUNDER
14	EXECUTIVE IN RESIDENCE
16	JOSEPH MCILVAINE, MLB EXECUTIVE
18	SPORT MANAGEMENT ADVISORY BOARD
20	LOCAL BUSINESS: WHOLESOME FOODS
22	HARRY ZIFF, LOGISTICS SPECIALIST
24	BUSINESS IDEA COMPETITION CONCLUSION

ENTREPRENEURIAL
LEADERSHIP CENTER



Spring Schedule

FEBRUARY

17 Graduate School Fair

Wednesday, 12- 3 p.m.
McFarland Student Union (MSU) Room 218
Register through KU Career Network

If graduate school is in your future, make sure to attend this informational fair. Representatives from area college and university graduate programs will be visiting to share information regarding their programs, schools and application procedures. This is a wonderful opportunity to have your questions answered in order to make the best decision for you.

24 15th Annual Lehigh Valley Collegiate Career Expo

Wednesday, 12- 4 p.m.
Holiday Inn Conference Center - Fogelsville
Register at <http://www.lvcce.org/>

LVCCE specifically targets new graduates and students for internship opportunities, volunteer opportunities, part-time employment and/or full-time employment.

MARCH

7 KU Job Fair for Educators

Monday, 10 a.m. - 2 p.m.
Post-fair Interviewing (optional): 2 - 4 p.m.
McFarland Student Union (MSU) Room 218
Register through KU Career Network

This event held each spring is specifically for senior education students and alumni. Recruiters from educational employers throughout Pennsylvania as well as from other states across the country will share information about education careers.

30 KU Internships and Job Fair

Wednesday, 12 - 3 p.m.
McFarland Student Union (MSU) Room 218
Register through KU Career Network

Held on-campus each semester, the KU Internship and Job Fair is an opportunity for you to shake hands and talk with employers, learn about internships and job openings, and get your resume out to employers.



**Become a stronger, more confident & successful student....
and future employee** by participating in two specially designed
FREE professional development certificates.

Career EXPLORATION Certificate

(Open to all freshmen and sophomore students-0-60 credits)

Gain a **greater understanding** of yourself and the career development process.
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plan for a successful internship and/or related summer or part-time job search.

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strategies and interview skills, and the role of social media in the hiring process.
Be **better prepared** to conduct an internship, professional employment,
or graduate school search.

For more information visit www.kutztown.edu/CDCcertificate.

PETER RITTENHOUSE

COLLEGE OF BUSINESS ADVISORY BOARD CHAIR

Director of Supply Chain
Nestlé Waters



Challenge. Encourage. Recognize.

An advisory board is essential for a college campus. Its purpose is to draw upon the experience, wisdom and knowledge of various executives and businessman and help to apply them to the goals of the dean and the College of Business (COB). The members of the KU COB advisory board come from an assortment of positions including a chief operating officer, four presidents, a chief executive officer, 21 others members, and at the head of the board - the director of supply chain for Nestlé Waters.

Mr. Peter Rittenhouse has been with Nestlé for 25 years and is currently responsible for five factories on the East coast: two in Allentown and

three in Maine. He's responsible for the production and distribution of Deer Park, Poland Spring, Nestlé Pure Life, and San Pellegrino. If you want an estimation of how many products he has to keep track of, the local plant right off of Route 100 creates approximately 7 million bottles per day in a building the equivalent size of 10 football fields. Even with all of this to keep track of, Mr. Rittenhouse still prefers the personal touch of a phone interview to explain the importance of an advisory board.

"You know when you are on campus and everyone is the breathing the same air? And sometimes it's nice to get that break of fresh air and a different point of view," Rittenhouse said. People are

made up of their thoughts, experiences, and what they've read, "Now multiply that by 20 people coming into this with different perspectives, all with the same motivation revolving around 'let's do what's best for the long term University picture.'"

Mr. Rittenhouse sees three goals of the advisory board: Encourage, Challenge, and Recognize. Encourage Dean Geaney on how to best meet her vision using industry best practices. Challenge Dean Geaney and the College of Business to become better and follow the inertia coming from the accreditations. Recognize the hard work being put forth by all students, staff and faculty.

"Nothing motivates like a good goal," Rittenhouse said. "(Accreditation) was a clear accomplishment that needed to happen. It had books ends on it. It was time lined. We helped it along by encouraging, challenging, and recognizing the progress. Now, the goal is to fulfill the vision statement of the College of Business, and make the college distinctive in the area."

Mr. Rittenhouse is no stranger to settings goals and meeting them. One of his plants received the Leadership in Energy and Environmental Design Gold Certification and became the company's sixth LEED-Certified Facility with Nestlé Waters N.A. continuing to lead the U.S. food and beverage manufacturers in certifications. There are several standards necessary to receive this distinction that are consistent with minimizing environmental impact. "There's probably one hundred things that we have that have been considered best practices in the construction and in the ongoing maintenance of the building."

To name a few things, the building has low flow toilets, faucets, and nozzles in the production area; uses correct chemicals in cleaning solution that do not have toxins that can enter waste water; a parking lot with special recognition for carpoolers and electric vehicles; and an incinerator on site. "We are a consumer centric

company; we care about what our consumers think and what feedback we receive," Rittenhouse said.

Nestle Waters has been in the Lehigh Valley since 1995 when it opened its first plant. In 2007, a second a \$116 million manufacturing plant was opened next door. Locally, Nestlé Waters employs about 475 people, including some KU graduates.

When it comes to getting a job with Nestle, or any job, Rittenhouse offers some advice, "Be on time. Be well-groomed and polite. Have a point of view that's balanced with the courage to make a difference and the consideration for others." He thinks that too many students expect things to happen to them instead of making the moves to create their own future. When he asks someone to provide example of something they are proud of, he expects a thought out response. "Show up with specific examples of your accomplishments and be able to solidly talk about them. When you can talk about something, it becomes a reality."

He continued, "We are looking for problem solvers, and someone that is going to make a difference. You have to have a point of view, whether it's on business or life or problem solving, you need to show up with a direction."

