

KUINNO*vision*

COLLEGE OF BUSINESS MAGAZINE | SPRING 2017 | ISSUE 4



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Find out about the SBDC's new social media internship, which offers students a chance to work one-on-one with real clients.

24 VISITING SCHOLARS

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30 FEATURED STUDENTS

Learn about the travels, research and internships pursued by two tenacious business students.



ENTREPRENEURIAL
LEADERSHIP CENTER

INNOVISION

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SPECIAL THANKS

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Andrew Ferguson
The Small Business Development Center

WELCOME TO INNOVISION,

InnoVision Magazine tells the stories of the College of Business' most innovative and tenacious members.

Thank you to Alexandria Shope for collaborating with me on the magazine's design. Thank you to Stacey Gambler and Leslie Scroble for your guidance. Most of all, thank you to the students, alumni, faculty and visitors who spoke with me.

In this issue, you will find the stories of people whom you may have crossed paths with unknowingly: interns pursuing their dreams, a graduate assistant with her heart in Australia, two visiting scholars from Sweden...

The College of Business isn't just classes or offices. It's created by the people you're going to meet when you turn the page.

Kimberly Winters

Editor

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.

Welcome to the Spring 2017 issue of InnoVision, the magazine of the College of Business that highlights the good work of the students, faculty, staff and friends of the college.

As the interim dean, I have been amazed by the quantity and quality of engagement that members of the college have with our community and that members of the community have with the college. As we all know, this provides a valuable educational experience for our students, as well as the rest of us.

Along with articles featuring members of the College of Business network, this issue also remembers the loss of an important member of our community.



Dean Bill Dempsey, who served as the College's Dean from 2008 to 2015, passed away on March 8, 2017. Along with many other contributions, two important milestones were achieved under Dean Dempsey's leadership:

The Department of Business Administration received accreditation by the Association to Advance Collegiate Schools of Business (AACSB), and the Department of Sport Management and Leadership Studies was accredited by the Commission on Sport Management Accreditation (COSMA).

Bill – thank you and well done!

Sincerely,

Dr. Gil Clary
Interim Dean, College of Business

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We remember...

This issue is dedicated to former College of Business dean Dr. William Dempsey, who passed away earlier this year at the age of 74.

I feel very grateful for Dean Dempsey and his willingness to add the Leisure and Sport Management Department to the College of Business.

When I became the Chair in 2011, the department moved to the College of Business. I was a new Chair, and Bill made me feel very welcome and appreciated. Bill and I became good friends working together as we navigated new challenges.

He was very invested in earning AACSB accreditation, yet always supported our department as we pursued COSMA accreditation. I am convinced that, had we not moved to the College of Business and had the support of Bill Dempsey, we would not have been able to achieve COSMA Accreditation.

Beyond our professional connection, Bill and I enjoyed talking about our grandkids, children and family life. We shared a mutual love and appreciation for our families. Bill was a kind, caring man, and I am grateful to have had the opportunity to work with him.

◇ *Lorri Engstrom, Chair Sport Management & Leadership Studies*

I was privileged to have had the opportunity to work with Dr. Dempsey in the College of Business Dean's Office. Dean Dempsey was a caring and beloved family man, a valued colleague and friend to many.

At work, there was never a day when he didn't have a warm, welcoming smile on his face. His witty sense of humor and one liners added many laughs to our workdays.

Dean Dempsey will be missed by many, but never will be forgotten by those who were fortunate enough to have known him.

◇ *Danielle Santos, Administrative Assistant*

Dr. William A. Dempsey

When Dean Dempsey first came to Kutztown and the College of Business (COB), we had a friendly but distant relationship. I was a critic of the COB seeking accreditation, and he knew I was an outspoken senior faculty member.

We respected one another but seldom had small chats. That all changed about four months before we were having our final visit towards seeking accreditation.

He stopped by my office to say hi, and we had a brief discussion about old cars. A few days later, he appeared again in the doorway. I asked him to sit down, and we talked about the marketing discipline, since he was a Marketing faculty member before he went into administration. I enjoyed the visit, and we had a few laughs.

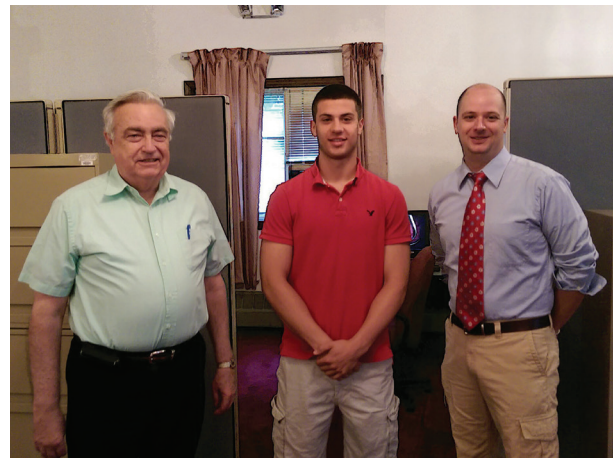
Then for the next few months, Bill would stop by the office at least twice a week, and we would chat for 15 or 20 minutes about old cars, our similar 40+ years in higher education and stuff like that.

I began to look forward to the visits and the time together with neither of us ever talking about accreditation. I found Bill to be, not an outgoing individual, but a very friendly person, very genteel, polite and who really cared about students.

We had much common ground, and we shared our passion for our discipline, for our outlooks on higher education in general and for the students.

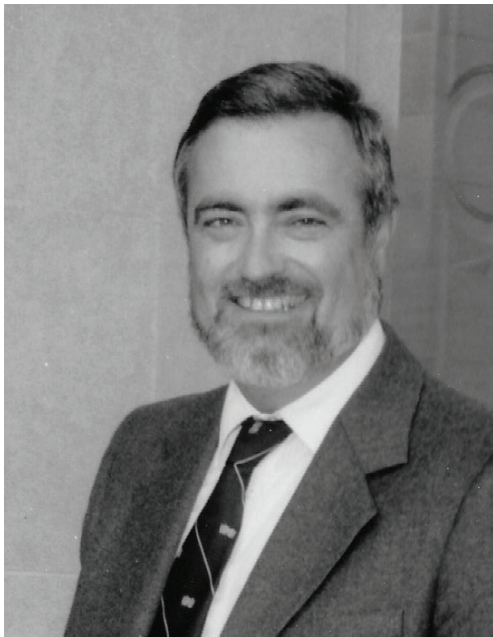
I only wished I would have gotten to know him better earlier, since I enjoyed his company and many of his outlooks.

