

KUINNO*vision*

COLLEGE OF BUSINESS MAGAZINE | FALL 2016 | ISSUE 2



**8 BUSINESS IDEA
COMPETITION**
Learn about the student ideas
that are earning praise and
cash rewards.

**12 SMALL BUSINESS
DEVELOPMENT CENTER**
Find out about KU's invaluable
resource, the KU SBDC, where
students can develop and grow
their business ideas.

**10 ALUMNI
INTERVIEW**
Read about two 2015
graduates and their
careers at Barclays
and Philadelphia Soul.

**22 STUDENT
INTERNSHIPS**
Discover the opportunities
students have received at
internships with the FDIC
and the Philadelphia Eagles.

KUINN Vision

COLLEGE OF BUSINESS MAGAZINE

FALL 2016 | ISSUE 2



ENTREPRENEURIAL
LEADERSHIP CENTER

INNOVISION

EDITOR

Sarah Berry

DESIGNER

Kerry Lord

Alexandria Shope

ADVISORY BOARD

Stacey Gambler

Dr. Martha Geaney

Leslie Scroble

SPECIAL THANKS

Marissa Fish

KU Career Development Center

TUTORING

At Kutztown University, tutoring is designed to give students individualized attention to help them succeed in their courses. Our tutoring services provide excellent tutors who connect with students at their level and help guide them towards academic success.

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

ACC 121, 122, 305, 321, 322, 317	MAT 121
BUS 120, 131, 171, 322,	MGM 210, 335, 338, 350, 360
ECO 011, 012	MKT 210, 370
FIN 350, 351, 354, 360	

BUSINESS COMPUTER LABS DEFRANCESCO 27 & 29

The following programs are available: QuickBooks, CRSP, TaxCut Home Premium & Business, SIFT, MyITLab, Expression Web, DropBox, Deduction Pro, SkyDrive.

Monday –Thursday: 8:30 a.m. – 9 p.m. | Friday: 8:30 a.m. – 3 p.m.

Please consider supporting the College of Business with an online donation today, or contact Alex Ogeka, COB Development Office. | 610-683-4755 | ogeka@kutztownufoundation.org

LETTER FROM THE DEAN

ACCREDITATION!

All of the programs in our College have earned specialized accreditations: The Commission on Sport Management Accreditation (COSMA) for the Bachelor of Science in Leisure and Sport Studies and the Association to Advance Collegiate Schools of Business (AACSB) for the Bachelor of Science in Business Administration and the Master of Business Administration.

I trust you will enjoy this edition of “InnoVision” and College of Business news.

Wishing our students, faculty and our extended community a peaceful holiday season.

Dr. Martha M. Geaney

Dr. Martha M. Geaney
Dean, College of Business



WELCOME TO INNOVISION,

the College of Business’ magazine that shares the stories of our students, faculty, and staff, while chronicling the journey of our college towards becoming the educational backbone of Southeastern Pennsylvania.

Since the College of Business began, it has grown immensely, with the expansion of the Department of Business Administration to include programs in Finance, Accounting, Management, and Marketing, and the establishment of the Department of Sport Management and Leisure Studies and its degree in Leisure and Sport Studies. Demonstrative of this growth is the addition of exceptional professors to these two departments, who join our outstanding senior faculty. Together, they demonstrate the college’s commitment and dedication to its vision and to its students through research, student scholarships, and meaningful learning experiences in the classroom.

The educational backbone that students have built here, at the College of Business, have led to internship and career opportunities at national and international employers, like the FDIC and the Philadelphia Eagles, as well as Barclays and GE.

What follows in this year’s final issue are the stories behind those opportunities and research endeavors, and the next chapter in our voyage towards achieving our vision. Welcome to InnoVision.

Sarah Berry
Editor

CONTENTS

6 SCHOLARSHIPS & EVENTS

8 BUSINESS IDEA COMPETITION

10 ALUMNI INTERVIEW BRENNA MASON NICO GOFFREDO

12 SMALL BUSINESS DEVELOPMENT CENTER

14 FACULTY FEATURE DR. CJ RHOADS DR. DINA HAYDUK

15 NEW FACULTY HIGHLIGHT DR. NANCY STEMPIN DR. ANDREW GOLDSMITH

16 RUGS AND ROUNDTABLES

17 EXECUTIVE IN RESIDENCE

18 MBA STUDENT Q&A

20 INTERESTING INTERNSHIPS MIMI NIGGEL HOPE GIORDANO

22 STUDENT SPOTLIGHT STEPHEN HILBORN ALEXANDER PLATE

CALENDAR *of* UPCOMING EVENTS*

JANUARY

23 Spring 2017 Semester Starts

Monday, Jan. 23, 2017

31 Senior Kickoff

Tuesday, Jan. 31 2017

MSU 218, 11 a.m. – 11:50 a.m.

FEBRUARY

1 Senior Kickoff

Wednesday, Feb. 1, 2017

MSU 218, 3 p.m. – 3:50 p.m.

7 Senior Kickoff

Tuesday, Feb. 7, 2017

MSU 218, 11 a.m. – 11:50 a.m.

9 Dean's List Reception

Thursday, Feb. 9, 2017

DF 100, 11 a.m. – 12 p.m.