Mr. Rittenhouse sees Kutztown University and the College of Business steaming ahead in a positive direction. "(AACSB Accreditation) is not a means to an end, but it's really just the beginning of this program." He's proud to be associated with the school, looks forward to watching its continued growth, and sees only great opportunities for KU graduates. "It's a very positive time for business in the United States, it's an ever-growing enterprise...business is unstoppable. There's a bright future for all of the students at Kutztown University to get out there and contribute to our expanding economy."





Alumni- INTERVIEW

BSBA Alumna Modesta Lopez talks about her path to becoming a Lean Six Sigma Specialist for Carpenter Technology

WHY DID YOU PICK KUTZTOWN UNIVERSITY FOR YOUR BSBA?

I picked Kutztown because it just felt right, honestly. I had visited a couple of universities, but none of them made me feel the way I felt when I visited Kutztown. Also, the University was close enough for me to travel back home if need be.

As for my degree, all of the internships that I applied to required a degree which meant that any career opportunities I was interested in required one. Having a degree has helped me separate

myself from other candidates and when employers look at my resume. It also shows dedication and commitment. It is very important to have a back-up plan in case things don't go as planned. For instance, if I were to venture out and start my own business, I know that if things don't go as planned, I can rely on my Finance degree and acquire another job.

ARE THERE ANY CLASSES THAT HAVE HELPED YOU?

Yes, statistics was a huge help. As a Lean Six Sigma Specialist, my data revolves

around statistic databases such as Minitab. Although it is different than the databases I used in school, they are all similar in context.

CAN YOU GO OVER THE PROCESS OF LANDING YOUR INTERNSHIP?

I applied for the purchasing intern position in December 2012. Less than a week after applying, I was called in for an interview. I got the job that very same day and started the following week. The internships usually last 6 months, but because I graduated in May and the department needed additional help, I



The Finance Club: Musfrah Rana - President, Sean Opokwu - Secretary, Alumna Modesta Lopez, James Goffredo - Vice-President, Ryan Van Keuren - Treasurer, and Professor Geshav Gupta

was asked to stay on as an intern. I was there for about 15 months. During that time, the company had halted all of its hiring processes due to the market condition. When they finally opened up, I applied for the Lean Specialist position. I did not know anything about Lean prior to applying, so I read some books and researched the history and the processes. Once I talked to my current boss, I knew that this was the career I wanted to get involved in.

WHAT IS LEAN SIX SIGMA AND WHY IS IT IMPORTANT TO A COMPANY?

Lean Six Sigma is the process of maximizing customer values and expectations by eliminating waste in any process. There is a misconception that Lean is only suited for manufacturing but that is not correct. All industries and businesses have the same goal: to understand and optimize their customer needs. One of the best methods of doing so is to evaluate all current processes from beginning to end (for example, the minute a customer orders a product until they receive it) and then look into eliminating any waste from that process. For example, figuring out why the lead time is 7 days or why those involved in creating the product, have delay within the process.

CAN YOU TALK ABOUT HOW YOU STARTED WITH LEAN SIX SIGMA AND THE CERTIFICATION PROCESS?

Once I read up on the concepts, that's when I knew I was interested. I didn't let the fact that I didn't have experience in this area stop me from applying. I took the chance and worked from there. I made sure that I read books and articles prior to the interview so that if I were asked a question during the interview, I knew how to answer. Knowledge is key!

ANY ADVICE TO BUSINESS MAJORS?

My only advice is to step out of your comfort zone. If you would have asked me what I thought I would be doing in 2 years, 2 years ago, I would have never thought I would be working in manufacturing, let alone lean. But, I took the chance and stepped into it. Don't give up on your dreams, but don't shy away from opportunities.

7 Wastes of Lean Manufacturing

The seven wastes of Lean Manufacturing are what Lean Six Sigma specialists aim to remove from a company's manufacturing process.

Transport: Transport adds no value to the product. You as a business are paying people to move material from one location to another, a process that only costs you money and makes nothing for you.

Inventory: Your inventory adds to many costs outside of production. Inventory has to be stored, it needs space, it needs packaging and it has to be transported. It has the chance of being damaged during transport and becoming obsolete.

Motion: Movements of man or machine, which are not as small or as easy to achieve as possible. Excessive travel between work stations or departments are more examples.

Waiting: How often do you spend time waiting for an answer from another department in your organization. Or waiting for a delivery from a supplier or an engineer to come and fix a machine?

Over-Processing: Using inappropriate techniques, oversized equipment, working to tolerances that are too tight, performing processes that are not required by the customer, and so forth.

Overproduction: The most serious of all of the seven wastes; the waste of overproduction is making too much or too early. This is usually because of working with oversized batches, long lead times, poor supplier relations and a host of other reasons.

Defects: Quality errors that cause defects invariably cost you a lot. Every defective item requires rework or replacement, it wastes resources and materials, it creates paperwork, it can lead to lost customers.

Morgan R. Rutkowski

Class of 2018

Bachelor of Science in Business Administration

ENLIGHTENED LEADERS SCHOLARSHIP RECIPIENT



WHAT DOES THE SCHOLARSHIP PROVIDE?

The scholarship provides me with a full four years of tuition, room and board, meal plan, and any books or supplies (includes textbooks) I would need for school.

WHAT WAS THE APPLICATION PROCESS?

The summer before freshman year of college I got a letter in the mail saying I met the requirements for this scholarship and would need to provide all the info by a certain date and then come in for an interview. The requirements were that I need to be a business major and complete 20 hours of community service with people with special needs per semester.

I was required to write 3 essays all relating to community service, involvement, and helping others. After the school received the submissions, about a month before school started I set up my interview and drove up to Kutztown and met with staff and was asked interview like questions. A week later I got a call that I had been selected as the recipient of the Enlightened Leaders Scholarship. I now meet each semester with Dr. Geaney and talk about how I am doing and if I have any questions. I also write an essay at the end of each semester to summarize what I have been doing this past semester.

WHAT VOLUNTEER WORK DO YOU CURRENTLY PARTAKE IN?