♦ *Dr. Paul Sable, Retired 2016*



Dean Dempsey will always be in my memory. He was kind, trustworthy, honorable and respectable. He hired me seven years ago. Since then, I have witnessed substantial development of the college under his remarkable leadership. I am very grateful for his support and contribution. He will be deeply missed.

◇ *Dr. Qin Geng*



As a member of the Steering Committee of the Mid-Atlantic Region of the American Accounting Association, I wanted KU to host one of the Region annual conferences.

The biggest hurdle was to get Dean Dempsey's approval. I asked to have a meeting with him to present my proposal and prepared notes detailing the many benefits for Kutztown if we hosted the conference. I expected the meeting to last for 30 minutes.

At the start of the meeting, as soon as I mentioned that I was hoping to get his approval to host the conference, Dean Dempsey said, "You got my approval."

I said, "You don't want me to mention some of the benefits that I prepared for this meeting?"

He said, "Absolutely not."

I said, "I am so happy you approved so fast, but I have to mention, there is a catch. I want you to know the benefits before I mention the catch so you don't reconsider your decision."

He said, "I don't want to hear the benefits, but what's the catch anyway?"

I said, "The host school is expected to contribute \$3,000 toward covering some of the conference expenses."

Without hesitation, he said "Not a problem."

The meeting that I expected to take at least half an hour took less than two minutes. KU hosted the conference in April 2014.

After Dean Dempsey welcomed the participants, he used the rest of his talk to praise Kutztown faculty who were in attendance. He mentioned their names one by one and pointed to where they were sitting in the luncheon room. That showed me that he always appreciated any extra work or effort his faculty made.

◇ *Dr. Mostafa Maksy*

I was saddened by the news of Dr. Dempsey passing. He was focused on improving Kutztown University. I will remember his tight smile and calm demeanor. I witnessed some outstanding leadership on his part in achieving the AACSB Accreditation. There were many difficult decisions and actions that were part of the process, and Bill Dempsey was a true gentleman.

◇ *Peter Rittenhouse, COB Advisory Board*

Late in the spring semester, when Bill was going to leave the department, we had an informal going away party for faculty that was to be held in a classroom. Notices went out to the faculty, and I felt bad that I could not attend since I had two back to back classes during the party.

Little did I know that, as I entered my second classroom, there was some activity going on in the next classroom, which for the entire semester had been empty. It was where the party was going to be held. Well, I finished up the class a bit early, told the students what was going on in the next classroom and came up with a plan. The two classrooms are separated by a folding door, and what we would all do—all 30 students—is rip back the folding door and say, “Congratulations, Dean Dempsey!”

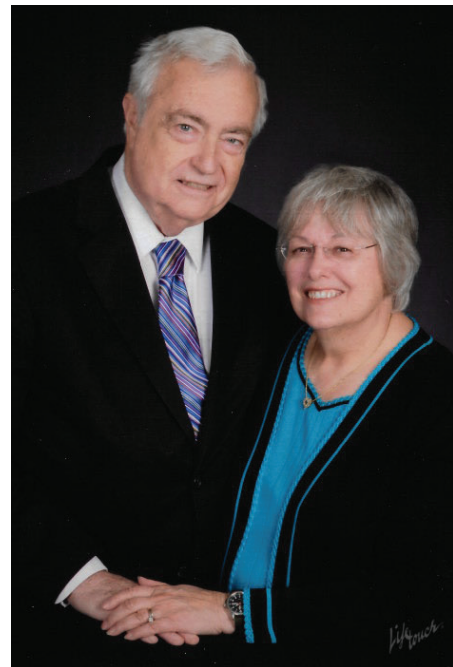
We did just that to the surprise of Bill and a few faculty in the room, and he smiled widely and thanked the students and offered for them to take some cake. Seeing his surprised face turn into a wide grin made the plan worth it.

◇ *Dr. Paul Sable, Retired 2016*

I had the pleasure of working with Dr. Dempsey for eight years as his administrative assistant before retiring in August 2014.

Dean Dempsey was committed to the college, the AACSB accreditation process and the commitments of the university. He began each day with a pleasant smile and calm demeanor, and he had a wealth of knowledge about business programs and the AACSB process. He was easy to work with and truly enjoyed his colleagues at KU and the external members and friends on advisory boards. I remember how proud he was of his family, and he enjoyed sharing pictures of his grandchildren with me from time to time.

◇ *Judy A. Fritch, Administrative Assistant*





DEAN'S LIST RECEPTION | College of Business students who earned a 3.6 or higher GPA in Fall 2016 gathered for the Dean's List Reception this February. Each student received a certificate from a representative of his or her concentration. Following the reception, students enjoyed a catered lunch organized on their behalf.



BEEBE FAMILY APPLIED INVESTMENT MANAGEMENT AWARD

Michael Miller, a senior Finance major, was recently presented with the Beebe Family Applied Investment Management Award by Dr. John Walker and Dr. Jonathan Kramer.

This scholarship is given to the top analyst of the Finance Department's Applied Investment Management program, as voted by other student analysts.

RESEARCH WORKSHOP

The Department of Business Administration held three workshops this semester. Dr. Qin Geng presented “Selling Television Commercial Times under Competition” for the first workshop on February 14. “Forecasting Berks County Gross Domestic Product in Various Sectors: a SVAR Approach” was presented on March 29 by Dr. Halim Dalgin and Abdul Sraiheen. Dr. Emma Hao presented “Value Relevance of Accounting Information and Government Bailout in China” on April 17.