10 COB Spring Open House

Friday, Feb. 10, 2017

16 COB Featured Speaker

Thursday, Feb. 16, 2017

AF 200, 11 a.m. – 12 p.m.

20 Networking Event

Monday, Feb. 20, 2017

MSU 218, 6 p.m. – 9 p.m.

22 Lehigh Valley Collegiate Career Expo

Wednesday, Feb. 22, 2017

12 p.m. – 4 p.m.

Holiday Inn, Breinigsville, PA

MARCH

1 Graduate School Fair

Wednesday, March 1, 2017

MSU 218, 12 p.m. – 3 p.m.

7 Senior Etiquette Dinner

Tuesday, March 7, 2017

MSU 218, 5 p.m. – 7:30 p.m.

Register online at www.kutztown.edu/kucn by February 21, 2017.

10 Mid-Term

Friday, March 10, 2017

13 Spring Break

Monday, March 13 – Friday, March 17, 2017

22 Internship & Job Fair

Wednesday, March 22, 2017

MSU 218

27 ELC Week

Monday, March 27 – Thursday, March 30, 2017

APRIL

5 On-Campus Interview Day

Wednesday, April 5, 2017

MSU 218

25 COSA Day

Tuesday, April 25, 2017

MSU 183, 11 a.m. – 12 p.m.

MAY

5 COB Awards Banquet

Friday, May 5, 2017

Georgian Room, 5 p.m. – 9 p.m.

5 Last Day of Classes

Friday, May 5, 2017

8 Final Exams

Monday, May 8 – May 12, 2017

*Dates and times subject to change.



FRANK BREWER

FOUNDER OF NEXTGEN SECURITY

Visiting KU in November, Jonathan Schaeffer talked to students about his role and responsibilities at IronPigs, a minor league baseball team. In addition to emphasizing the importance of understanding a company's audience, Schaeffer also stressed the role of reading and writing in the communication and public relations field. Schaeffer also discussed how a marketing campaign is built, highlighting the IronPigs' Lehigh Valley Cheesesteaks campaign, which required around eight months of planning; campaign highlights included exclusive merchandise and the baseball team changing their name to the Cheesesteaks.



JONATHAN SCHAEFFER

MEDIA AND COMMUNICATIONS VICE PRESIDENT

With over 30 years of experience, Robert Murray had numerous anecdotes and life lessons to share with KU students from his career at Michelin. One of these anecdotes involved Murray posing as a Belgium banker to evaluate a company that Michelin was considering purchasing. According to Murray, while the challenges of the later merger and subsequent integration were immense, they were also extremely rewarding. Murray emphasized to students how the experience taught him to always consider a company's culture in business ventures, whether for mergers, partnerships, or price negotiations.



ROBERT MURRAY

MICHELIN EXECUTIVE, RETIRED



DEAN'S LIST RECEPTION |

Department of Business Administration students gather with Dr. Donna Steslow and Dr. Victor Massad with their certificates following The Dean's List Reception. Students of the College of Business were honored at the reception by faculty and staff, who commended the students for their 3.6 or higher GPA. Following the reception, students enjoyed a catered lunch organized on their behalf.



HOLLY SIEGFRIED MEMORIAL SCHOLARSHIP

Stephen Hilborn, a senior Finance and Accounting major, was presented with the Holly Siegfried Memorial Scholarship from Dean Geaney and Dr. John Walker.

The scholarship is awarded each semester to the student manager of the Applied Investment Management club, providing them funds to apply towards tuition and/or books.

To learn more about Stephen, visit page 22.

Research Workshop: **SALESPERSON EFFORT AND PERFORMANCE: THE DARK SIDE OF CUSTOMER PRODUCT KNOWLEDGE**

In September, Dr. Feisal Murshed hosted a workshop on sales and consumer product knowledge. Attendees included (pictured below, from left to right): Dr. Gary Chao, Dr. Muratcan Erkul, Dr. Qian “Emma” Hao, Dr. Eun Yeon Kang, Dr. Victor Massad, Dean Geaney, Dr. Feisal Murshed, Dr. Mostafa Maksy, Dr. Theresa Maskulka, and Dr. Keshav Gupta.



LEHIGH VALLEY CFO AWARDS

Sonya Smith, Assistant Director of the Small Business Development Center, was recognized as a Rising Star Finalist at the annual Lehigh Valley CFO Awards.

Smith was joined by Ernie Post, SBDC Director, and Jeff Werner, Director of Grants at KU, as well as Dean Geaney and KU faculty members Professor David Wagaman and Dr. Nancy Stempin.

To learn more about the SBDC, visit page 16.



*From left to right, bottom row: Ernie Post, Sonya Smith, and Jeff Werner.
From left to right, top row: Dominic Ganchoso, Stephen Hilborn, Professor David Wagaman,
Dean Geaney, and Dr. Nancy Stempin.*

From L to R: Austin Pearson, Nick Kilanowski, Scott Salus, and Alex Wolk of Easy Parking Enterprises, Stephen Hilborn of Virgil, and Jessica Bensimhon and Daniel Dohalick of Protag.



BUSINESS IDEA COMPETITION

Featuring over 15 business ideas by KU students, and a grand cash prize of \$1,000, the four Business Idea Competition judges were faced with difficult choices on November 8, 2016.