On campus I am currently the President of Habitat for Humanity, Treasurer for Paws For Love, and also a member of Best Buddies, and the sorority Alpha Sigma Tau (AST). Although Alpha Sigma Tau is not your typical volunteer group, we still partake in volunteer activities.

WHAT GAVE YOU THE MOTIVATION AT A YOUNG AGE TO PERFORM VOLUNTEER WORK?

Growing up with a huge family, I believe, gave me the motivation to help others. At a young age it was hard to understand when people did not all have the same opportunities and did not have a loving family like I did. In my family someone was *ALWAYS* there for you no matter what and I guess I wanted to give to people what I was able to have. And when I would see others become happy from that, I became happy.

WHY DO YOU THINK EVERYONE SHOULD GIVE BACK TO THEIR COMMUNITY?

I believe everyone should give back to the community because it is the right thing to do. It is just the same as helping a friend or a family member, except you don't know this person. Either way, stranger or close friend, you are still making someone's day better.

WHO ARE SOME PEOPLE THAT YOU LOOK UP TO AND WHY?

I would say I look up to my mother. She leaves me speechless because there is no perfect way to describe her to anyone and have them fully understand how much I look up to her. There is so much to say about her I don't even know where to begin. She is always supporting me and helping me through these stressful times. She also just makes a really great role model. It amazes me how well she does *EVERYTHING* or can come up with the perfect and best possible solution for a situation. One thing she said to me years ago and that has actually stuck with me since then: "I don't listen to what other people say about my decisions because at the end of the day, I can go to sleep at night knowing I made the right decision."

I also look up to Emma Watson actually. She has accomplished so much at such a young age, yet she is so humble about it. She is famous and could be waving all of her other awards and successes in the media, but she doesn't and I really respect that. I also read her feminism speech,

and it was so different than anything I have ever heard on the topic before and it really moved me and got me thinking. I believe she is a great role model for women all over the world.

WHY DID YOU CHOOSE KUTZTOWN UNIVERSITY, AND WHY THE BUSINESS MAJOR?

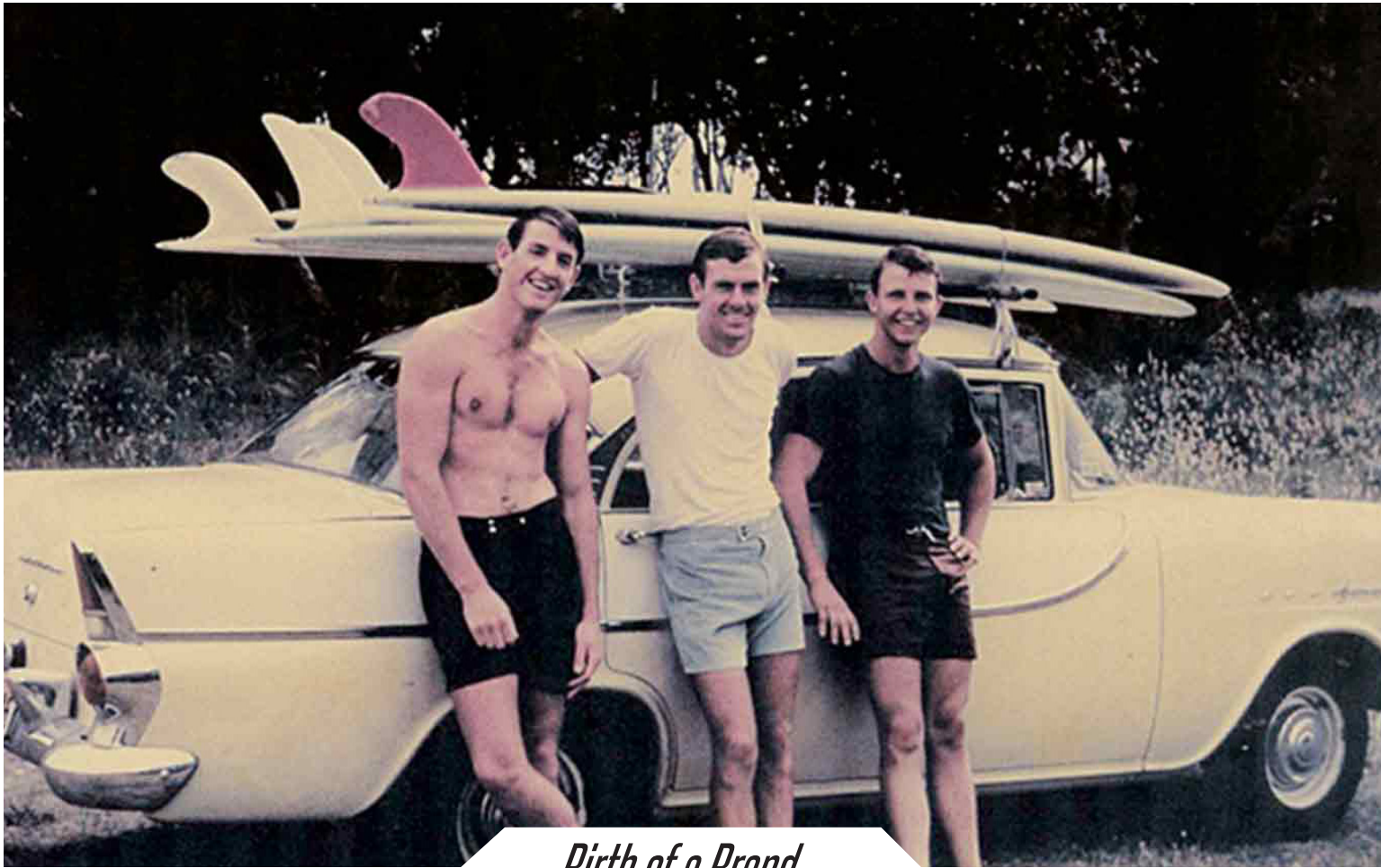
Before I had chose where I wanted to attend college, I knew that I wanted to be a business major. Ever since I started to work at Wawa part-time during high school and seasonally during college, I knew that I loved being a part of the business world. Once I began my research of colleges, I stumbled across Kutztown and soon realized it matched my criteria. It was when I visited Kutztown one day that I knew this is where I needed to go, specifically during Dr. Hibbs' business program speech to incoming freshman. His speech really hit me and I just knew that he knew what he was talking about and we both had the same goals in mind.

