

COLLEGE OF BUSINESS MAGAZINE INNOVISION

Fall 2017 | Issue 5

BUSINESS IDEA COMPETITION

Meet the KU student
entrepreneurs whose innovations
are shaping the future.

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SBDC CYBERSECURITY SUMMIT

Learn about opportunities in the
cybersecurity field and how to
protect your small business.

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BETA GAMMA SIGMA

Celebrate KU's new chapter
of this prestigious international
honor society for business.

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INNOVISION



ENTREPRENEURIAL
LEADERSHIP CENTER

*Cover Photo: Shannon Webber
Sport Management Major*

**“Sometimes reality is too complex.
Stories give it form.”**

– Jean-Luc Godard

InnoVision, the College of Business’s newsletter turned magazine, is about more than who, what, when and why. We put faces to names and give backstories to achievements. We speak with the students, faculty and staff of the college and share their stories. I am the magazine’s primary writer, but so many people worked together to bring this issue to fruition. Thank you to Alexandria, who designed this beautiful new magazine and was my number one collaborator. Samantha contributed to the later stages of development. Marissa attended several events and shared her experience. Stacey Gambler and Leslie Scroble provided guidance, while Dean Carroll’s vision spurred us onward. Most of all, thank you to everyone who met with me this semester. Without you, there is no magazine.

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LETTER FROM **THE DEAN**

November marks my fourth month as Dean of the College of Business, and already I feel at home.

In fact, one of the things that attracted me to Kutztown University was how welcoming the faculty, staff and students who participated in my interview process were. It was clear that students are the number one priority here.

Additionally, I saw how hard faculty in each of the departments worked to get their respective accreditations, which was impressive evidence to me that they could come together as a team and move their programs forward.

That was just the kind of environment I was looking for. This beautiful campus would be the backdrop for our success.

I look forward to meeting more people on campus and in the business community. I am especially eager to hear from our stakeholders on how we can do more to ensure the success of our students. If you have feedback you want to share or initiatives you want to partner with us on, please let me know at acarroll@kutztown.edu.

I have already developed pride in the faculty and the students and all that they do to make Kutztown University a great place to study business. This edition of InnoVision provides a window into a sampling of these activities. Enjoy!

Sincerely,



Dean Anne Carroll
Dean, College of Business



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GUEST SPEAKERS



DAVID FLEDDERMAN

NFI TRANSPORTATION

Mr. Fledderman, sixth from the left, spoke to College of Business students at the invitation of Professor Gary Chao. Named one of Transport Topic's Top 50 Logistics Companies, NFI Transportation serves customers around the world and across a variety of industries. NFI's business lines include transportation, warehousing, intermodal, brokerage, transportation management, global and real estate services.



MELISSA GERHARDT

LEGACY PLANNING PARTNERS

Ms. Gerhardt visited the Finance Club this October. She is a financial advisor for Legacy Planning Partners, where she provides comprehensive financial planning to individuals, families and small businesses. She previously worked for Creative Financial group. She received her Bachelor of Science in Finance and Marketing from KU in 2008. Ms. Gerhardt is pictured fourth from the left, in the front row, along with members of the Finance Club.

FEATURED SPEAKERS



TOM BIELLO

SENIOR DIRECTOR

Fred Hafer Jr. is a business owner, engineer, entrepreneur and marketer. He owns Omnitech Automation, Inc., a manufacturer of custom robotic/automation equipment in Emmaus, PA. Omnitech's customers include Johnson & Johnson, Lutron, Stanley and other global manufacturing companies. Mr. Hafer also recently launched a new company, FreVon Inc., which began selling the battery-operated, football-throwing Ball Cannon in 2016. He began his career at Arrow International, Inc. Mr. Hafer graduated from KU in 1986.



FRED HAFER

ENGINEER, ENTREPRENEUR, MARKETER



CATHERINE NEMETZ

ENTREPRENEUR

Catherine Nemetz launched Envisions Art & Design in 1998. She specializes in the creative design and printing of marketing materials and offers a highly personalized approach to assist business owners with customized marketing materials. She believes in educating clients about the many aspects of printing, graphic design and advertising to help them weigh options that will ultimately affect their bottom line. Prior to starting her own business, Ms. Nemetz worked for a newspaper, an ad agency and a printing company. She is a KU alumna.

EVENTS



DEAN'S LIST RECEPTION

COB students from both the Department of Business Administration and Department of Sport Management and Leadership Studies gathered for the Fall Semester Dean's List Reception. Each student received a certificate from a representative of his or her concentration, who commended the student for earning a 3.6 or higher GPA.

SPORT MANAGEMENT CASE COMPETITION

This October, Nicole Fetchko and Clay Domine won KU's second annual Sport Business Case Competition, hosted by the Department of Sport Management and Leadership Studies. Thomas Klinger and Deren Cicitta won second place, while Kristopher Gelsinger and Keith Kirk placed third. Nicole and Clay will go on to compete at the Aspire Group Case Study Bowl at the 2017 Sport Marketing Association Conference in Boston.



Clay Domine and Nicole Fetchko

PA CHAMBER DINNER

KU College of Business students and faculty attended the 33rd annual PA Chamber Dinner in Hershey, PA this September. At this gathering of Pennsylvania's business leaders and lawmakers, award-winning veteran journalist and host of FOX News Sunday Chris Wallace served as the keynote speaker. Mr. Wallace then moderated an in-depth conversation with former White House Press Secretary Jay Carney (2011-2014) and former White House Chief of Staff Andrew Card (2000-2006).