Provided a few minutes to pitch their ideas, students needed to demonstrate the feasibility and financials of their business idea, as well as their passion behind the project.

Many pitches focused on utilizing online services, whether through a website service or a mobile application. Examples included Rate My Off-Campus Landlord, a website for finding housing options and landlord reviews, and Virtual

Dressing Room, a subscription-based mobile application for individualized clothing previews prior to purchase.

While neither of these ideas won, the grand prize was awarded to a mobile application concept – Virgil. Proposed by Stephen Hilborn, Virgil is a credit card and financial app.

Directed towards young adults, particularly college students wanting to build a credit history, Virgil offers approved candidates (based on factors such as GPA and checking account balance) a credit card with an initial \$500 limit. Linked to the user's bank account, the cardholder is required to place a \$500 hold on their

account, therefore allowing the credit card's balance to be paid if payments are missed.

Users are also offered incentives to pay their credit card statements on time, and in full. By paying on time, users receive one dollar. And, by paying in full, users are awarded an additional dollar.

In addition to the grand prize, the Entrepreneurial Leadership Center also offered second (\$500) and third (\$250) place cash prizes.

Awarded second place was Easy Parking Enterprises by Alex Wolk, Nick Kilanowski, Scott Salus, and Austin Pearson. Pitched as an EZ Pass for college campuses and sport and music venues, Easy Parking Enterprises predicts it will increase parking revenues for colleges and lead to a more efficient parking process at venues.

Third place was awarded to Protag, a mobile application. Devised by Jessica Bensimhon, Daniel Dohalick, Alex Hafer, and Tucker Savidge, the application concept provides users the ability to post and fulfill requests for help, as well as create and customize their own superhero avatar.

With a variety of participants and a slew of viable business ideas, the sixth-annual Business Idea Competition was once again a success for the Entrepreneurial Leadership Center, thanks to the participation and commitment of the event's judges and KU's students, staff, and faculty.



COMPETITION JUDGES

BOB LANDIS

*U.S. Managing Director, ArchPoint People and Change
President, Kutztown University Board of Directors*



Bob Landis is the U.S. Managing Director of ArchPoint's People and Change practice. Landis specializes in organization design, change management, and executive coaching. Landis is a Pennsylvania State University graduate, receiving his Bachelor of Science degree in Finance in 1986.

SCOTT DRAYER

Vice President of Marketing, Paul Fredrick



Scott Drayer is the Vice President of Marketing at Paul Fredrick, a private label men's apparel direct marketer. Drayer is responsible for the strategic development of the company's brand growth initiatives. Drayer graduated from Pennsylvania State University with a bachelor's degree in Marketing in 1999.

FRED HAFER JR.

Owner, Omnitech Automation Inc. and FreVon Inc.



Fred Hafer is the owner of Omnitech Automation Inc., a manufacturer of custom robotic or automation equipment, and FreVon Inc., a manufacturer of the portable, battery-operated football machine, Ball Cannon. A KU alum, Hafer graduated in 1986 with a bachelor's degree in Physics.

JOANNE LAPIC

Founder and Owner, Paisley & Company



Joanne Lapid is the owner and founder of Paisley & Company, a unique personal-service bath boutique that creates and retails a variety of products for body, home, and bath in-store and online, as well as to retail wholesalers. Lapid is a KU alum, graduating in 1980 with a Bachelor of Fine Arts degree.

BRENNA MASON



WHAT LED TO YOUR INTEREST IN SPORT MANAGEMENT AND WANTING TO PURSUE IT?

Growing up, my dad always had sports on and Sunday's were made for the Eagles and family. Looking back, sports always brought us together and it was some of the best times ever. I wanted to work in the industry because I wanted to bring the passion I have for sports to the workplace.

AFTER GRADUATION, DID YOU FEEL READY FOR THE WORKPLACE?

Yes, the professors in the Sport Management and Leadership Studies Department were wonderful! Their class work prepared us for real life.

AT PHILADELPHIA SOUL, WHAT ARE YOUR RESPONSIBILITIES?

I see the [corporate sponsorship] deals from start to finish. I create the proposals and contracts. Once the contract is signed, it is my job to follow through with the deliverables.

Following her graduation in 2015 from KU's Sport Management and Leadership Studies program, Brenna Mason started her career at Philadelphia Soul, a professional arena football team, as a Client Fulfillment Manager for Corporate Sponsorship.

Deliverables are the elements the Soul is contracted to fulfill. Each contract is different and requires time to complete. This includes all their marketing materials that we create for the sponsors and event planning. We have about 10 events a year through a B2B [business-to-business] networking club that the Soul created called Soul Connect.

WHAT CAREER ACCOMPLISHMENT ARE YOU MOST PROUD OF?

I am proud of my work I have done here. When I was interning [at Philadelphia Soul], I was proud that I worked so hard they saw me worthy of a job here. I am doing what I love so it's that much more motivation to be the best I can be at this job.

WHAT ARE YOUR FUTURE PLANS OR GOALS?

Short term, I want to stay with the Soul and continue gaining the work experience that they give me. Also, I want a couple more ArenaBowl rings. Long term, I see myself as the Director of an even bigger organization pursuing what I love.