DO YOU HAVE ANY CONCRETE PLANS FOR AFTER COLLEGE?

Kutztown has left my future open for so many options after college that it is hard to narrow it down to one path. I plan to continue my studies to graduate school, part time and only after I find a steady paying job. Maybe find a company that will help me pay for graduate school along the way. I hope to get a job related to my major. Since I have been working with Wawa retail stores for a few years now, I have thought about looking for a job at their corporate headquarters. I have also thought about a different path and gain a whole new experience with a different company.



Scholarship recipient Morgan Rutkowski, junior social work major Danielle Wiegand, and junior criminal justice major Andrea Erwin, during a Habitat for Humanity build.



Birth of a Brand

BRIAN SMITH

*And then one day you find ten years
have got behind you
No one told you when to run, you
missed the starting gun*

There are two things that set Brian Smith on his course to creating the UGG brand: lyrics from Pink Floyd’s “Time” and goose bumps.

Cutis Anserina, or goose bumps, involuntarily develop on the skin when a person experiences strong emotions, or in Brian Smith’s eyes, when some sort of higher calling is reaching out to you trying to set you on the right path.

It happened when he heard the Pink Floyd song. It happened when

he realized America was not selling sheepskin boots. It happened during every major decision regarding the UGG brand beginnings.

During his speech as part of the College of Business Featured Speaker Series, he detailed his path from young surfer in Australia to successful businessman based out of California. It wasn’t an easy task, he had to take chances and rely on his gut feelings and determination to find what made him happy.

“I love talking to students,” Smith told Lisa Scheid of the Reading Eagle after his speech. “I want to lift pressures off of them that they have to have a certain career. I became

an accountant because my parents wanted me to.” Smith commented on his dislike for accounting on numerous occasions, but always made a point of telling the students to watch out for pitfalls like this and to focus on figuring out what they do best, and in turn, doing it better than anyone else.

“You can’t give birth to an adult,” said Smith. This is an odd phrase, but it sums up a core business concept nicely. It means that you can’t give birth to a full-fledged idea or product and immediately expect results. It takes time to grow and evolve the idea and the business that supports it. Most companies stay in the infancy stage the longest as they strive to



find funding, an audience, and a fully realized product. The teenage stage can become the most dangerous because it is the most tumultuous time as companies struggle with solidifying supply and demand.

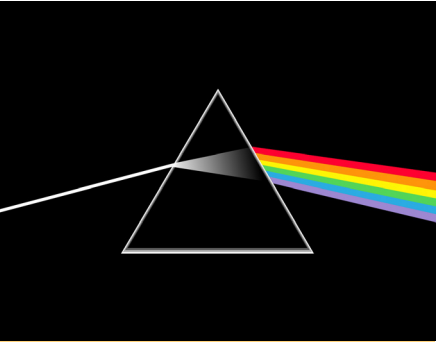
Smith spent some time talking to KU marketing students. Originally the UGG marketing image revolved around attractive people wearing UGG boots as most advertisements do. It took time to realize that the market image needed to remain in its roots, with the surfers. UGGs next magazine advertisement had a photo of a semi-pro surfer, and a famous walking path well-known in the surfing community. Smith had finally re-aligned the brand image with his target audience, so he could go on to create the widespread



audience we see today. The first year (1980) saw \$1,000 in sales, then \$15,000 in the second year, then \$20,000, and then \$25,000. After the brand image changed, and the infancy stage ended, in the 5th year, the brand took in \$400,000. UGG had survived into its teenage years, and wouldn’t stop there.

“Needing a national campaign, I noticed that women were reading *People* or *US* magazines and studying what the stars were wearing on the streets. I found a mailing list of stylists in Hollywood who did hair, make-up, and wardrobe services and sent them an offer for a free pair of boots. Eventually, UGG boots were showing up in TV sitcoms, in movies and most importantly, in tabloid photographs of the stars walking the streets of Hollywood and New York,” Smith said in an interview with *Forbes* magazine. This would be the final piece that Smith would put into place and send UGG on its path to becoming a household name. Years later, Smith would sell the company when it had annual sales of \$15 million.

Billion dollar ideas don’t exist; there are just good ideas that can become the best through labor, knowledge and organization. There are tons of opportunities, but not *BIG* opportunities. Smith insists we find an idea, and grow it into a passion - that we follow our goose bumps.



TIME

written by Roger Waters

Ticking away the moments that make
up a dull day
Fritter and waste the hours in an off-
hand way
Kicking around on a piece of ground
in your home town
Waiting for someone or something to
show you the way

Tired of lying in the sunshine staying
home to watch the rain
You are young and life is long and
there is time to kill today
And then one day you find ten years
have got behind you
No one told you when to run,
you missed the starting gun

And you run and you run to catch up
with the sun but it’s sinking
Racing around to come up
behind you again
The sun is the same in a relative way,
but you’re older
Shorter of breath and one day closer
to death

Every year is getting shorter, never
seem to find the time
Plans that either come to naught or
half a page of scribbled lines
Hanging on in quiet desperation
is the English way
The time is gone, the song is over,
thought I’d something more to say

Home, home again
I like to be here when I can
When I come home cold and tired
It’s good to warm my bones
beside the fire
Far away, across the field
The tolling of the iron bell
Calls the faithful to their knees
To hear the softly spoken magic spell

EXECUTIVE IN RESIDENCE

The Executive in Residence (EIR) program had its first resident, Mr. Robert Landis, this fall semester. Mr. Landis, currently a managing partner of a consulting firm, has 26 years of experience in corporate human resources.

For the week he resided on campus, Mr. Landis provided students exposure to the real world by bringing his business and industry experiences to classrooms and individual meetings, and giving his practical viewpoints and insights from the business field.