L to R: Dr. Duane Crider, Patrice Hernandez, Michael Jacobs, Dan Noel, Dean Carroll, Andrew Morris, Luis Bardales, Autumn Crouse.



L to R: Hailee Cruz, Cassidy Russo, and Caitlin George. Not pictured is Allison Geist.

GRCC BUSINESS IDEA COMPETITION

KU teams won second and third place at the Greater Reading Chamber of Commerce's Business Idea Competition. Team Captain Caitlin George, leading Hailee Cruz, Cassidy Russo and Allison Geist won second place with a business idea for a beauty salon/cocktail bar that pampered clients and held bridal showers and other parties. Team Captain Caitlin Bodner, leading Kelsey Dick, Amber Albert and Kara Greiss won third place with a plan to expand Bodner's business Magnifiscent Candles with a "Candle of the Month" sampler.

EVENTS



Student Kevin Caulfield networks with a firm's representative.

MEET THE FIRMS

The Accounting Club held Meet the Firms Night in September, an event that connects local accounting firms with KU students. The firms' representatives—usually KU alumni—spoke about open positions at their firms, the interviewing process and how working there would benefit a student. Afterwards, students split into groups and visited each firm's table in order to network.



L to R: Mrs. Anne-Marie Hayes-Hawkinson, Dr. Kenneth Hawkinson, Dean Carroll.

PRESIDENT'S RECEPTION

On Oct. 3, Dr. Kenneth Hawkinson hosted a reception at his home for the faculty and staff of the College of Business. This reception gave COB workers the opportunity to interact with senior administration members.

Speakers included: Alex Ogeka, the Co-Interim Executive Director of Kutztown University Foundation and Alumni Relations; Gerald Silberman, Vice President for Administration and Finance; and Matt Santos, Interim Associate Vice President for Communication, Marketing and External Affairs.

Guests enjoyed an exotic cheese table and lively conversation.



AWARDS BANQUET

At last May's College of Business Awards Banquet, held in the Georgian Room of Old Main, professors presented 28 awards to their outstanding graduating students.

Awards ranged from academics and research to leadership and campus involvement.

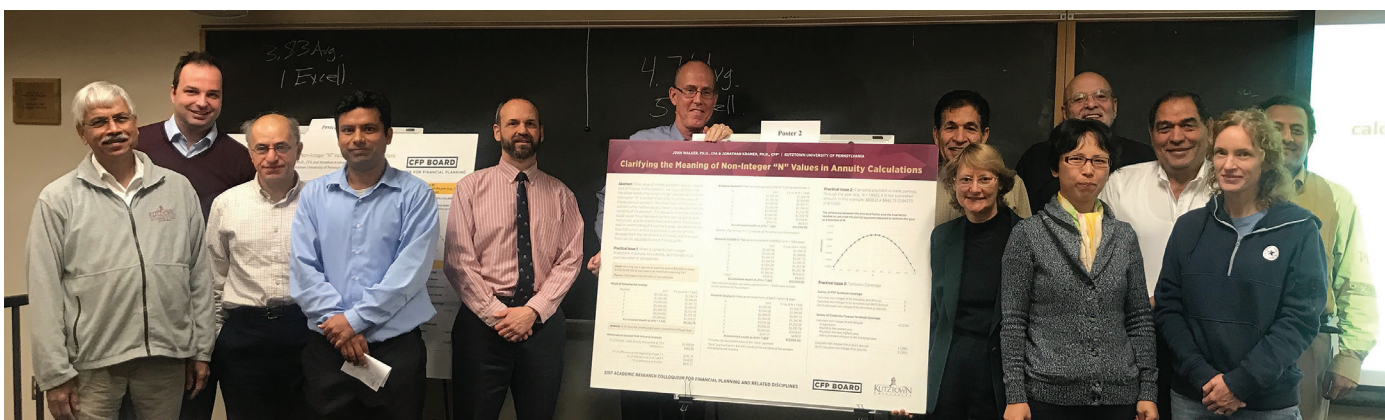
"Don't forget about your professors after graduation," said Donna Steslow, Chair of the Department of Business Administration, during her welcoming remarks. "We like to know how you're doing and where you are."

Prior to the awards ceremony, students, faculty and guests enjoyed a catered dinner.

Pictured: Sarah Casciole, winner of the American Advertising Federation Award, with Dr. Eun Yeon Kang.

DBA WORKSHOP

On October 17, Drs. John Walker and Jon Kramer presented the Department of Business Administration workshop "Clarifying the Meaning of Noninteger 'N' Values in Annuity Calculations." Other workshops included "Brand Experience and Willingness-to-pay (WTP) Price Premium: Mediating Role of Credibility and Uniqueness," presented by Dr. Feisal Murshed and "The Decision-making factors that govern the economics of Health," presented by Dr. CJ Rhoads.



L to R: Dr. Keshav Gupta, Dr. Muratcan Erkul, Dr. Muhammed Halim Dalgin, Dr. Rajeev Kumar, Dr. Jonathan K. Kramer, Dr. John S. Walker, Dr. Abdulwahab Sraiheen, Dr. CJ Rhoads, Dr. Emma Hao, Dr. Victor Massad, Dr. Mostafa Maksy, Lynda Massad, Dr. Feisal Murshed.