LIQUID INTERACTIVE SCHOLARSHIP

The College of Business and Liquid Interactive signed an agreement last December to create an annual scholarship for Business Administration majors.

Recipients will receive a one-time award of \$1,000. They will also be invited to participate in a two-day, hands-on externship at Liquid Interactive.

This scholarship is intended to encourage students to learn about the many career opportunities in the Lehigh Valley’s Digital Marketing industry.



From left to right: KU President Dr. Kenneth S. Hawkinson, Liquid Interactive President Jim Ludlow, Former Dean Martha Geaney, Dr. Eun Yeon Kang, Dr. Therese Maskulka

Scholarly Activity Award: **TOP FACULTY RESEARCHERS**

Dr. Mostafa Maksy, Dr. Feisal Murshed and Dr. Donna Steslow are the College of Business' top three faculty researchers for 2016. Dr. Murshed also won the Faculty Researcher of the Year Award and the course release that goes with it. These awards were presented by the Department of Business Administration's Scholarly Activities' Committee, Provost Dr. Ann Zayaitz and Dean Clary.



From left to right: Dr. Zayaitz, Dr. Murshed, Dr. Steslow, Dr. Maksy and Dean Clary



UNDERGRADUATE RESEARCH FUND WINNERS

Austin Murr and Courtney Chinworth's undergraduate research proposals have each been selected and funded by the Undergraduate Research Committee.

Both students will present their findings at the 2017 Society of Health and Physical Educators (SHAPE) conference in Boston, and Courtney will participate in the undergraduate research competition at the conference.



Left to right: Gabriel Cartaxo S. Nogueira Souza, Dr. Kramer, Robert Perry, Corey Gross, Jordan Rawls, Samantha Donohue, Michael Oswald, Joan Oliver Perez, Robert Bondura, Connor Kenny, Victoria Dorsey

GLOBAL ASSET MANAGEMENT EDUCATION (G.A.M.E.) VII FORUM

KU's AIM Team attended the seventh annual Global Asset Management Education Forum in New York City, which brings together Wall Street professionals, industry leaders and students to discuss pertinent financial issues facing investment professionals. The team presented its program and competed in a portfolio competition.

SUPPLY CHAIN MANAGEMENT TEAM WIN WEISMAN CUP

KU's Supply Chain Management Case Competition Team won first place in the Case Competition at Towson University on April 7. They will bring the Weinman Cup back to KU for the second year in a row. In 2015, the team took home second place.

The team received a real world business case five weeks prior to this competition. They had to come up with solutions to the problem and give a 20 minute presentation to a panel of regional business leaders.



From left to right: Professor Steven Hensler, Allison Geist, Tyler Valovcin and Nick Hohlt.



ANNABEL MORAN

Anabel Moran spoke to the Finance Club on Feb. 2.

Anabel works at Fulton Financial Advisors as a Retirement Services Relationship Manager, where she manages retirement plans for employers and is responsible for both new client acquisition and retaining existing client relationships.

She is also responsible for compliance monitoring, nondiscrimination testing, investment strategy and

employee education. This position involves traveling, sales and spending time with clients.

She is currently working toward earning her Qualified 401(K) Administrator credential through the American Society of Pension Professionals & Actuaries.

Anabel began her career as a Bank Teller at Lafayette Ambassador Bank, but was quickly promoted to a Small Business Paralelender and then a Commercial Credit Analyst.

She graduated from KU in 2012. At the time, she was a member of the Finance Club, and she has kept in touch with the club's adviser, Dr. John Walker. In-class presentations during her time at KU prepared Anabel for the workforce because she is comfortable presenting in front of clients and coworkers.

Further, Anabel asserts that communication skills—such as listening, speaking and writing—are incredibly important. According to Anabel, “Employers want people who can accurately interpret what is being said and organize their thoughts clearly.”

KU SEMIFINALIST STATE BUSINESS IDEA COMPETITION

Stephen Hilborn, a senior Finance and Accounting major, was named a semi-finalist in the State System of Higher Education Business Idea Competition for his app concept, Virgil. The app helps young people to apply for credit cards. Stephen previously won the \$1,000 grand prize at the 2016 Kutztown University Business Idea Competition.

Despite not winning the state competition, Stephen still plans to release the app. “I think the competition is a great way to test your ideas and capabilities, and I am happy and grateful I had the chance to be a part of it,” Stephen said.





KEVIN MORGANTI

RETAIL OPERATIONS MANAGER

Kimberly works as the DHL General Manager for Primark's Bethlehem facility. She began her Supply Chain & Logistics career 15 years ago and has led start-ups in the retail sector, including Gap, Avon, HD Supply and PetSmart. She also has experience in Warehouse Management System mechanized facilities, short/ long term business planning and leading operations. Kimberly is distinguished by her passion for people and relationships. Her contagious enthusiasm instills her team members with extraordinary energy and dedication in an environment where collaboration and teamwork are encouraged.

Kevin Morganti is the Retail Operations Manager for the Philadelphia Eagles. He is responsible for scheduling, payroll, inventory management and visual merchandising. He also manages the Pro Shop and all event promoters. Kevin began his career with the Eagles in 2014, working as the Pro Shop manager for their Cherry Hill, N.J. location. Kevin graduated from KU in 2009 with a Bachelor of Science in Leisure and Sport Studies.



KIMBERLY POTTS

DHL GENERAL MANAGER

Joe Bolton is the General Manager of Owens & Minor's Allentown branch. This Fortune 500 company provides medical supplies to hospitals in Pa., N.J. and New York City. Joe's branch was named Distribution Center of the Year in 2015. Joe has 40 years of management experience. Before joining Owens & Minor, he was the President of Energy Control. Under his leadership, revenues increased from \$100,000 to \$1,500,000. He was previously the Northeast Region Transportation Manager at UPS.



JOE BOLTON

MICHELIN EXECUTIVE, RETIRED

ENTREPRENEURSHIP WEEK

This week of workshops, speeches and networking opportunities celebrates student innovators who want to change the world, bring a new idea to life or launch a business. This event is held every spring by the Entrepreneurial Leadership Center.