The purpose of the EIR program is to give more tools to students and enhance their ability to make

job choices and hone their career readiness for post graduation. The resident also meets with a multitude of faculty in the College of Business to discuss the goals and vision of the college, research assistance and perspective on business issues, provide feedback on coursework, and look at the necessary skills students need in the industry.

Make sure you keep an eye on the COB Facebook and the Kutztown University website to see when the next Executive in Residence will be on campus. It's an opportunity not to be missed!



Robert Landis

Can you talk about your current job and its responsibilities?

For 26 years, I worked in corporate human resources for a variety of multi-national companies, including Campbell Soup Company and Mars Incorporated. In 2012, I decided to join a boutique consulting firm called ArchPoint where I am a managing partner. In my role, I lead project teams to conduct strategy alignment sessions with senior management teams and our clients. Many of our engagements require complex change management support, so my human resources background is quite useful.

What are some essential lessons you have learned over your years in the field?

Three quickly come to mind. First, and perhaps most importantly, I learned that integrity and ethics are priceless. While it is sometimes difficult to be the bearer of bad news to management, it is always better to disclose mistakes promptly and completely in order to maximize the time available to correct them. Second, initial assumptions are often wrong. Even when you are certain you are correct, it is worth asking a number of validation questions. In the worst case, you will obtain more context for how the situation occurred. In the best case, you may uncover a root cause that is quite different from what you initially thought. Third, I learned not to tackle challenges on my own. Teamwork and collaboration is the best antidote to any problem.

What did you touch upon/learn in your classroom attendances?

My objective in attending classes was to interact with professors and students to understand the curriculum, and to present a few real world examples of the concepts being discussed in class. I enjoyed all of the classes I attended, but was particularly intrigued by the discussions in the sport marketing classes. Going in, I knew very little about that particular program. Having experienced a bit of it now, I understand why it is popular with so many students.

How was your strategy session with the SBDC?

As an entrepreneur and investor, I know all too well how difficult it can be to bring a new business to life. It's great to have the Jump

Start Incubator so close by and even more exciting to see the College of Business partnership in action. The Small Business Development Center provides students with the structure, tools and advice to convert their ideas and passions into thriving businesses. The SBDC is a real asset for Kutztown University, and I encourage all students to check it out. By the way, I was really inspired by the creativity of the students who participated in the KU Business Idea Competition!!

Why do you think the Executive in Residence is an essential program for a college?

It is critically important for the college to have strong partnerships with as many business leaders in the greater Lehigh Valley as possible. The EIR program is a brilliant platform to showcase the university through our talented faculty, staff and students. It provides business leaders with a multi-dimensional view and should be the catalyst for follow-up discussions regarding everything from summer internship and career opportunities to endowments and research partnerships.

How did you get involved in the program?

Well, I was lucky enough to be having a conversation with Dean Geaney about ways to expand the college's connections with local business leaders when she mentioned her desire to pilot an Executive in Residence program. I really support her overall vision for the College of Business, and I thought the Executive in Residence program would be a unique and fun way to deepen my personal association with the college.

What did you learn about KU during your visit?

My visit served to confirm a couple of things that I already knew: that we have fantastic students and a committed faculty and staff. The other thing that became abundantly clear to me is that we have an incredible advantage as an AACSB accredited college. Less than 5% of the schools in the world have earned this accreditation. To me, that really speaks to the quality of the business program here.

"While I recognize that many students are balancing part-time jobs and the rigors of a degree program, but I definitely want to encourage students to engage with business leaders who come to campus. Events sponsored by various business clubs provide a great opportunity to ask business leaders for real world examples of concepts you are exploring in class."

Robert Landis



Joseph McIlvaine

The former pitcher shares the history of baseball and what it takes to be a successful person on and off the field.

Joseph McIlvaine, taller in person than he seems in photos, quietly towered behind a podium in the Academic Forum reciting the beginnings of baseball. Cooperstown, 1839, Abner Doubleday starts creating the rules for baseball, then known as townball, in a cow pasture in upstate New York. Doubleday, a war hero in multiple campaigns and West Point graduate, designed the diamond, indicated fielder positions, and officially wrote down the rules and the field regulations.

In 1860, aided by the Civil War, the New York style of baseball expanded into a national game and a governing body was created. Between 1940 and 1960, there were only 16 teams in the nation, located only in the Eastern half of the United States. The first expansion took place in 1961, when the Dodgers and Giants relocated from New York to California making baseball, officially, a national sport. Further expansions took place in 1962, '69, '77, '93, '98, and '01. In 2015, there are 30 teams, 15 in the National League and 15 in the American League.

According to McIlvaine, the three most important people in baseball were Babe Ruth, Jackie Robinson, and Marvin Miller. As the Executive Director of the Major League Baseball Players Association (MLBPA), Miller negotiated the first collective bargaining agreement with team owners, creating a formal structure for owner-player relations and giving players nearly a 43% increase in minimum salary. Miller also brought on two key components to baseball, the idea of free agency after the 6th year, and player salary arbitration, which allows players to negotiate salary via a governing triumvirate. In 1966, the average player salary was \$19,000 a year. In 1982, it was \$326,000, and now in 2015, it's \$3,800,000.

McIlvaine has spent the last 46 years in professional baseball. He began as an organizational hurler, a term he uses for a pitcher, then transitioned to a territorial scout and national crosschecker position with the Baltimore Orioles, California Angels and Milwaukee Brewers. In September 1980, he was named the Director of Scouting for the New York Mets. Subsequently he was

elevated to Director of Player Personnel, and later Vice President of Baseball Operations.

From 1984-1990 the Mets finished either first or second, won 2 NL East titles, and the 1986 World Series. Attendees could occasionally hear the heavy tap of his World Series ring against the wooden podium. "I'll show you the ring afterwards if anyone wants to see it," he told attendees with a broad smile. He would unconsciously rotate the ring around his finger for most of the speech, like a pitcher spinning a ball in his hands to find the right spot.

Next up for McIlvaine was Executive Vice President of Baseball Operations/General Manager (GM) of the San Diego Padres from 1990-1993. Afterwards he moved back to New York rejoining the Mets as their GM from 1993-1997. For the last 17 years he has been a Special Assistant to the GM (Scouting Director) for the Minnesota Twins and Seattle Mariners.