AWARDS



L to R: Professor Therese Maskulka, Dr. Kenneth Hawkinson, Jim Ludlow, Emily Engleman, former College of Business Dean Dr. Gil Clary and Professor Eun Kang.

LIQUID INTERACTIVE SCHOLARSHIP

Junior Marketing and Management major Emily Engleman received the first annual Liquid Interactive Digital Marketing Award last May. This \$1,000 scholarship, sponsored by Liquid Interactive and the Marketing Discipline, is granted to a student who demonstrates an interest in pursuing a career in digital marketing.



WIESENBERGER AWARD

Dr. Duane A. Crider received the annual Arthur and Isabel Wiesemberger Award during this September's Faculty and Staff Convocation and Celebration. This award is given to a faculty member who demonstrates excellent teaching. Dr. Crider is a professor for the Sport Management and Leadership Studies Department of the College of Business and has been with KU for 21 years out of his 38 year career.

L to R: Alex Ogeka, Dr. Duane Crider and Dr. Kenneth Hawkinson

DISTINGUISHED ALUMNI

The KU College of Education honored Dr. C.J. Rhoads with the Distinguished Alumni Award last spring. Dr. Rhoads is a 1982 graduate of Kutztown State College, with a bachelor's degree in Elementary Education and Special Education. She has been a Business Administration professor at KU since 2004. Outside of teaching, she is the founder, president and CEO of HPL Consortium, Inc. and has published several books. Other honorees included Dr. George J. Zimmerman and Dr. Morell D. Boone

L to R: Dr. Anne Zayaitz, Dr. C.J. Rhoads, Dr. George J. Zimmerman, Dr. Morell D. Boone, former Dean of Education Dr. Kenneth Teitelbaum



L to R: Dr. Carole Wells, Dr. Carlson R. Chambliss, Dr. Mostafa M. Maksy, Dr. Kenneth S. Hawkinson

CHAMBLISS AWARD

College of Business Accounting professor Dr. Mostafa M. Maksy was awarded the Chambliss Faculty Research Award during KU's Faculty and Staff Convocation and Celebration held in September. The Chambliss award, inaugurated in 2004 through a gift from Dr. Carlson R. Chambliss, professor emeriti of physical science, is meant to recognize the very highest achievement in research and scholarship and can be awarded only once within a person's career.

BUSINESS IDEA COMPETITION



Jeffery Krystopa presents his idea, Jeff's Jerky. All Photos By: Rachel Hammersley

The seventh annual KU Business Idea Competition occurred on the evening of Tuesday, Nov. 7. During this event, student entrepreneurs competed to earn a \$1,000 award, internship opportunities and entrance to a larger, state-wide competition.

A panel of judges evaluated each business plan. This panel included:

KIM DAVIS

Retail Consultant at KD Consulting LLC

SCOTT DRAYER

Vice President of Marketing at Paul Fredrick

LOU FROMM

Vice President at Fromm Electric

REBECCA LAINCZ

Owner of Firefly Bookstore

Prior to the event, many students submitted their ideas, but only 17 groups were chosen to compete

in this final round. Competitors came up with an idea for a small business, constructed a basic business plan (including financials) and described how they intended to advance from the initial idea to actual implementation.

The contestants were given two minutes to present their plans, and the judges then asked follow-up questions. Once all the plans had been presented, the judges retired to discuss the merits of each. After 20 minutes of deliberations, they announced the winners.



Judges Lou Fromm, Rebecca Laincz, Kim Davis, Scott Drayer.

Marketing major and Men's Track and Field Team member Michael Burton won first place with an app called GO! © This is an app for recreational sports.

Michael will go on to compete in PASSHE's Spring 2018 Business Plan Competition. This competition brings together student entrepreneurs from all fourteen Pennsylvania state schools for a chance to win a \$10,000 cash prize.

The second place team, comprised of Marketing majors Heather Ferguson, Nick Hohlt and Danny Monteith, proposed CourseCruncher.com, a website for high school students and other college hopefuls. Users can input their desired classes, then get results back with the best matched colleges and universities for their needs.

"We want to take the guesswork out for students," Heather said.

**"We want to take the
guesswork out for
students."**

- Heather Ferguson

In third place was the Teal Kitchen, proposed by team leader Emily Phifer, alongside Michael Burton and Shane Dougherty. The Teal Kitchen is a bakery with made-to-order products for people with severe food allergies, such as peanuts, milk and eggs. Emily got the idea due to the fact that most of the baked goods that can be bought in stores are full of preservatives and mediocre-tasting. The bakery's name is inspired by the color of food allergy awareness: Teal.



First place winner Michael Burton.

The first, second and third place winners won prizes of \$1,000, \$500 and \$250, respectively. For groups with multiple people, the prize money is split up between members. The winners also received internship opportunities and space in KU's Small Business Development Center Student Incubator.

Other notable ideas from the competition include Velcro Notes, Jeff's Jerky and First Strides.

Katelyn Quinn led the Velcro Notes team, whose goal was to develop study tools for students of all ages. With permission from their instructors, students could use the Velcro Notes app to record lectures, which the app can transcribe into written notes.