On Tuesday, March 28 at 11 a.m., Julia Klein spoke to students about how to think like an entrepreneur. Ms. Klein is the Chairwoman and CEO at C.H. Briggs, a distributor of specialty building materials that is among the nation's top 100 women-owned businesses. She has led C.H. Briggs for over 20 years.

Ms. Klein was a finalist for the Ernst & Young Entrepreneur of the Year Awards in Greater Philadelphia. She has been honored with Smart CEO Magazine's Brava Award and has been listed among its Best Managed Companies in Philadelphia. She has received the Junior Achievement Entrepreneurial Hall of Fame Award and the Athena Award and also has been recognized as a Distinguished Girl Scout Alumna.

The Entrepreneurship Recognition Panel, facilitated by Entrepreneurship Club Operations Officer Andrew Morris, featured five successful student entrepreneurs. These students shared their struggles and successes with other interested entrepreneurs.

Dr. Duane Crider presented Caitlin Bodner with the Student Entrepreneur of the Year Award and Andrew Abt with the Alumni Entrepreneur of the Year Award.



From left: Saige Sufrin, Luis Bardales Jr., Caitlin Bodner, Andrew Abt and Isai Collazo.



College of Business student Stephen Hilborn (right) presented Bob Landis (left) with a certificate of appreciation for his continued support of the college.

Mr. Landis, the Managing Director at ArchPoint Consulting, was the College of Business' 2015 Executive in Residence. He spoke to the Entrepreneurship Club and proceeded to mentor several members. He later served as a judge for last fall's ELC Business Idea Competition.

ENTREPRENEURIAL STUDENT MARKETPLACE

At the Entrepreneurial Student Marketplace, student vendors sold their products or spread the word about their brand. Student vendors included, from top to bottom:

ISAI COLLAZO

Barber

SAIGE SUFRIN

Owner of the Acid Rats clothing brand

ANNA BLANCHETTE

Owner of Thread Head Co.

HAILEE CRUZ

Owner of Hailee's House of Horticulture

CAITLIN BODNER (not pictured)

Owner Magnificent Candles



From left to right: Robin Costenbader-Jacobson, Kim Davis, Pam Vecellio, Caitlin Bodner, Lori Donofrio-Galley, and Nina Bohn.



ENTREPRENEURIAL WOMEN'S PANEL

The Entrepreneurial Women's Panel featured six women entrepreneurs (Caitlin Bodner, Nina Bohn, Robin Costenbader-Jacobson, Kim Davis, Lori Donofrio-Galley and Pam Vecellio). These panel members provided advice from a variety of viewpoints.

Lori, who facilitated the event, has experience with nonprofits. Robin has worked for decades in education, administration and coaching. Nina runs her business while taking care of a family. Caitlin is a KU student. Still, they all had similar advice to pass on to new entrepreneurs, such as the importance of networking.

"Everything is about building relationships," Robin said.

You can't be an expert in everything. Many people will be happy to help you—from friends and family to other local entrepreneurs to the Small Business Development Center. Don't be afraid to reach out for guidance.

It's never too soon, or too late, to start your own business. There's no right time to start, just the right time for you.

After the panel, the women entrepreneurs and audience members enjoyed a catered luncheon.

MEET THE PANELISTS



KIM DAVIS
KD CONSULTING

"You have a great resource right in your backyard: the Small Business Development Center."

Kim is a nationally recognized retail consultant, small business and community advocate, and creator of the Nine O'Clock Club. She is based out of Kutztown and has been an entrepreneur for over 19 years.



LORI DONOFRIO-GALLEY
N.E. BERKS CHAMBER OF COMMERCE

"Starting your own business can happen at any time."

Lori is the Executive Director of the Northeast Berks Chamber of Commerce. She has held several leadership positions within the nonprofit sector, most recently as the director of development at Aaron's Acres.



CAITLIN BODNER
MAGNIFICENT CANDLES

"If you have an idea that brings value to the community, go for it. Don't be afraid."

Caitlin is a senior Marketing major at KU and the founder of Magnificent Candles. When she graduates, her goal is to open a brick and mortar store featuring hand-poured soy candles and related products.



PAM VECELLIO
CONTINUAL IMPACT

"A cool idea is a cool idea, but it needs to do something that someone values and is willing to pay for."

Pam is a Partner at Continual Impact. She coaches and mentors business owners, helping them to strategize, improve their business' structure, reduce waste and increase customer satisfaction.



NINA BOHN
ILLUMINATE STRATEGIES

"Give yourself a break. Perfection is unattainable."

Nina is the founder and President of Illuminate Strategies, LLC, which brings executive-level knowledge and experience to small to mid-sized companies. Nina was a 2014 finalist for the Lehigh Valley CFO of the Year Award.



ROBIN COSTENBADER-JACOBSON
RC-J CONSULTING

"Follow your dreams, make them come true and don't give up easily."

Robin is a Certified Profession Coach and Conflict Mediator at RC-J Consulting Associates, LLC. She received the ATHENA Leadership Award for demonstrating support for the advancement and leadership development of business and professional women and is a former CEO.

BRANDON SOCHOVKA



WHAT ARE YOUR JOB RESPONSIBILITIES?

I make arrangements with Season Ticket Members and help manage our Fan Ambassadors. Fan Ambassadors visit Season Ticket Members who are celebrating a birthday, anniversary, first game or anything special. Game days are my favorite. We get to include our Season Ticket Members in unique experiences, and see their faces light up.

WHAT PARTICULAR CHALLENGES DO YOU FIND IN YOUR CAREER?

In the sport industry as a whole, seven day work weeks happen several times a year, and six day weeks are the norm. In my position, we are constantly looking for ways to better Season Ticket Members' experience at a game, but that is difficult when we are not experiencing what they are. We park in different places, enter through different gates and sit in different seats, so it's hard to really understand how we can improve on certain things.

After graduating in 2016 from KU's Sport Management and Leadership Studies program, Brandon Sochovka joined the Philadelphia Eagles as a Season Ticket Member Services Intern. He was later promoted to a Season Ticket Member Services Coordinator.