WHAT ADVICE DO YOU HAVE FOR UNDERGRADUATES?

Take every experience you can get, interning and working. Once you have that internship or that work position, try your hardest at it because hard work pays off. It's all about branding yourself.

NICO GOFFREDO



WHAT LED TO YOUR INTEREST IN FINANCE?

My grandfather. He was the president of Lafayette Ambassador Bank. He started as a teller and was able to work all the way to president. I always try to model myself after him professionally and most importantly as a person.

AFTER GRADUATION, DID YOU FEEL READY FOR THE WORKPLACE?

100 percent. I would say, no matter where you go, KU is no different than an Ivy League school, in terms of what we're learning. The information is there if you want to grasp it. Also, you're going to learn on the job; having that general finance background is the key.

AT BARCLAYS, WHAT ARE YOUR RESPONSIBILITIES?

Each day is different. I am currently in a generalist role which exposes me to a multitude of different sectors within the business world, which is great. My job is to support the relationship director by doing research on current or prospective clients. I study their financials, where they

After graduating with honors from KU's Finance program in 2015, Nico Goffredo began a career at Barclays as a Corporate Banking Analyst in New York City. In addition to managing his career, Goffredo has also returned to KU, speaking to students about his experiences.

are located, where their operations are, etc. I also support the relationship director with day-to-day operations, as well as being an active member during deal processes.

WHAT LED TO YOUR INTEREST IN RETURNING TO KU AND SPEAKING WITH STUDENTS?

I feel like, when I was in school, whenever speakers would come in it was more of a sales pitch than what students needed to hear. I wanted to come back and relay my experiences in practical terms with them. I feel that people respond in a more receptive and positive manner when you are able to speak to them in a genuine, casual, and respectful way.

WHAT ARE YOUR FUTURE PLANS OR GOALS?

I want to keep building myself. At work I want to be more fluent with day-to-day operations and continue to learn the business as a whole. Long-term I want to continue to develop as a professional and make my way up the ladder here at Barclays.

WHAT ADVICE DO YOU HAVE FOR UNDERGRADUATES?

Sharpen your soft skills. You've got to be able to read the people you're with and react appropriately. Another thing I stress is that hard work is pivotal to success. Make goals for yourself and once you reach them make new ones because the moment you stop reaching for more in life is the moment you stop growing. Maintain balance in everything you do, whatever problem you may be facing can be overcome with a level head and patience. Discover who you are as a person and cultivate your character in a way that retains honesty and consistency.

SMALL BUSINESS DEVELOPMENT CENTER

The Kutztown University Small Business Development Center (SBDC) provides free consultations, workshops, and learning opportunities to students, entrepreneurs, and small business owners to encourage economic growth in Pennsylvania.



As the largest SBDC in the Pennsylvania network, the Kutztown University SBDC has consulted and advised dozens of budding and established businesses within the counties of Berks, Chester, Dauphin, Lancaster, Lebanon, and York since its opening in 1993.

According to Ernie Post, Executive Director of the KU SBDC, “We have roughly two million people in that population and over a 100,000 small businesses. . . we touch about a thousand a year.”

Often, the Kutztown SBDC assists established or early-stage businesses, providing objective and comprehensive advice, alongside one-on-one consultations. The center also offers workshops across its counties and over 90 online learning courses, with many available in both English and Spanish; the center was recently named

by Forbes as one of the top seven online resources available to Latino self-starters.

Aside from assisting established and early-stage businesses, the SBDC at Kutztown also works directly with KU and its students. In addition to offering student jobs for undergraduates, the center also hosts graduate students (like Jonathan Smith, page 18) through graduate assistantships. Another offering, which is often overlooked, is the center’s Student Incubator.

“Very few students know about that [the Student Incubator].”

— ERNIE POST, KU SBDC DIRECTOR

“Very few students know about that [the Student Incubator]. It’s free space that any student can have. . . to operate their business. It’s an underutilized resource,” said Post.

In addition to a free, professional space, the incubator provides

students unlimited access to the SBDC staff for questions or concerns. As well, the incubator is available to use for as long as students find it useful.

To become incubator clients, students submit an application to Dr. Duane Crider of the Department of Sport Management and Leadership Studies. After approval, students can begin using the office space. The center's most notable incubator business is Brain Bug Magazine. An illustrated science magazine for kids, Brain Bug Magazine is available at bookstores across the U.S. and Canada.

According to Jesse Warner, Editor of Brain Bug Magazine, "The SBDC has been invaluable to Brain Bug...Simply having a place where all of our supplies could be stored saved us in many close calls," adding, "We are forever indebted to everybody at the SBDC for believing in us and guiding us."

One of the goals of the KU SBDC is to have more students take advantage of the incubator program to plan, test, and perhaps launch their small business.

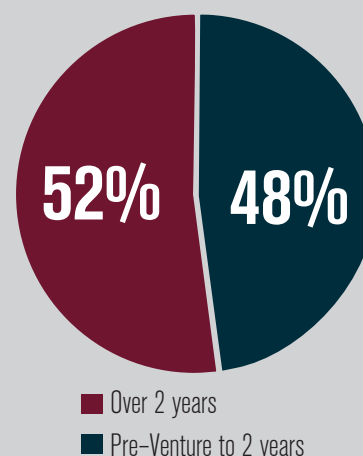
Outside of the Student Incubator, the center is focused on continuing to improve its services, through revamped workshops, new learning courses, and more consultations, providing entrepreneurs and businesses with the knowledge and insight they need to begin or grow their business here, in Pennsylvania.