Team leader Jeffery Krystopa of Jeff's Jerky creates beef jerky for budget buyers. Jeff makes preservative-free jerky in his own kitchen.

Dorothy Reigel's First Strides is a training program to help middle-aged and older generations build the confidence to go to the gym and work out. Dorothy's company plans to work directly with the physical therapists of injured clients.

ALUMNI INTERVIEW



SCOTT BALESTRIER

Scott Balestrier is the CEO of WSB and Associates, Inc. a business development firm. Mr. Balestrier received his Bachelors of Science in Accounting from KU in 1989 and spoke for the KU Accounting Club during the Spring 2017 semester.

What are your job responsibilities?

My responsibilities include direct client relationship management, developing additional firms to represent, and managing and leading a sales team. Generally, I have four to five meetings with clients a day, drive about 150 to 300 miles and have multiple conference calls—all activities centered around generating sales and expanding our network.

Why did you choose to create your own company?

I spent a quarter of a century in the large public accounting firms. That, coupled with the experience I had as a business development professional, led me to

believe that a “hub and spoke” model with a network of high quality firms would ultimately provide more value to clients than a massive 20,000-person organization.

What is your management style?

I believe strongly in servant leadership and distributed leadership. I view my job as strategy, removing obstacles to execute that strategy, and picking up a shovel and digging ditches with the team.

Can you briefly describe your career path?

I was fortunate to join Ernst & Young in 1990, the beginning of a long period of growth. Having some sales skills, I was able to make partner in a short period of time and progressed at a fast rate. I worked for large organizations, which don't operate in a nimble fashion. I was rarely satisfied in my roles at any of those firms and was often disappointed in their leadership and vision—they had great marketing but failed to “walk the walk.”

What advice do you have for undergraduates preparing to enter the workforce?

Work on your interpersonal skills and emotional IQ. Interpersonal relationships can't be replaced in the short term by AI. There are many smart and well-educated people who are sub-optimized because they have a hard time building and maintaining relationships.

What goals do you aspire to achieve?

Professionally, I want to build this firm and take it to whatever it can become. Beyond that, I would like to continue my family life and watch my kids and grandchildren evolve into kind and thoughtful adults.



KEVIN MORGANTI

Kevin Morganti is a Retail Operations Manager for the Philadelphia Eagles. He received his Bachelors of Science in Sport Management from KU in 2009 and was a College of Business featured speaker this past spring.

What are your job responsibilities?

I oversee all store and warehouse operations at the Pro Shop at Lincoln Financial Field. There are many responsibilities that fall into those channels, such as scheduling, payroll, visual merchandising, inventory management and receiving product.

What is your average work day like?

An average work day for me varies by time of year and day of the week. Typically, I will answer any emails and questions that customers or colleagues from other departments may have. I am also on the floor assisting customers, making sure my staff is in a

good place to succeed and taking a constant look at our inventory management.

What challenges come with your position?

One challenge is that there is always something that needs to get done. At the end of the work day, it's difficult to walk away from the tasks that still need to be completed, but I remind myself that there's always tomorrow.

Can you briefly describe your career path?

After graduation, I received a full-time job offer with the Reading Royals Hockey Club—my previous internship site—as a Ticket Sales Consultant. I then worked as an Account Representative with the Carpenter Technology Corporation.

I was unemployed for 6 months when I decided to challenge myself with starting from the bottom again and working up. That's when I joined the Valley Forge Casino Resort as a Call Center Agent. Within a few months, I was promoted a couple times. I later became the Assistant Store Manager with Sherwin Williams where I came across a unique opportunity with the Philadelphia Eagles.

What advice do you have for undergraduates preparing to enter the workforce?

Don't quit on your goals! You may not get there directly; you may take an unusual path. Be sure to take risks.

What goals do you aspire to achieve?

Right now, I would like to continue to grow as an individual in the sports industry. I would like to continue to work myself up the organizational chart. Then, who knows what could happen? Sky's the limit.



VINCE NICASTRO

BIG EAST CONFERENCE

Deputy Commissioner and Chief Operating Officer Vince Nicastro, from the Big East Conference, spoke for the Department of Sport Management and Leadership Studies this fall. Nicastro has day-to-day oversight of the Big East's conference operations and business functions.



PAUL PRESINZANO

BLUE CREST MANAGEMENT

Blue Crest Management Portfolio Manager Paul Presinzano was invited to speak at KU by the Finance Club and Applied Investment Management Club. Mr. Presinzano, a 1994 KU alumnus who is pictured fourth to right, gave advice to students on how to improve their real-world skills.

PASBC COMPETITION



In April 2017, Ryan Mager, Jon Kleiner, Nicole Fetchko and Thomas Klinger—students in the Department of Sport Management and Leadership Studies—won first place at the Pennsylvania Sports Business Conference (PASBC) Case Competition. Another KU team, comprised of Clay Domine, Courtney Chinworth and Dean Bocci, placed third.

The teams, led by KU professors Drs. Yongjae Kim and Soojin Kim, had to create a plan for how to attract millennials to the Pocono Raceway via the raceway's new sponsorship with Monster. The teams received the case by email and had four days to research the companies, create a SWOT analysis and prepare a PowerPoint presentation detailing their plan. They then traveled to Indiana University of Pennsylvania and presented their plan in front of a group of judges consisting of an industry official, two professors and a staff member at the Pocono Raceway.