WHAT ADVICE DO YOU HAVE FOR UNDERGRADUATES PREPARING TO ENTER THE WORKFORCE?

For those about to start their first job, be open to anything. Go in with an attitude that says no job is too big for you, but you're not too big for any job.

FOLLOWING GRADUATION FROM KU, DID YOU FEEL YOU WERE READY FOR THE WORKPLACE?

Absolutely, and that's a credit to the Sport Management and Leadership Studies Department. They did an awesome job of preparing us for the workplace. They put us through real world scenarios, but the most effective thing they do is require an internship.

WHY DID YOU CHOOSE TO PURSUE A MAJOR IN LEISURE AND SPORT STUDIES?

I played sports my whole life, and the thought of just being a fan bothered me. At first, I planned to land a job in the sport industry with a Business degree, but a friend of mine was in the Leisure and Sport Studies major. It was exactly what I wanted to learn about. I switched the next semester.

WHAT ACCOMPLISHMENT ARE YOU PROUDEST OF?

I always wanted to be a part of the Eagles organization, so during my first internship while still in college, I came to work excited about what each day would bring. I was passionate about doing whatever it was I was asked to do that day. The best compliment I got was being asked to come back.

KEN STEWARD

Ken Steward is the Associate Vice President for Academic Financial Management in KU's Office of the Provost. He received both his B.S. in Accounting and his MBA from KU. He previously worked for the Dun and Bradstreet Corporation and the Pennsylvania Department of Revenue.



WHAT ARE YOUR JOB RESPONSIBILITIES?

I do all sorts of financial work and analysis for the division of academic affairs—finances, budgets, travel authorizations. I get satisfaction out of helping to fix a classroom, helping to put money aside for travel for faculty or buying new equipment for a lab. I manage the Office of Grants, and right now, I'm managing the SBDC.

WHAT HAS YOUR CAREER EXPERIENCE AT KU BEEN LIKE?

I started as the Internal Auditor back when they created the position in '95. I went down to the Business Office and was the Controller through 2007. In 2007, I came up to the Provost's Office. I've really enjoyed working for the provost, Dr. Zayaitz. I have a lot of colleagues here at KU who are deeply passionate about helping students. It's a great atmosphere where everything is all about the students.

WHY DID YOU CHOOSE TO PURSUE A CAREER IN ACCOUNTING?

Accounting is more than sitting behind a desk. When I was a Taxation Auditor at the Department of Revenue, we conducted audits from Dallas to New York City to California. We were at major corporations and small ones in Allentown or Reading. It shows you the diversity of how offices operate, and you meet a lot of people.

WHAT ADVICE DO YOU HAVE FOR UNDERGRADUATES PREPARING TO ENTER THE WORKFORCE?

A lot of my fellow alums started as one degree and ended up in different careers: one went on to be a college professor, one runs a winery, one is an engineer. You need to figure out your longtime career, you obtain your degree and you work your way towards that long term career.

FOLLOWING GRADUATION FROM KU, DID YOU FEEL YOU WERE READY FOR THE WORKPLACE?

At my first job at Dun and Bradstreet, they hired eight of us at the same time. I was the only one from KU, and I was the only one not from a private school. The education I received here was the same, if not better. It gave me the tools for what I needed to do.

WHAT ARE YOUR PASSIONS OUTSIDE OF WORK?

To me, it's all about family. I've also coached baseball at Fleetwood High School and Middle School for about eight years, and I've just started coaching basketball at the high school.

SMALL BUSINESS DEVELOPMENT CENTER

The SBDC's Social Media Internship Program



This spring, the Small Business Development Center (SBDC) launched the Social Media Internship Program for juniors and seniors who want experience working with entrepreneurs.

There are five undergraduate students participating this semester. They work five to ten hours a week and receive \$10 per hour. They also earn academic credit through an independent study led by Dr. Therese Maskulka, who serves as their internship adviser. These students each help to improve the social media usage of one or two businesses that are clients of the SBDC.

"I feel like we're working for the companies, not the SBDC," said Abby Ahern, a senior Marketing major. "I meet with the clients in person, do research at home and usually only come in to the SBDC on Mondays."

Abby is working with Fitness on the Edge to improve its website and to create an advertising campaign through its Facebook and Instagram accounts. Her other client is the food distributor Appeeling Fruit, which primarily sells to wholesalers that then distribute its products to schools and hospitals.

*"I'm pleasantly surprised by
how actively we're involved
with our clients."*

— BRIAN GRADY, SOCIAL MEDIA INTERN

"They don't know where their food is located," Abby said, "so we created a Yelp account for them to get more reviews and better feedback."

Brian Grady, also a senior Marketing major, works with BCTV, a nonprofit news organization based in Berks County and Reading. He ensures

that the organization's Facebook posts are reaching the right people and that BCTV's other social media accounts, such as Instagram, are more active.

"I'm pleasantly surprised by how actively we're involved with our clients," Brian said.

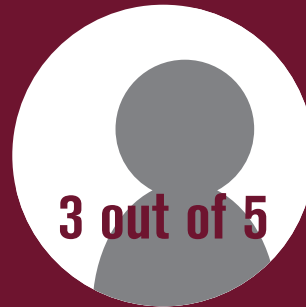
The interns primarily work independently, but once a week, they gather for a meeting. This is an opportunity to catch up on how everyone is doing and to troubleshoot if any of the interns is encountering difficulties. They often teleconference with SBDC members from other locations and learn about a specific aspect of social media marketing that they are then encouraged to try out with their clients. For example, they recently learned how to target Facebook ads to a highly specific demographic.

Three of the ten graduate assistants (GAs) working at the SBDC are also participating in the program. They work under a SBDC Consultant and gain experience in their mentor's area of specialization.

GA Patrice Hernandez works under a consultant based out of Harrisburg who works in international market research. She assists that consultant's longtime clients, providing a unique perspective through her knowledge of social media marketing.

Patrice said, "When we have our marketing classes, they teach us different concepts and how best to reach our target market. On the other hand, we all use social media. We can take both those pieces and let that aid us when we're creating social media initiatives for the client."