For more information on the Kutztown SBDC, visit www.kutztownsbdc.org. Or to learn more about the Student Incubator, contact Dr. Duane Crider at crider@kutztown.edu.

new job created by
SBDC client every
1hr, 18 min

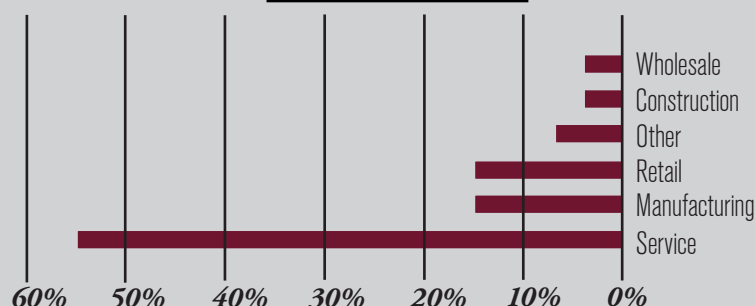
\$100k in sales by
an SBDC client every
1hr, 33 min

Age of Client Businesses



Over **30,000** people register and take online learning module each year

Client Industries



*Information provided by the Pennsylvania SBDC
and Kutztown University SBDC.*

FACULTY INTERVIEWS



**CJ
RHOADS**

**Professor
Business Administration**

An avid researcher, Dr. C.J. Rhoads has been managing three research projects throughout the fall semester on leadership, pain management, and telehealth, the latter of which is Dr. Rhoads' favorite project.

An integrative healthcare technology, telehealth uses telecommunication technologies to deliver virtual medical, health, and education services. For example, telehealth users can connect directly with approved practitioners to receive instruction in therapies like tai chi or yoga. Essentially, users are provided access to health services that may otherwise have been inaccessible due to the users location.

Telehealth, however, is legal in only a few states, such as California. In states like Pennsylvania, to treat a patient doctors are required to be licensed in the patient's state of residence, whereas in California the doctor must be licensed in their state of residence to practice medicine.

Ideally, Dr. Rhoads would like to see legislation passed that changes this arrangement, allowing more people access to health services that may improve their quality of life, especially those coping with chronic pain.



**DINA
HAYDUK**

**Associate Professor
Sport Management & Leadership Studies**

Throughout the fall semester, Dr. Dina Hayduk has been invaluable to the Dean's Office. In addition to teaching three courses, she has also been dedicating several hours each week to reaching out and meeting with students struggling academically in the College of Business.

According to Dr. Hayduk, "The goal is to maybe connect with struggling students and maybe help them be successful."

Students that meet with Dr. Hayduk often have a positive response to the fact that multiple faculty members, like their advisor and Dr. Hayduk, have voiced concern and reached out to them with advice and suggestions for overcoming their current challenges.

As Dr. Hayduk explains, "Some are so thrilled that somebody took an interest. And we really do care. We want our students to succeed...[and] to get the right support and services that they need."

Following the fall semester, Dr. Hayduk hopes to find that her outreach efforts will have had an impact on students. Similar efforts by the College of Visual and Performing Arts' Assistant Dean have also been successful.



NANCY STEMPIN

Associate Professor
Business Administration

Dr. Nancy Stempin brings over 21 years of experience to the Accounting Department at KU. Previously, Dr. Stempin worked as a controller at pharmaceutical companies like Pfizer and DuPont.

At KU, Dr. Stempin is not only incorporating her professional experience into her class coursework, but sharing it with students and teaching them about a growing variety of careers available to Accounting majors.

According to Dr. Stempin, many students are unaware that analytical positions, such as a Financial Analyst, rely on an accounting background and offer students the opportunity to serve in a strategic role in the use of company resources. For example, as a controller, Dr. Stempin provided advice and strategies for improving drug trial efficiency.

As these analytical careers are growing, with a limited supply of applicants, Dr. Stempin hopes to make KU students aware of these careers as they plan their future. Her commitment and experience emphasizes how, through unmatched educators, the College of Business will become the educational backbone of Southeastern Pennsylvania.



ANDREW GOLDSMITH

Assistant Professor
Sport Management & Leadership Studies

A native of Eastern Pennsylvania, Dr. Andrew Goldsmith has returned to the area after spending several years in the Southern U.S. earning his doctorate at Texas A&M University and most recently, teaching at Coastal Carolina University.

Joining the Sport Management and Leadership Studies Department, Dr. Goldsmith's courses aim to improve students' writing and critical thinking skills by moving away from surface-level thinking and towards theory and logic when voicing their opinion. To help build these skills, students utilize Twitter. The social media platform teaches students social media responsibility, while its 140-character limit challenges students to make and defend their opinions with precision.

In addition to teaching, Dr. Goldsmith conducts research on organizational theory, specifically studying the motivation behind whistle blowing in sports and its model, which deviates from the traditional models of whistle blowing.

Outside of KU, Dr. Goldsmith is a Project Manager at Walker Research Group, a consulting firm that provides statistical analysis and technical reports to, generally, sport-related groups, such as the National Football League.