As a scout, and as a boss, McIlvaine says you aren't just looking for the basic skills required to be a player or an employee. You need to find out what is inside of the guy. Does he work hard? What's he like when sitting on the bench? With a chuckle he said, "I heard some advice once, go in to the stands and sit next to the players girlfriend and listen to what she says about him, and that's all you'll need to know."

Self-confidence, mental toughness, and being able to remain calm under pressure are the key qualities for a good baseball player, and a good businessman. Or, according to the Spanish players, you need cabeza, corazón, and cojones.

"Convince yourself you're the best even if you aren't, and don't let anyone tell you you can't do it," he suggested. "There are no secrets and no short cuts to life. But if you put the work in every day, the cream will rise to the top." The important thing is creating opportunities for yourself, and in life, as in baseball, he says "Many are called, but few are chosen."

MLB DEPARTMENTS THAT OFFER INTERNSHIPS:

- Analytics
- Doctors & Trainers
- Travel
- Research & Development
- The Clubhouse
- Sales & Marketing
- Media Relations
- Security
- Ball Park Operations
- Concessions
- Broadcasting
- Finance
- Tickets
- Group Sales
- Promotion & Advertising
- Computer Technicians
- Legal Department
- Human Resources
- Community Outreach



Sport Management Advisory Board

Alicia Marinelli holds a M.A. in Sports Management from East Stroudsburg University, and is currently an account executive for the identity-driven marketing firm, First Generation.



Marinelli provided some key information on advising the Sport Management and Leadership Studies Program.

Can you go over the role of an advisory board in an University setting?

The KU advisory board is comprised of KU Alumni, local business leaders, and current professionals working in the sport and entertainment industry. The advisory board was created to provide faculty, staff, and students with current trends of the everchanging sport management industry. The Advisory Board is available to mentor students and offer the industry's top internships, shadowing opportunities, and full-time positions.

Why is an advisory board important?

The advisory board is important to assist KU's faculty and staff by advising and supporting the department, providing timely knowledge about trends in the industry, serving as advocates in the community and as mentors to students, as well as offering internships and employment to KU students. The information

provided by advisory board members is priceless. Faculty and staff continue to implement strategies and tactics advised by the board to assist in making Kutztown University's Sport Management department one of the best out there.

As the President, how do you keep the group together and motivated?

We have a great group of professionals that volunteer their time for the purpose of helping students in any way they can. The passion behind that is what continues to motivate us all. We all understand the mission and vision of the Board and all continue to work toward it. I enjoy serving as President because just one piece of advice can direct a student down a path that leads to a lifetime of success. I remember when I was in the same situation as the current students are. I will never forget all the individuals who have helped me to get where I am today. I will be forever grateful to them. For me, and members of the

Board, it is all about paying it forward. Our hope is that when KU students find success, they then will come back and serve on the board to help current students do just that.

What are some of the things you have been doing on the board?

As the President of the KU Sport Management advisory board, I communicate all information from faculty and staff to board members. I assist in organizing our semi-annual board meetings that are held in the fall and spring semesters. advisory board members have been actively participating in guest speaker opportunities on campus that have been making a huge impact on students. We have also made it one of our top priorities to connect students with some of the best sports internships and job opportunities in the industry. We are also very proud to have advised faculty and staff to implement a sales class into the curriculum because of the demand for trained and experienced sales executives in the sport industry.

What do you want to see more of in KU Students?

This is a question that we discuss in our board meetings

"We have also made it one of our top priorities to connect students with some of the best sports internships and job opportunities in the industry."

Can you give us an overview of your current position with First Generation?

At First Generation, I manage multiple accounts and assist those accounts with integrated marketing and communication solutions. Our in-house creative team designs and develops websites, apps, logos, branding, etc. We also assist our clients with full-service video production, including: writing the script, shooting video footage, and editing the footage to complete the project. I work with existing clients and I look to develop new business as well. At First Generation, I work closely with the Lehigh Valley Phantoms, AHL Affiliate of the Philadelphia Flyers.

What set you on the path of working in the sports marketing field?

Like most of us in the sport industry, I grew up participating in every sport that I could. It was always a huge part of who I was. My involvement in sports has taught me many life lessons in-

cluding teamwork, respect, preparation, time management, and dealing with adversity to name a few. It was the passion I had for sports that led me to want to be involved with it as a career. Working every day, doing something that I love to do sounded like a great path to take.

What should a KU student or graduate do to stand out from the competition?

The most real-world experience a student can have on their resume is definitely going to make them stand out in a sea of resumes. I always tell students whom I am mentoring that while they are in school, they should be looking for opportunities to "add bullet points to their resume". Join the SLAM Club, work events that the club organizes, work in the athletic department, do a one-day shadowing experience with a company of interest, volunteer at local charity 5Ks and walks. There are endless opportunities that students could participate in to not only better their resume, but better themselves as professionals.

What do you hope to achieve on the advisory board?

I hope to make a difference in the lives of young professionals. The knowledge and resources that I have obtained throughout the years can go so much further by sharing it with deserving students who are ready to keep working hard to grow professionally. My favorite part of helping students is seeing that a little nudge in the beginning allows students to gain confidence and grow into the professional they had hoped to become. If the Advisory Board can continue to do this for years to come, I would say that we have accomplished what we set out to achieve.

Local Business INTERVIEW



On any given Thursday, you'll find Wholesome Foods owner Lauren Moseley organizing her locally grown food supplies and doing kitchen preparation inside their space at Renningers Farmers Market. "We tried to solely use locally grown food and product," she said on one of these Thursdays, dicing mushrooms from the Primordiam Farm in Lenhartsville for the vegan friendly Marinated portabella mushroom bake; then slicing up chicken from Deep Roots Valley Farms in Mohrsville to create her loved chicken salad; then stirring up some beef from her parents grass-

fed beef farm; then continuing the process with products from one of her many regional sources. "Rodale, Green Acres, the local Mennonite farms, Lehigh Farm, UNFI Natural Food Provider, and the list continues to grow based on some of specials we try to create," she said.