The SBDC will be hiring five new GAs and several social media interns for this coming fall. For more information on the Kutztown SBDC, visit www.kutztownsbdc.org.



With social media
3 out of the 5 small
medium businesses
gained customers



22% of the world's
total population uses
Facebook

51% OF INSTAGRAM
USERS ACCESS THE
PLATFORM DAILY

88% OF BUSINESSES
WITH MORE THAN
100 EMPLOYEES
USE **TWITTER**
FOR MARKETING
PURPOSES



8 out of 10 small
businesses use social
media to drive growth



Social media is used by
over 1 million small
medium businesses in
North America



MARISSA FISH

**Research Graduate Assistant for
the College of Business**

Last fall, Marissa Fish joined the College of Business as a Research Graduate Assistant.

Her main responsibility is to assist faculty members with research. For example, she recently completed a literature review of finance journals for Dr. Jonathan Kramer and Dr. John Walker. She regularly puts together a report detailing KU business students' internships. She also helps with College of Business events.

Marissa is currently pursuing a Master's Degree in Business Administration and expects to graduate in December 2017. She earned her Bachelor of Science in Business Administration with a focus in Marketing and Management from KU in May 2016.

"I just loved KU," Marissa said. "I wanted to come back, and I knew a Master's degree would make me more marketable."

Marissa is always busy. In addition to being a full-time student and graduate assistant, she has a part-time job at a clothing store and attends dance practice four nights a week for the Kutztown Dance Team. She is also a member of the Greek Honors Society Gamma Sigma Alpha and the sorority Delta Zeta.

Marissa discovered her passion for international management during her junior year, when she studied abroad in Brisbane, Australia. She lived there for six months.

"I left all my friends. I had no cell phone, and I only had two suitcases," Marissa recalled.

Marissa was fascinated by how the American brands she knew from back home had to diversify their products for the Australian market. For example, a medium McDonald's drink in the U.S. was a large in Australia, and many of the menu options seemed "fancier."

This summer, Marissa will spend five weeks studying in Europe through the program Forum-Nexus. She is one of only 60 students from around the world who was accepted into this year's program.

Marissa will travel to nine European cities—including famous locations such as Barcelona, Paris and Rome—while taking graduate-level business classes. She will visit the United Nations and several other professional sites, and she hopes to squeeze in some sightseeing.

After graduation, Marissa plans to move to Australia.



EMMA HAO

Business Administration

Dr. Emma Hao teaches Managerial and Advanced Accounting.

She wants her students to learn not only accounting, but also analytical skills. She hopes to stay in touch after they graduate and that they will then provide opportunities to the students who come after them. Dr. Hao said, “I want to help my students grow so they can help others grow.”

Prior to joining KU, Dr. Hao worked for nine years as a professor at Wilkes University in Wilkes-Barre, Pa.

Dr. Hao is currently working on two research papers. The first looks into the impact of government bailout on accounting information quality, while the second studies the impact of online financial forums on the stock market.

In 2005, Dr. Hao earned her Ph.D. from Southern Illinois University.



MURATCAN ERKUL

Business Administration

Professor Muratcan Erkul teaches Operations Management, Transportation, Supply Chain Management and Business Statistics. He would like to help the College of Business’s Supply Chain Management minor to grow into a major.

Professor Erkul previously taught Operational Management courses at the University of Texas-Pan America. He also briefly worked as a financial adviser and accountant for a small manufacturing company in Turkey.

He is pursuing several research projects, but his main focus is sustainability—environmental, social and economic. Currently, he is studying ethical issues in Supply Chain Management. Professor Erkul is on KU’s Assurance of Learning Committee and Human Diversity Committee, and he assists the Supply Chain Management Club.

Professor Erkul received his MBA from the University of Texas-Pan America and earned his Bachelor’s in Operations Management in Turkey.



ANDERS & METTE SANDOFF

Dr. Anders Sandoff and Professor Mette Sandoff are visiting scholars from the University of Gothenburg—which is one of the largest universities in Sweden with 36,000 students and 6,000 staff members. This husband and wife pair arrived at KU last fall and will be leaving in the summer.

Mette is the Deputy Vice-Chancellor of Education at the University of Gothenburg and the head of its Board of Education.

She is interested in learning about how universities in the U.S. are run and chose to study abroad in order to broaden her experience and “not take everything for granted.” When she met KU president Dr. Kenneth Hawkinson at a 2016 conference for the American Council on Education, she decided to visit KU.

“Dr. Hawkinson is open-minded and interested in international cooperation,” Mette said. “We hope for a long-lasting collaboration between our universities.”

Mette is shadowing Dr. Hawkinson and our administration team. Each day, she attends multiple meetings with KU faculty and staff.

Several administrative areas are different in Sweden, she notes. For instance, the finances differ because the University of Gothenburg does not charge college tuition fees and does not house the majority of its students.

Mette continues to fulfill her responsibilities back home through Skype meetings and frequent flights to Sweden, although her usual research projects have been put on hold.

Mette's husband Anders is a professor from the University of Gothenburg's College of Business. Although he does occasionally return to Sweden to teach a few special lectures, he has spent most of this school year in a deFrancesco office.

Sweden, according to Anders, is "very much a coffee culture," with everyone gathering for a coffee break twice a day. In the U.S., he said, "You get undisturbed time, which is a luxury these days."

The more a Swedish professor publishes, the less he or she is expected to teach—and Anders has several ongoing research projects. Anders primarily works on applied research, which aims to solve real life problems.

He is currently studying legitimacy and trust surrounding industries that must remain in the same region with largely unchanging customers. Household utility providers, for example, "don't have a 10 or 15 year horizon. They have a 30 or 40 year horizon."

He is also researching sustainable value chains in the forest industry and the relationship between the Swedish government, private industries and innovation.

The couple has been living in Golden Bear Village South with their three children, who are nine, twelve and fourteen.

The children are attending Kutztown's public schools and involved in local sports teams: baseball, basketball and soccer for their two sons and gymnastics for their daughter.