AN ARTIST IN THE DEAN'S OFFICE



In October, the MacFarland Student Union displayed the craft work of Leslie Scroble, a staff member of the College of Business Dean's Office, who creates rugs through the craft of rug hooking.

Self-taught, Scroble became involved in rug hooking fifteen years ago. Her works are often made from woolen clothing, which

she finds in thrift stores. Relying on her undergraduate degree in chemistry, Scroble creates organic dyes from materials like black walnuts and marigolds to recolor the recycled wool; if needed, she will also use chemical dyes.

Scroble's approach to rug hooking recalls the craft's origins in 19th century New England, when the rugs were used as floor coverings for insulation. Crafted from leftover or worn materials, such as feed sacks and old clothing, the rugs featured simple patterns of flowers, animals, or scenes of local life.



Stylistically, Scroble's work is similar, favoring a minimalistic design with an emphasis on color. While Scroble's rugs feature a variety of subjects, her favorite designs involve animals.

Scroble is a member of the Wool Whisperers Rug Hooking Guild of Gwynedd Pennsylvania and the National Association of Traditional Hooking Artists.



Top Row (from L to R):
Deborah Berger, Robin
Costenbader-Jacobson,
Sherry Christman

Bottom Row (from L
to R): Caitlin Sworen,
Northeast Berks
Chamber Director Lori
Donofrio-Galley, Alyssa
Riker

The College of Business recently sponsored two female students to attend the Northeast Berks Chamber of Commerce's Women's Roundtable, a four-part series for female entrepreneurs or women working in business.

Conducted by Robin Costenbader-Jacobson, a business consultant, the series focuses on effective communication, leadership, and organizational skills.

WOMEN'S ROUNDTABLE

Attendees of the ongoing series include: Deborah Berger of Hasch Daal Custom Embroidery, Sherry Christman of Elite Business Solutions, and KU students Alyssa Riker and Caitlin Sworen.

According to Alyssa, a Sport Management and Leadership Studies major, "It's positive to be in a room with all women leaders," adding, "I would recommend it."

For more information on the Women's Roundtable, visit www.northeastberkschamber.com, select "Programs and Networking," and then "Roundtables."



SCOTT DORN

**President, Dorn Consulting LLC
Retired Managing Director of
Global Real Estate Operations for GE**

AT GE, AND NOW AT DORN CONSULTING, WHAT WERE/ARE YOUR RESPONSIBILITIES?

When I was at GE I had responsibility for real estate, construction, facility operations, and some of their supporting entities across the globe. Right now [at Dorn Consulting] I primarily work with one company and help them deal due diligence and portfolio optimization with the companies they own; so trying to make them more efficient with their real estate holdings.

HOW DID YOU GET INVOLVED WITH THE COLLEGE?

After I retired from GE in September 2014, I joined the Kutztown Foundation board. It [becoming an Executive in Residence] came through my relationships at the foundation by meeting some of the professors, President Hawkinson, and Dean Geaney.

WHAT HAS YOUR WEEK AT KU ENTAILED?

I've been in the classroom, which was the real part I was looking forward too. I've always enjoyed spending time with, at GE especially, the younger professionals and helping them figure out what they want to do and mentoring them. Spending time in the classroom and adding some of my experiences to the discussion was a lot of fun, especially when the kids ask questions.

I've also spent time with some of the faculty members,

talking about their curriculum. Dean Geaney I am also going to talk about the Executive in Residence program and discuss how it can continue to improve and be an enriched experience for the Executive in Residence, but also a better experience for the professors and the students, most importantly.

WHAT DID YOU LEARN ABOUT KU THIS WEEK?

I've been lucky that I've been on-campus through the foundation. But, I got a better appreciation for the school of business. The school of business has expanded so much. When I graduated [from KU] in 1979 you could only get your Bachelor of Science in Business Administration. You couldn't have a major like Finance or Sport Management.

WHAT PURPOSE/BENEFIT DOES THE EXECUTIVE IN RESIDENCE PROGRAM PROVIDE THE COLLEGE OF BUSINESS?

To me, I think it becomes a network from the alumni back to the school and something that can enrich the experience of students. When you're in college, it's really theory and book, but when you can bring in people, whether as an executive in residence or a guest speaker, that can bring real life experience into the theory or the discussion that's going on in the classroom. I think it can enrich the perspective of the students, especially as you matriculate to your junior and senior year.

GRADUATE ASSISTANT



JONATHAN SMITH | *Graduate* ASSISTANT

WHY DID YOU CHOOSE KU FOR YOUR UNDERGRADUATE AND GRADUATE DEGREE?

Initially, I went to Shippensburg University for one semester, but I didn't like dorming there. So, I decided to transfer here. I knew Kutztown had a great business department and I knew there were opportunities here with different accounting firms. Once I came here, it was great. I felt like I really fit in with the accounting professors and students. It was probably one of the best

of the decisions I made to transfer from Shippensburg to Kutztown.

WHAT LED TO YOU TO PURSUING AN MBA?