The winning team received the opportunity to compete at a national case competition in Boston this past November.

The Lehigh Chapter of the Association of Information Technology Professionals (AITP) held its annual Cybersecurity Summit on Wednesday September 20. This event, hosted by the Small Business Development Center, was free and open to the public.

Keynote speaker Mario DiNatale is the Chief Information Officer of Spectrum Virtual, a data center and cybersecurity service. Mr. DiNatale is one of the world's foremost cybersecurity researchers. During the conference, he described hackers as the "number one threat to America, higher than Al-Qaeda and higher than ISIS."

Mr. DiNatale also spoke about past cyber attacks, the shaky security of even military-grade cybersecurity solutions and the need for more knowledgeable professionals in the cybersecurity field.

He also offered tips for how to protect your information, such as choosing a strong password and using two-step verification on every device.

A panel of cybersecurity specialists followed, featuring Ramon Balut (Director of Information Security, Trivergent Health Alliance), Lance Hawk (Owner, Computer Forensics and IT Security Solutions,



Pictured: Mario DiNatale

LLC.), Daniel Reither (Manager of Information Security, Health Partners Plans), Rich Stoneberg (Chief Information Security Officer, Netizen), Christopher Walck (Emerging Technologies Manager, Kutztown University) and John Weidenhammer (President, Weidenhammer).

Panelists offered advice to students who are hoping to enter the cybersecurity field, encouraging them to gain experience outside of the classroom by using computer programs and speaking with professionals.

1 IN 3
AMERICANS WERE
HACKED
IN THE PAST YEAR

> 209,000
CYBERSECURITY JOBS IN
THE U.S. ARE **UNFILLED**
& **POSTINGS ARE UP**
74% OVER THE
PAST **5 YEARS**

43%
OF CYBER ATTACKS
TARGET SMALL BUSINESS

STUDENT FEATURE



AUSTIN MANCINI

SPORT MANAGEMENT

You may have met junior Sport Management major Austin Mancini before—but you probably wouldn't recognize his face. Austin is a member of the KU Mascot Team, a group of students who act as KU's very own Golden Bear, Avalanche.

Austin has represented KU at events such as the Special Olympics or last May's graduation. The Mascot Team members have to audition for the role, showing that they can dance around, interact with fans and just have fun in costume. According to Austin, it takes about 20 minutes to get into the full suit, and frequent breaks are needed to keep Mascot Team members from overheating.

Two years ago, Austin proudly noted, Avalanche won Mascot Madness.

Austin is also proud to have received an invitation to the National Society of Leadership and Success, an

honor society that builds leaders, supports people in achieving their dreams and hopes to better the world in the process.

Austin decided to attend KU in part because of our fantastic Sport Management program and our professional relationship with teams in Reading and the Lehigh Valley area.

"All my life, I've always been around sports. I grew up playing sports; my family is diehard Philadelphia fans," Austin said. After three concussions, he realized that he would not be able to continue playing, but sports could still be part of his life.

Austin has taken a variety of courses at KU that have given him useful experience for his career. In Sport Marketing, Austin's team made a marketing plan for a sports shoe company. In Risk Management with Dr. Duane Crider, Austin has created a risk management plan for a hypothetical soccer tournament. This plan describes how to deal with physical injuries during the event, from providing proper care for the attendee to avoiding liability.

"I feel people will be impressed seeing that our major is preparing people like that."

Austin would like to eventually work in sales or marketing for a major sports team such as the Flyers or Eagles, perhaps working his way up from a minor league team to a larger affiliate.

At the moment, however, Austin is looking for an internship for this upcoming summer or the Fall of 2018. An internship is required for the Sport Management major, and according to Austin, it's a fantastic way to get a foot in the door in his field.

"I'm hoping that, when I get my internship, that light will go on like 'This is exactly what I'm passionate about in this specific field.'"



SHAUNA CARTY

MANAGEMENT AND MARKETING

Shauna Carty is a junior Management and Marketing double major with a minor in Supply Chain Management and Logistics.

Shauna is a legacy student, stating, “My dad was an alum here, and that’s special to me.”

Over the summer, Shauna had a marketing internship with Victaulic, the leading producer of mechanical pipe joining solutions. During her internship, she created write-ups describing the company’s projects, worked on their social media and helped with company events such as Take Your Child to Work Day. This experience inspired Shauna to take on a Marketing major.

While interning at Victaulic, Shauna also had the opportunity to shadow members of its Supply Chain Management Department and meet with the Director of Supply Chain.

In Spring of 2017, Shauna worked Fridays and Saturdays at the King of Prussia location of DHL, the world’s leading logistics company. She worked as a Store Picker, who picked up orders for local businesses and brought them to the loading dock.

Shauna’s part-time work has given her vital experience and the context to better understand how classroom concepts are used in the real world.

“Working at DHL helped me with my Business Logistics class, while working at Victaulic helped me with my marketing classes. Going to class is like a refresher,” according to Shauna.

Shauna is the Vice President of the Supply Chain Management and Logistics Club, which invites speakers to campus, holds networking events and takes its members on warehouse tours. She is also a member of the Delta Zeta National Sorority, a SNT coordinator for the National Society of Leadership and Success and a member of the honor societies Delta Alpha Pi and Beta Gamma Sigma.