The business currently resides in a pleasant space within Renninger's Antique, Farmer's, and Flea Market, a meeting place for friends, and a destination for antique dealers and collectors from all over the country. "On any given weekend you can find fresh food, great deals, and hid-

den treasures at Renninger's Market in Kutztown," says the Renninger's website. Fresh food being listed first, with fresh foods having a history of coming first at the Moseley family table.

Wholesome Foods had quiet beginnings in March 2011 as a catering service providing organic and healthy dishes that ran of a commercial kitchen attached to the family house. Pam and Bill Moseley had already been raising a herd of natural grass-fed, hormone-free black angus for four years, making it an easy transition into a healthy catering food service.

The coupling of the entrepreneurial ideals of Bill - "My father literally has 100 business cards from the various lines of work he's been involved in" - and recipes and cooking of Pam helped the business transition from a catering service to the brick and mortar restaurant that lived on main street.

Lauren worked as the manager when the store opened, and admitted she was working seven days a week, every week. Luckily for her, things have calmed down since the transition to the flea market. "It's usually 4 or 5 days a week. Wednesday is for shopping and supplies. Part of Wednesday and all of Thursday is for cooking and prep. Friday and Saturday we are open at Renningers. Usually every other weekend we have a small catering event."

Being removed from the main street, takes away from their exposure to the large population of college kids, but this doesn't bother Lauren. "My mom and I went to the Small Business Development Center (SBDC) to see if our ideas were viable for the town, and their piece of advice was to not build your business around the students because so many businesses in town try that and lose potential because students are inconsistent." The students that knew about them before, have followed to their new location.

Over the years, the SBDC has provided the Moseley family with marketing plan analysis, demographics, comparison research on competition, and finance options. "My dad insisted we utilize the SBDC for the help they have provided him," Lauren said.

Their marketing techniques that created their repeat customer based involved the usual social media efforts involving Facebook, Twitter, Instagram, e-mail list, local magazine and newspaper articles, and a website. There was one more thing that helped them along, word of mouth

through the addition of a personal touch. "We walked around town and associated our face with the business. Handing out specials every week. Regularly handing out menus any time we made a change. We wanted to be hands on with people about our product," said Zach Kisslinger, Lauren's fiancée and former business partner. "A lot of owners take a back seat, and aren't around or visible to the clientele. We wanted to provide a face to the company."

Zach sees one student market that deserves exploring, and that is to provide catering services to the student athlete teams for home and away games. "Obviously healthy eating and sports go hand and hand, or should go hand in hand." This is one of the smaller ways Wholesome Food has thought about looking for expansion. There is also the idea of creating a lunch spot on the main stretch, or by starting up a place in a new location altogether. "We are more established then we originally started, so we can maneuver away from the ideal location, but we don't want to be too far off the beaten path," said Lauren. The long-term goal still remains turning the business into a franchise. "We know there are a lot of little goals to hit before that happens. There are solid and sound ideas for expansion, but one step at a time," Zach said.

Wholesome Foods still thrives in its humble catering beginnings. They exist in a lot of catering directories, pull in numbers from Wedding Wire, Renningers provides its own internal opportunities, and give healthy alternatives for graduation parties that have taken place or will take place. It's in this humble and personable setting, that Wholesome Foods provides local and healthy, delicious, dishes to the Kutztown community.



CATERING

Our goal is to create a memorable catered experience for you and your family, through food presentation, personalized service, and customizable menus.

Offer vegetarian; vegan; and gluten-free options. Dishes are prepared from local ingredients, using organic produce and antibiotic free and hormone free meats.

Wholesome Food Catering serves the following counties: Berks; Lehigh; Northampton; Montgomery; and Bucks.

484-648-1999
café@wholesomefoodcatering.com



FEATURED SPEAKER

HARRY ZIFF

The Merlin Activity is Harry Ziff's key to understanding the potential of a new employee. The activity is only a question: "Where do you see yourself in 5 years? In 10 years?" He can tell a lot about a person by their ability to perceive themselves and their goals in the future. It shows insight, and a dedication to the betterment of self.

Ziff, Director of Corporate Logistics for East Penn Manufacturing, encouraged experimentation in learning and growth opportunities. Every person, like a baseball bat, has a sweet spot in them that allows them to excel in a particular position. "The sweet spot is right toward the tail end of that barrel,

where if you hit it right in the middle, you're going to get the best reaction," he said. "Everybody has their personal sweet spot where everything lines up really well. I'm a firm believer that everyone is a 10 - 10 out of 10 - in something. A challenge for me as a leader and for you as individuals is to find what that is," Ziff told Kutztown University students and faculty in attendance.

In order to find your sweet spot, it takes exploration through your education, and various jobs and experiences within a company. Always look for new opportunities within a company to cross train and learn new skills. Understand what is expected of you, and seek out feedback to pinpoint areas of

improvement, and take time to reflect. When you finally come upon the task(s) you excel in, become the go-to person in the company for that subject. "That's how you grow as a person," Ziff said. "Kind of like a muscle, you got to tear and then rebuild and then reflect. Today, people don't give themselves enough time to do that."

He was speaking from experience. His education started with the pursuit of a sociology degree at Haverford College, a liberal-arts college in suburban Philadelphia. It took time and opportunities before he realized he wanted to exist in the business world, which eventually brought him to Penn State and a MBA - and led to a position as the

VP of Supply Chain for CertainTeed Corporation, followed by a position as the Director of Customer Service and Logistics for Campbells.

"Find what ultimately motivates you, and that's different for everybody," he said. "Some people are motivated by money...For me, it's about excellence. I've actually, in my career, taken a step back financially to do something that I'm really passionate about," he said.