There were many reasons. The first was probably to complete the credits for the CPA exam. When I graduated with my undergraduate degree, I only had 120 credits. The MBA program was 30 credits and that's the exact amount of credits I needed; you need 150 credits in

order to be CPA eligible. Also, I felt at that time that I had the accounting skills, but didn't have all the soft skills I needed to be successful in the business world. I knew a lot of the classes revolved around teamwork, presentations, and becoming a good leader. So that's ultimately why I decided to go into the MBA program and I feel like it has really helped me.

WHO WERE/ARE SOME OF YOUR MENTORS?

I'd definitely say Professor Wagaman. He was very helpful, not just for giving me advice in the classroom, but also for helping me with my career goals. He was one of the people who gave me a reference for the MBA program actually.

Sonya Smith at the SBDC and Jon Vavro at the Kutztown Foundation (where I intern) have also been very important in helping me develop my skills and they always go out of their way to help me.

My mom and dad have been my life mentors, they've taught me how to be a good person.

WHAT ARE YOUR FUTURE PLANS OR GOALS?

This January I am starting an internship with KPMG with the understanding that I have a very high chance of getting hired as a full-time auditor in September of 2017. A goal for me is to become a partner there and to work there for the rest of my career.

I saw a staff account position was open and they [KPMG] were looking to fill it by August. It was a great opportunity so I figured I'd reach out, even though I was graduating in December.

The HR person brought me in for the interview because she liked my resume. But, once I actually got to the interview, one of the partners there was a

Kutztown graduate and when I was sitting there in a group of people she pointed me out and said, "I recognize you from the 'Meet the Firms' night." I think maybe that didn't directly lead to me getting the job, but indirectly it helped that she knew me and recognized me from these networking events at Kutztown.

WHAT ADVICE DO YOU HAVE FOR UNDERGRADUATES?

Definitely put the work in in-class.

I think everything starts in class and you need to get the grades in and to perform in class before you can start to do anything else. Once you understand what you're learning, I think you need to separate yourself from your competitors; and your competitors are the students sitting right next to you – they're the ones competing with you for jobs.

The best way to do that is through internships and to get involved with organizations and clubs on-campus and to take leadership roles in those because that's going to separate you in interviews. Also, use the resources here at Kutztown. There's so many great resources that people don't take advantage of like the Career Center and professor's office hours. I feel like a lot of people don't use that to their advantage and that's what I think separated me and made me successful.

*"You need to separate
yourself from your
competitors; and your
competitors are the students
sitting right next to you."*

– JONATHAN SMITH



Mimi pictured with her advisor, Dr. Kramer, and professor, Dr. Walker, alongside Dean vv.

*L to R: Dean Geaney,
Dr. Jonathan Kramer,
Mimi Niggel, and Dr.
John Walker*

MIMI NIGGEL

**B.S. Finance and Marketing Major,
Minor in Professional Writing**

This past summer Mimi Niggel participated in the Federal Deposit Insurance Corporation's 11-week Pathways Internship program, which converts select interns to full-time employees, as a Financial Institution intern.

According to Mimi, "You had a week to get everything in. You had to have your federal job application, your resume, an unofficial transcript, and two letters of recommendation."

Assigned to the Compliance Department, Mimi's responsibilities included learning banking regulations, reviewing bank documentation, and then writing a written evaluation of its risk to consumers. Additionally, Mimi attended bank meetings and met with bank presidents and vice presidents.

Throughout her internship, Mimi was traveling to the headquarters of small banks across Eastern Pennsylvania. Mimi also had the opportunity though to travel to FDIC headquarters in Arlington, Virginia for training and to Boston, Massachusetts for work experience.

Working within the banking world, however, did provide challenges. Without prior experience in the industry, Mimi had to learn new terminology and

unfamiliar financing aspects, such as home mortgages. Her knowledge of business writing through her Professional Writing minor, however, was an immense benefit in composing her written evaluations.

"They [the FDIC] were very excited that I had the writing minor," said Mimi, adding, "[It is] actually one of the assets I found that I had over my co-interns."

While Mimi had an advantage, only a select few (from 100 interns) would be offered full-time positions following the internship, which concluded with a series of exams in math, teamwork, writing, and business analysis.

In September, Mimi received her results and accepted a job offer to work at the FDIC's Blue Bell office in Pennsylvania, where she had interned.

Following graduation, she will train for a year in Austin, Texas and Arlington, Virginia, learning more about compliance operations, but also being introduced to the FDIC Risk Department.

Excited, Mimi remarked, "You really couldn't ask for a better work environment...The work that you're doing is exciting, but it's challenging – it makes you think."



HOPE GIORDANO

B.S. Sport Management Major

For months, Hope Giordano had been struggling to find an internship that ignited her interest, until she came across an opportunity with the Philadelphia Eagles.

According to Hope, “At the time I hadn’t even considered the possibility of interning for such a big sports team, but because the opportunity to apply was in front of me, I had to take it.”

Requested for a phone interview, Hope received an offer the next day from the major league football team to begin an internship with the team in the fall.

For Hope, each day has been a new experience. Typically though, she assists the payroll and scheduling department, in addition to working with the 50/50 team, which coordinates with the Eagles Charitable Foundation through 50/50 raffle lotteries.

As an active athlete (she plays golf for the KU golf team), Hope has found the transition to a sedentary job to be a slight challenge.