To juggle these responsibilities, Shauna keeps a meticulous planner. She often heads straight to the library after classes, where she can focus on homework, and tries to get ahead whenever possible. By dinnertime, she sets aside her work and takes the evening to relax.

When asked about her plans for the future, Shauna laughed. “I’m just trying to get through this semester. I’m taking six classes.”

After a moment’s thought, though, Shauna added that she is carefully planning her classes to ensure that she can graduate on time. Additionally, she hopes to find an internship in supply chain management this summer, perhaps at Victaulic. She hopes these internship experiences will help her decide on her final career.

STUDENT WORKER



ALYSSA ALFINITO

COLLEGE OF BUSINESS LAB MONITOR
PSYCHOLOGY MAJOR

College of Business Lab Monitor and junior Psychology major Alyssa Alfinito volunteered in Laos over the summer.

Alyssa, along with about 40 other students, went abroad with the organization Volunteer Eco Students Abroad (VESA). Students who join this organization help to build structures in developing countries and learn about one species of animal.

During Alyssa's two-week program, students cycled between four different activities: learning about Asian Elephants, building shelters for elephants, doing construction work for a local school and teaching Lao students.

During this program, participating students lived at an elephant conservation center, located on an island.

"There were no gates," Alyssa said. "We stayed in little huts and could see elephants walk by from where we slept."

At the conservation center, the students learned about why elephants are endangered. Poachers kill elephants for their tusks. Zoos and circuses keep elephants in unhealthy environments. Elephant riding can create a dent in elephant's backbones. Southeast Asian loggers not only destroy important ecosystems, but also use elephant labor in a way that badly damages the creatures' backs. Students also learned to spread awareness about how to donate to legitimate conservation centers and not financially support harmful institutions.

There were twelve elephants in total at the center. The elephants bond from birth with a human caretaker, or mahout. The two share a close relationship, and the mahout may take care of one elephant until either the mahout or the elephant dies—Asian Elephants can live for up to 60 years.

The students visited an elephant hospital where sick and pregnant elephants are treated. There were two new baby elephants at the center during Alyssa's stay, each with a distinct personality.

"One was playful," Alyssa recalled. "One was afraid of water, so his mother had to push him to go in. They didn't know how to use their trunks yet, so they just flopped around."

The local school served village children between the ages of six and fifteen, and it only had three rooms. The structure was partially open to the elements, so stray dogs could walk right in.

Alyssa and other VESA volunteers worked to rebuild the school. They painted, tore down old walls, built new walls and brought in donated school supplies such as pens and notebooks.

“There were no gates. We stayed in little huts and could see elephants walk by from where we slept.”

- Alyssa Alfinito

Alyssa and other volunteers taught the local students English and important topics such as proper hygiene. The one topic they struggled with, Alyssa noted, was English numbers. After all, they were used to writing in Sanskrit, which has a different number system.

“The students were on summer vacation, but they still came to class each day,” Alyssa noted with admiration. “A lot of people take their education for granted, but these kids were excited to learn.”

After the program, Alyssa split off from the group and spent a week in Thailand doing “touristy things” like visiting James Bond Island or going kayaking.

This trip was Alyssa’s first time outside of North America, and she describes the experience as eye-opening. She traveled half a world away—36 hours by plane—and experienced a completely different culture, full of compassionate people. No one cared if she wore the same few outfits or if she’d done her hair that day. She had no cell phone service and barely spoke to anyone back home.

Today, you can find Alyssa at DeFrancesco’s labs, troubleshooting printer issues and helping freshmen learn how to print. Now that she has returned to life in the U.S., she feels changed by her experience.

“Going to Laos helped me with my anxiety. You come back to life and realize things aren’t so terrible.”



BETA GAMMA SIGMA



This fall, the College of Business was honored to install a KU Chapter of Beta Gamma Sigma. Founded in 1913, Beta Gamma Sigma is the largest international honor society for business. It has over 580 collegiate chapters on six continents, with members in 190 countries. This invitation-only honor society is extended to top students at AACSB-accredited business schools, making it the most prestigious recognition a student of business can earn anywhere in the world.

Historically, business students were excluded from other honor societies, so a group of students from three universities—the University of Wisconsin, the University of Illinois and the University of California—came together to found Beta Gamma Sigma, an honor society that recognized excellence in the field of business studies.

On the evening of Friday, November 3, students, their families, and College of Business faculty and staff gathered in the Boehm Science Center for

KU's Beta Gamma Sigma Inauguration and Student Induction Ceremony.

Dean Joseph A. DiAngelo, Jr., from the Erivan K. Haub School of Business at St. Joseph's University, served as Installation Officer for the new KU Chapter. He first presented the college's faculty with the charter document, urging them to display it proudly, and explained the great honor that had been bestowed upon the college and its top students.

"You are part of the top 3% of business students in the world," Dean DiAngelo told student inductees.

Out of 11,000 business programs worldwide, Kutztown University was the 586th to be welcomed into this prestigious honor society. Undergraduate students inducted into a chapter of Beta Gamma Sigma must be in the top 10 percent of their class, and graduate students must be in the top 20 percent.



Dean DiAngelo also introduced the three principles of Beta Gamma Sigma: Honor, Wisdom and Earnestness.

The symbol of Beta Gamma Sigma is a key inscribed with the three Greek letters of its name. The society asks that all who wear the key uphold its principles.