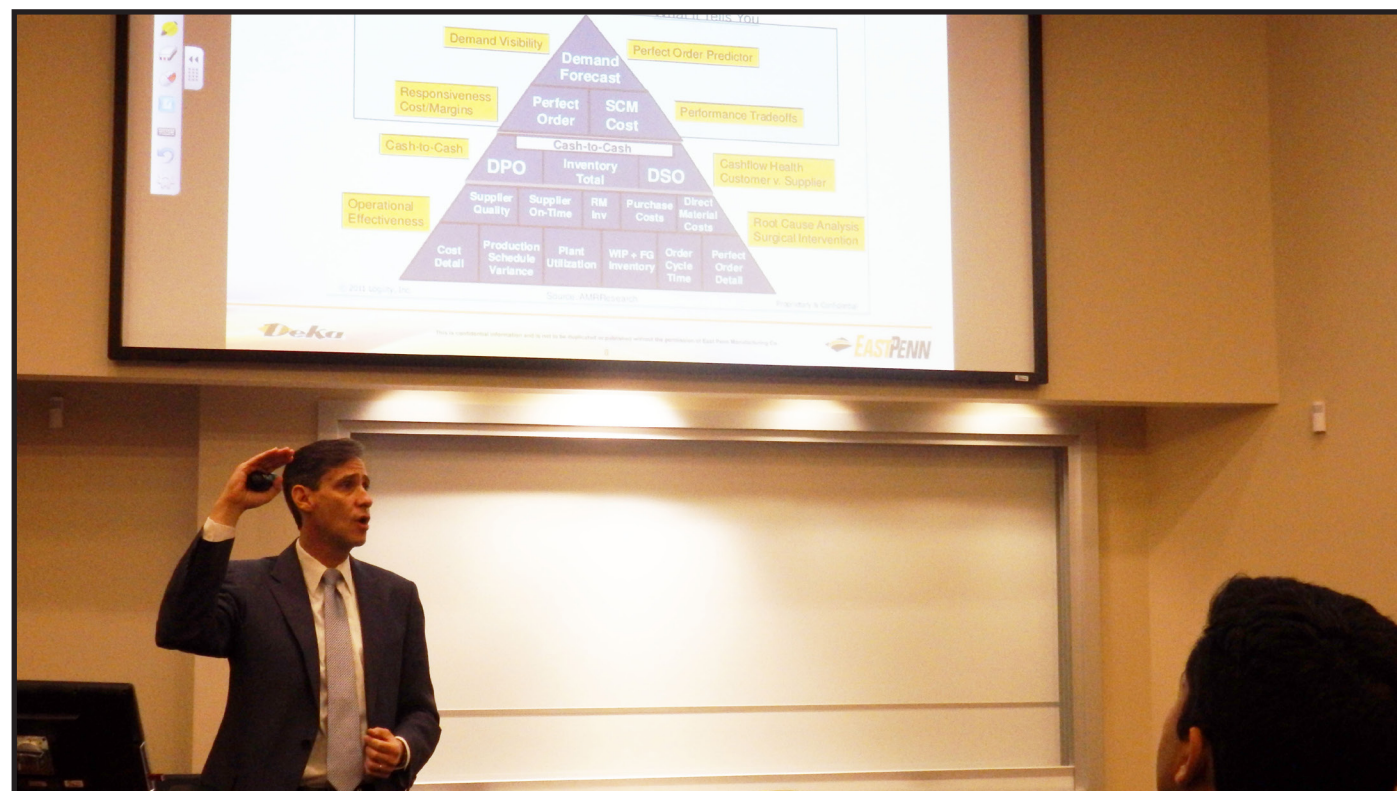
A lot of what Ziff looks for in a person comes from their interpersonal skills and communication abilities. It's not solely about your education and your experience; it's your ability to seek out and drive towards the improvement of self, which in turn shows a dedication to the advancement of the company. There's a motto that he uses, and thinks his employees should live by:

Think It. Believe It. Do it.

LEFT: Ziff introducing his core concepts of interpersonal communication.

BOTTOM: Ziff going over the heirarchy of supply chain metrics.

BELOW: Ziff talking with students after his presentation.



BUSINESS IDEA COMPETITION



The Kutztown University Business Idea Competition was started to inspire students to bring their business ideas to fruition. The competitors must 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 actual implementation. The teams with the top plans were selected to present their business ideas to a panel of esteemed judges.

Fifteen finalists made it to this round, with the top three taking home cash prizes (\$1,000/\$300/\$200). Ideas varied from food carts and restaurants to candle and jewelry stores. Third place was taken by Colin Flemming and his particular brand of jerky. Second place went to Seiya Marin and Kyle Staff for their concept application for a campus map app that synced up with your schedule and gave you directions to specific rooms. BrainBug magazine creators Jesse Warner and Olivia Knowles took home top acknowledgement for their science magazine for kids. The judges commended BrainBug, on their 5th issue, for creating a fully realized product.

The event was moderated by Dr. Duane Crider and College of Business Graduate Assistant Seth Oravec. Special thanks to Dean Martha Geaney, Annette Christman, Leslie Scroble, last years winner Matt Minnich for his 1st round judging help, and the faculty that encouraged participation.



JUDGES PANEL

JUNE CLOUGHER

More than 25 years of experience as a Controller and CFO for a variety of small businesses. Working in a wide range of industries from manufacturing and construction to logistics, retail and finance.

SCOTT DRAYER

As Vice President of Marketing at Paul Fredrick, Scott is responsible for the strategic development of brand growth initiatives via e-commerce, direct mail and direct response advertising.

KEVIN FOLEY

Founded the company RADIUS, leading to an innovative redesign of the toothbrush.

FRED GRECO

Owner of Global Golf Events and Greco Promotions which provides golf entities the opportunity to promote all of their products and services through an outsourced e-commerce platform.

JOHN MARK NIEHLS

Owner of Innovative Financial Group, d.b.a. Niehls Insurance Group. Health and life insurance agency with annual sales volume exceeding \$ 7.5 million.



The Judges Panel: Kevin Foley, Fred Greco, June Clougher, John Mark Niehls, and Scott Drayer.



Finalists: 2nd place winners Seiya Marin and Kyle Stagg of GeoCampus, 3rd place winner Colin Flemming of Backwoods Jerky, and 1st place winners Jesse Warner and Olivia Knowles of BrainBug.



The Business Idea Competition presenters in attendance.



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