As Hope explains, “I have never had a ‘desk–job’ before, so... getting the hang of things was a bit of a struggle for me,” adding, “I definitely needed help with many of the tasks I

was assigned at the beginning, but I feel as though I have everything figured out now.”

Though she needed assistance, Hope’s passion and dedication to her role at the Philadelphia Eagles has resulted in the team asking her to stay until the season’s end in January.

Reflecting on the experience, Hope said, “The Eagles have taught me more than I thought possible...I’ve come to realize how unbelievably great this learning experience truly is.”

Considering the conclusion of her internship and upcoming graduation from KU, Hope’s plans are similar to her approach for finding an internship: to follow her passions.

One of Hope’s undeniable passions is golf, which she has excelled at throughout her undergraduate career; Hope was named the Most Valuable Player by the KU golf team in 2015 and 2016.

“I would truly love to continue golfing,” Hope admitted, noting her plans to receive her professional card and teach card for golfing.

Overall though, Hope prefers to keep her options open and see where her interests take her after graduation.



STEPHEN HILBORN

**B.S. Accounting and Finance,
Minor in Economics**

When Stephen Hilborn arrived at KU, his plan was to become a collegiate athlete for the university's football team. After a year of playing though, Stephen opted to leave the team.

"When you play collegiate sports you...have to invest yourself fully in that and I found there were other things I was passionate about, so I went and did those," said Stephen.

One of Stephen's passions was entrepreneurship. Since high school, Hilborn had developed business ideas; the first idea he launched was a phone repair business. At KU he and his brothers used the Student Incubator at the Small Business Development Center to start an enterprise discussion platform. While neither business took off, the experiences solidified his interest in becoming an entrepreneur.

As a result, Stephen joined the Entrepreneurship Club. Through his efforts, which include developing club operating

committees and obtaining sponsorships from local businesses, such as Pop's Malt Shoppe, the club's membership has grown substantially.

In 2015, Stephen was voted club president. The role has proven invaluable, providing him with experience and insight into being a business owner.

"I think of the club as my start-up. I'm really invested in making that grow; there's a lot of parallels between that and starting a business," said Stephen.

Starting a business is an endeavor Stephen plans to pursue in the distant future (see his recent win in the Business Idea Competition on page 8). For the near future though, Stephen will be starting a career at Ernst and Young, a leading accounting firm, following his graduation in the spring. Stephen is hoping to transfer to the firm's Charlotte, North Carolina offices, where he and his girlfriend would like to settle down.

Reflecting on his undergraduate career, Stephen credits numerous members of KU for helping him succeed, from Dr. CJ Rhoads, who mentored him when he joined the Entrepreneurship Club, to Dr. Duane Crider who introduced Stephen to the Entrepreneurship Leadership Center. His other mentors have included: Professor David Wagaman of the Accounting Department, Ken Steward of the Provost's Office, Dean Geaney of the College of Business, and Terry Sitler and Honey Svoboda of Conference Services.

According to Stephen, "There's a lot of people at KU who really care about us [the students]."

For more information on KU's Entrepreneurship Club, visit www.ecku.org.



ALEX PLATE

B.S. Sport Management Minor in Coaching & Athletic Administration

Since he was a child, Alex Plate has always had a passion for sports. During high school, he played soccer and basketball, with aspirations to play at the collegiate level. While he had to set aside his collegiate athlete dream after a soccer injury, Alex realized as a high school senior that he could still pursue sports in college.

According to Alex, “I took a lot of business courses [in high school] and I really liked being able to combine sports and business.

Specifically, Alex wanted to focus on collegiate sports due to his interest in amateur sports, as well as the inclusion of different divisions.

“I feel it has more opportunity,” said Alex, referencing the widespread athletic programs across the country.

Thus, Alex opted to enroll in KU’s Sport Management program, which offered the benefit of being included in the university’s College of Business whereas other colleges that Alex had considered, like Temple University, included Sport Management in their School of Sport, Tourism, and Hospitality Management.

“I like being able to say that I got a business degree,” Alex said, adding, “I like the small environment atmosphere compared to Temple – Temple was a little overwhelming for me in the city.”

Since joining KU, Alex has been active on-campus, working at the athletic department and with tutoring and disability services. For Alex, one of his biggest accomplishments has been managing these positions, while maintaining a full course load and a 4.0 GPA in his major.

Another accomplishment of Alex’s was at the Sport and Recreation Law Association conference in early 2016. Competing in the organization’s Undergraduate Student Research Poster Competition, Alex won for his research on the legal implications of high school football injuries.

Now at the start of his senior year, Alex has undertaken an internship at Villanova University as an Athletic Facilities and Operations intern. His responsibilities include scheduling and overseeing student staff, in addition to ensuring the university’s athletic teams have spaces to train indoors. Alex also assists at athletic events, working 12-hour shifts at times.

Commenting on the experience, Alex said, “It’s really long hours, but I like it so much that it doesn’t even bother me having to be there all day sometimes.”

Following his internship, Alex will be coaching the Boyertown High School basketball team, with post-graduation plans to work full-time in a college athletic department, while pursuing a graduate degree.



15200 Kutztown Road
Kutztown, PA 19530-0730

NONPROFIT
ORGANIZATION
U.S. POSTAGE
PAID
READING, PA
PERMIT NO. 2000