“I think it’s great to bring Beta Gamma Sigma to Kutztown,” said Victoria Dorsey, a student inductee.

Dean Anne Carroll then introduced Chapter Honoree Recipient Mr. Tim Zuber, a KU graduate of the class of 1990. Mr. Zuber is a Tax Partner at KPMG Ltd., where he is in charge of over 1,000 professionals. During his career, he has furthered the goals of this honor society by demonstrating its principles of honor, wisdom and earnestness.

Mr. Zuber spoke about the three key concepts that have led to his success: lifelong learning every day, teach others what you learn, and collaborate. He urged students to practice honesty, integrity and hard work. He also challenged them to take advantage of the opportunities provided by Beta Gamma Sigma.

“As this door is opened to thousands of professionals, are you gonna walk on through or walk on by?” Mr. Zuber asked them.

Dr. Rajeev Kumar, the Beta Gamma Sigma Faculty Advisor at KU, led the induction ceremony, during which students swore to uphold the principles of Beta Gamma Sigma. Each student was then called to the front of the auditorium to receive their certificate and cords and to shake hands with Dean Carroll and Dr. Kumar.

“Thank you for raising the level of discourse in our classrooms,” Dean Carroll told students. She went on to thank the families and professors of these students for lending their support and guidance.

CONGRATULATIONS

TO THE INAUGURAL BETA GAMMA SIGMA
NATIONAL HONOR SOCIETY MEMBERS

Matthew Bowers

Chad Brubaker

Gabriel Cartaxo da Silva Nogara Souza

Shauna Carty

Jean Di’Attilio

Martin Dietrich

Victoria Dorsey

Jacob German

Erin Gollie

Kara Greiss

Kevin Grube

Sasha-Lee Hayward

Alexandra Heck

Kurt Herbine

Benjamin Keating

Nikolay Kodinov

Jennifer Loaiza

Cora Luckenbill

Lynda Massad

Tammy Moyer

Michael Oswald

Jonathan Smith

Julie Stratton

Rachel Tarnopoll

Madison Wampler

Kyle Watkins

Aixia Zellers

Shawn Zimmerman

STUDENT INTERN



CHRISTINE HERRITT

Christine Herritt is a senior Marketing major with a minor in Public Relations. In summer 2017, Christine interned with Strunk Media Group as a Junior Accounting Executive.

What is an average day at your internship?

I would do work for my direct supervisor—both social media and helping her with whatever she needed. I would also assist the Account Executive. For example, I brainstormed a commercial with him that aired on 99.9 The Hawk. I came up with the original idea, and he used his expertise to create it. I also went over radio transcripts to make sure the radio was playing the ads we paid for, and I caught a couple of mistakes.

Did you encounter any challenges at your internship?

Cold calling. I tried to bring in new clients or find companies' information by phone, and it took some different strategies to get people to respond. I had to

be well-informed and quick to answer whatever they had to throw at me. Oftentimes, you had to drag the information out of people.

What were your responsibilities as a Junior Accounting Executive at Strunk Media Group?

I would do social media for home remodelers, automotive dealers and other types of professionals. I worked with any platform the clients wanted—Facebook, Twitter, GooglePlus. We also used a platform called Sendable. I would make a post, and that website would send it out to all the other social media sites.

Are there any specific skills that you learned at KU that have helped you in the professional world?

The vocabulary I learned in class helped. For example, I knew what a “bleed” was in a print ad. Also, I knew how to target people and what certain demographics liked.

What accomplishment makes you feel proudest?

Seeing my posts come up on Facebook and Twitter was really neat. I got to show them off to my family. There's also a big billboard on Route 22 that I didn't personally work on, but I got to see the behind-the-scenes while it was being made.

What are your plans for the future?

I would love to find a marketing job, hopefully before I graduate. I'm not sure I want to work at a firm. I would rather be at a marketing department for a company. Right now, I work at Saucony Brewery, and I'm helping them come up with ideas of how to get more people in, like bringing in local artists for a Beer and Paint event.



VINCENT ELSKAMP

Vincent Elskamp is a senior Sport Management major with a minor in Coaching. He began as an Equipment Manager Intern with the Philadelphia Eagles in May 2017.

What is an average day at your internship?

Each day is about 12 hours long. I wake up at 5:30 a.m. to get to work by 6:30 a.m. I pick up laundry as soon as I get in and put it in the wash. Then I eat breakfast, go outside with other Equipment Managers and set up the field for practice. This takes an hour and a half to two hours.

During practice, I help out as much as I can. I'm lucky enough to be able to work with Carson Wentz and the other quarterbacks. After practice, we eat lunch and put away the equipment. Then I fold towels and put loops in lockers. Depending on the day, we'll either work on helmets or start packing for our next away trip.

Have you encountered any unique opportunities at this internship?

I'm around people I have watched every Sunday. It's funny. We look up to these guys, but once you get to know them, they're really your average person—just making millions. I have traveled to Washington and New York. It's pretty awesome seeing different stadiums. I'm also working with the best equipment staff in the NFL. Last season, we won Equipment Manager of the Year.

Are there any specific skills that you learned at KU that have helped you in the professional world?