Getting ready in the morning is a little more work, since the schools are too far to walk to and don't provide free lunch. Additionally, there are few

breaks during the school day and even fewer opportunities to go outside.

Still, despite some shock at the volume of homework—"four or five hours a day!" Anders exclaimed—the three Sandoff children are settling in well.

The family frequents the Student Recreation Centers' climbing wall. Anders joked, "I don't want to spread the word, but there's no one there. There's six, seven thousand young people here, and I can't believe no one's found their way to this climbing wall. It's the best workout. We're hoping to find some outside climbing as well, when the weather's better out."

The Sandoff family takes weekend trips to New York City and Philadelphia. Over winter break, they spent a week skiing at Lake Placid.

Mette is glad that she brought her husband and children to KU this year. "We're putting more energy into bonding as a family."

"We hope for a long-lasting collaboration between our universities."

— METTE SANDOFF, VISITING SCHOLAR

KU STUDENTS WORK WITH LOCAL BUSINESSES

During the fall semester, students in Dr. Therese Maskulka's Business Administration classes worked directly with local small businesses to gain valuable real-world experience.



Last semester, students in Dr. Therese Maskulka's Retail Management class, in conjunction with the SBDC, worked directly with two small businesses to determine how to better manage and market them.

Senior Marketing major Zachary Balla chose to work with Love West Reading. This nonprofit seeks to attract consumers to small businesses in West Reading, particularly on Penn Avenue.

According to Zachary, Dr. Maskulka's class gave students "a different approach to learning, a hands-on, real-world experience."

Zachary's group met with Love West Reading's manager and took a trip to Penn Avenue, where they spoke with local small business owners.

This project had few guidelines, giving students the opportunity to creatively tackle the businesses' problems. According to group member Mimi, a senior Finance and Marketing major, "There were three groups working on Love West Reading, and they all had different ideas."

Zachary's group approached the project from a marketing point of view.

Most of the businesses the students had spoken to had limited night and weekend hours, and their prices were too high for college students. Therefore, the group suggested that Love West Reading should be targeting empty nesters, retirees and working professionals.

The students separately surveyed both potential customers in that target demographic and West Reading's small business owners. They then created a SWOT analysis, looking at the strengths, weaknesses, opportunities and threats related to this organization.

Ultimately, the group suggested that Love West Reading should focus more on social media.

Not only should the organization itself have a strong presence, but it should also encourage local businesses to interact with its social media pages.

The group presented their findings to the class, SBDC Executive Director Dr. Ernie Post and Love West Reading's Manager, Christin Kelley. She seemed receptive to their advice.

Zachary noted, "After that day, Christin started posting more and being more involved on Facebook."



Maggie Crouse and Matthew Mayer worked with Appeeling Fruit.



Zachary Balla and Mimi Niggel worked with Love West Reading.



Students in Dr. Therese Maskulka's Personal Selling class helped either the Berks History Center or Appeeling Fruit.

Due to her past experience working with a healthy eating organization, group leader Maggie Crouse—a Marketing major—chose to work with Appeeling Fruit.

This Dauberville, Pa. company, founded in 1991, provides fresh fruit for school lunch programs, government programs, food service distributors and retail markets.

The company was interested in expanding its operations by providing fresh vegetables to schools. KU's Small Business Development Center connected this company's representatives with Dr. Maskulka's class.

Maggie's group, which included five other students, went on a plant tour of Appeeling Fruit and met Stephanie Schreiber, the Head of Customer Relations at the company, whom they worked with throughout the project.

"It felt like we were actually on the job," according to Matthew Mayer, one of Maggie's group members.

The students designed a survey to determine the viability of Appeeling Fruit expanding its business. By phone, they asked fifteen food service directors in elementary and high schools about their opinions on prepackaged fruits and vegetables in their schools.

One student group had difficulty getting responses, but Maggie's group found that many food service directors were interested in purchasing the product if Appeeling Fruit decided to distribute it.

"We also had to do secondary and observational research," Maggie said. "We sent out some of our group members to grocery stores to see how they packaged their fruits and vegetables."

At the end of the semester, the students presented their findings to Appeeling Fruit. Maggie and Matthew hope that the company will use their survey results to expand its business.

Maggie described this project as one of the best experiences she has had in college.

"It really helped me, not only in that class, but in other classes. I found myself being able to communicate better with my professors, and I handled assignments in a more professional way than I did before."



DOMINIC GANCHOSO

Dominic will be graduating from KU in May 2017 with a major in Accounting. He has completed two internships with local accounting firms and secured a full-time position with Ernst & Young after graduation.

WHY DID YOU DECIDE TO PURSUE A CAREER IN ACCOUNTING?

I took two accounting courses in high school, and they felt natural to me. That inspired me to go into Accounting in college, and I ended up loving it.

WHAT CLUBS AND ORGANIZATIONS HAVE YOU PARTICIPATED IN?

I joined the Accounting Club as a freshman, and I'm the president now. I'm a Student Ambassador for Becker CPA Review Program and for the PICPA, which is an organization for accountants. I'm also part of the Strategic Planning Committee. We give a student's perspective on the future of the Department of Business Administration.

CAN YOU TELL ME ABOUT YOUR INTERNSHIP EXPERIENCE?

Last spring, I worked 20 hours a week at Campbell, Rappold & Yurasits while going to KU full time. That was a local accounting firm, small in size, where I was doing both external audits and tax work. It really got me my basis. This fall, I interned with Air Products. There, I did internal audit and learned more about the inside of Air Products and how they function.

HOW DID YOU FIND YOUR INTERNSHIPS?

The Accounting Club has so many guest speakers and networking opportunities, and eventually they all paid off. For example, Campbell, Rappold & Yurasits was one of eleven firms at Meet the Firms Night, and I hit it off with them.

WERE THERE ANY PARTICULAR CHALLENGES THAT YOU ENCOUNTERED DURING YOUR INTERNSHIPS?

The biggest thing was probably the communication aspect – communicating with coworkers and clients. But practice makes perfect, and I definitely got better at it.

WHAT ARE YOUR PLANS AFTER GRADUATION?