One skill is time management. Everything in the NFL is off of time schedules. Having good time management skills will make things easier. Another skill is making connections. Since I started working with the Eagles, I have made a lot of connections. This is important, especially in my major. It's all about who you know. My professors have been saying that since day one.

What accomplishment makes you feel proudest?

I would say getting this internship. I worked my tail off the past three years doing three internships. I worked with the Philadelphia Soul as an Equipment Manager my sophomore year, the Lehigh Valley Steelhawks as an Assistant Coach and Equipment Manager my junior year and now the Philadelphia Eagles as an Equipment Manager my senior year.

What are your plans for the future?

I'm actually stuck on what to do in the future. I am debating between furthering my career in Equipment Management and getting my Masters in Coaching to pursue my goal of coaching in the NFL one day.

NEW FACULTY



SHIYAAMSUNDAR THIRUVADI

ASSOCIATE ACCOUNTING PROFESSOR

Professor Shiyamsundar Thiruvadi joined the College of Business this fall. He began his career as an engineer and programmer in his home country of India.

“In India, if you’re a boy, you have to go for engineering. It’s a prestigious thing for the family, and it’s difficult to change fields,” according to Professor Thiruvadi, but he wished to work more directly with other people and utilize his interpersonal skills.

Professor Thiruvadi earned an MBA and moved into a position as an Operations Manager at a retail organization. He then decided to pursue a PhD in Business Administration with an emphasis in Accounting at Morgan State University in Baltimore.

As a student, he saw how professors can impact their students’ lives for the better. He had always

wanted to make a positive difference, and he saw an opportunity to do so by teaching.

Professor Thiruvadi brings his professional experience into the classroom, where he speaks about supply chain management and accounting from an insider’s point of view. He ensures that his students truly learn—not just memorize. Case studies, group discussions and presentations help to round out his classes and prepare students for the workplace.

Professor Thiruvadi teaches Auditing, Accounting Information Systems, Managerial Accounting and Financial Accounting. In the future, he hopes to teach Forensic Accounting, which involves finding fraud and learning how companies embezzle money. This is a great field for Accounting majors to consider, in addition to traditional paths like going into a large firm.

He also has a passion for Supply Chain Management and Corporate Governance and would love to teach courses in those fields at some point.

Professor Thiruvadi is a social scientist as well as a professor. During the fall semester, he worked on several research projects, one of which investigated how the presence of women on a company’s board impacted company earnings and stockholder perception of the company.

After eight years in single-minded pursuit of his degrees, Professor Thiruvadi admits that he’s had few chances to experience American culture off campus grounds.

As he settles into his new home in Pennsylvania, he spends most of his free time working out, watching movies and reading motivational books. In the near future, he would like to learn how to play an instrument.



E-Board members: Peneal Wolde, Tiana Kиска, Brooke Byrne, Faith Cavage, Paige McGovern, Ben Keenan.

The Kutztown University Marketing Association (KUMA) meets Tuesdays at 11 a.m. in DeFrancesco 210. Advised by Dr. Victor Massad, KUMA has an entirely new e-Board this year, who have chosen to divide the club into subcommittees.

“We want to make everyone feel like they’re involved,” KUMA President Faith Cavage explained.

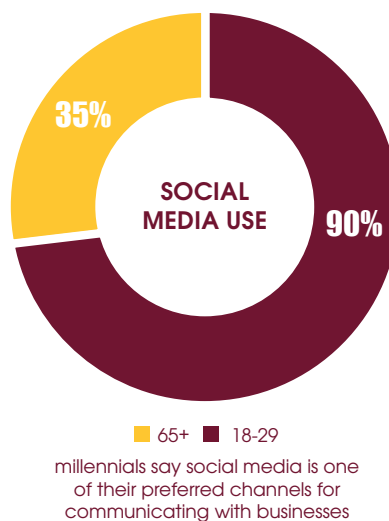
The Sponsorship Subcommittee goes to businesses on Main Street and convinces them to sponsor KUMA, while the Promo and Advertising Subcommittee runs the club’s social media and advertises club events via fliers. The Fundraising Subcommittee organizes events such as selling T-shirts for Saint Patrick’s Day.

The Events and Trips Subcommittee organizes the club’s annual trip to New York City. During this trip, KUMA members visit one or two marketing firms, learning about each company and touring its facilities. Previous firm visits include BBDO Worldwide and Horizon Media.

KUMA is a branch of the American Marketing Association (AMA), an international organization that includes 370 affiliated collegiate chapters, 11,000 student members and 30,000 total members.

The AMA International Collegiate Conference is held in New Orleans each year. KUMA members have the opportunity to travel for this three-day conference where they receive career advice, compete in competitions and network with AMA members from other colleges.

This year, KUMA’s E-board is also hoping to bring in industry speakers from Enterprise, Strunk Media Group and the KU Career Center.



Anyone is welcome to join. If you would like to learn more about KUMA, please contact them at kuama@kutztown.edu. You can also check them out at Kutztown University American Marketing Association on Facebook, KutztownAMA on Twitter or KU_AMA on Instagram.



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VANGUARD LUNCHEON

On Sept. 21, the KU Foundation & Alumni Relations team welcomed over 90 alumni to the 6th Annual KU Alumni/Vanguard Luncheon. Attendees had the honor of meeting Mr. Jack Bogle, the founder of Vanguard, which is one of the world's largest investment companies with more than \$3 trillion in global assets.