I'll be moving to Philly in the summer. I lined up a full time job already, starting next fall. It's with an accounting firm in the city, Ernst & Young.

DO YOU HAVE ANY LONG TERM PLANS?

If I like the public accounting world, I'll work my way up and hopefully one day be partner. But a lot of people work up to management at a public firm, and that gives them the experience to go into a more individualized business. Maybe I'll start my own company.



DEAN MAY

Dean will be graduating from KU in May 2017 with a Bachelor of Science in Leisure and Sport Studies. He is interning full-time with the Lehigh Valley IronPigs baseball team from January through September 2017.

HOW HAS YOUR TIME AT KU PREPARED YOU FOR THE PROFESSIONAL WORLD?

Kutztown has improved my public speaking skills, work ethic and networking skills. The professors are always showing us ways to get ahead of industry competitors, and a lot of what we do in class is practical in relation to the sports industry.

WHAT CLUBS AND ORGANIZATIONS HAVE YOU PARTICIPATED IN?

For two years, I worked on-campus as a supervisor for intramural sports. I also worked as a Freshman Facilitator for Connections. That job led to me rushing a social fraternity, which I am now the Member Educator of. I was the President of the Honors Fraternity Delta Alpha Pi, the Treasurer of the Roller Hockey Club and the Vice President of the Sport, Leisure and Athletic Management Club (SLAM).

DESCRIBE AN AVERAGE DAY AT YOUR INTERNSHIP.

In the morning, I make phone calls to potential clients to sell them Bacon USA Membership Plans or group outings. By the time the afternoon rolls around, I get a mini project from a full time employee, I work on paperwork or I make more phone calls. I also attend two meetings a week: a sales meeting and a staff meeting.

WHAT ARE YOUR RESPONSIBILITIES AS A TICKETING ASSOCIATE FOR THE IRONPIGS?

My main responsibility is ticket sales. I need to sell as many membership plans, season tickets and group outings as possible before the season starts. I also have to cover the front desk, arrange mascot visits and help out with any other jobs in the office. When the season starts, I will work the main gate, sell single game tickets in the box office, work in fan serves or be a rover on the concourse.

HAVE YOU ENCOUNTERED ANY UNIQUE OPPORTUNITIES AT THIS INTERNSHIP?

I will be going through a training session later this week run by Amy Ventuto, who has made a huge name for herself in the sports industry through sales, marketing and customer experience. She is the Interim General Manager for the Ripkin Baseball-Aberdeen IronBirds, and she has sold out every game of every season for 10 years for the team.

WHAT ARE YOUR CAREER GOALS?

My five year plan is to be promoted at least once after getting a full time position in the sports industry. I would like to eventually work my way up through the industry and become a director and general manager.



CODY KIMMEL

Leisure and Sport Studies
Specializing in Fitness

In his free time, Cody participates in a variety of intramural sports, including dodge ball, volleyball and soccer. “I love every aspect of winning and losing. I’m very competitive.”

As a freshman, Cody originally planned to major in Education, but even then, he was partially drawn to KU due to our impressive recreation center. He ultimately chose to switch majors in order to help others achieve their fitness goals.

Cody started working back home at a family-owned gym and then got a job as a Personal Trainer at KU. He always insists on doing an exercise before teaching it to someone else in order to better understand how it should move and what muscle groups it should affect.

Last fall, Cody hosted a Motivational Monday class at the Wellness Center for students and staff where he discussed fitness-related topics and held a workout class. This semester, he is holding a Fitness on the Go class on Tuesday nights.

Cody is also in charge of the fitness side of the Health Fair. He organizes the events and recruits all of the volunteers.

Alongside this, he works with Dr. Duane Crider and Dr. Michelle Vaughn to research the correlation between grip strength and the number of push-ups people can complete. They hope to share their findings at a conference this spring.

While Cody enjoys introducing new people to fitness, his ultimate passion is to work as a strength and conditioning coach for a sports team. Each type of athlete trains with a specific goal in mind and may need very different exercises to achieve that goal. This is a fascinating professional challenge for Cody, and he added, “Athletes have extreme motivation.”

Six days a week, Cody interns at Lehigh University.

For large teams, such as men’s football or women’s soccer, he shadows the university’s strength coaches, assists with the equipment and gives pointers to team members. He also has the opportunity to coach smaller teams and create an exercise sheet tailored to their individual goals. For example, he coaches the tennis team every Tuesday morning.

After graduating, Cody plans to earn a Master’s in Kinesiology or Exercise Science. He also hopes to one day move to California.

Cody said, “I’m proud of my college experience—being involved, being a personal trainer, being fit. Everything.”



NADIA ELSAYED

Finance

Minors in PR and Communications

Nadia Elsayed is a senior Management major with a double minor in Public Relations and Communications.

She has traveled to thirteen different countries. She visited eight of them while studying abroad for five months in Thessaloniki, Greece.

“That wasn’t part of the program. That was all me,” Nadia said. “I had class Monday through Thursday, and I traveled Friday through Monday morning.”

Nadia received the J. Mark Piscitelli Memorial Scholarship last December, which provides financial assistance to a Business major who has studied abroad.

During her time in Europe, Nadia boarded a plane from Brussels Airport shortly before the terrorist attack on March 22, 2016. She was later featured in the Reading Eagle because of this close brush with disaster. That wasn’t Nadia’s only experience with terrorism. She missed an explosion in Turkey by only three days and—after three years living in Egypt as a child—landed in the U.S. on the day of 9/11. Her family watched the towers fall from George Washington Bridge.

Nevertheless, Nadia is undaunted, and she plans to travel to Thailand this May. Despite her wanderlust, Nadia chose to attend KU because it “felt like home” and was close to her family.

Nadia’s father owns a restaurant, her mother owns an Edible Arrangements location and other family members own a variety of franchises. Nadia has been a manager since she was 17, first in her father’s restaurant and later at the Italian restaurant where she works while attending college.

Nadia isn’t interested in working in food service. Instead, she said, “I want to do anything with writing. I love writing.”

She has spent the past year interning at SahlComm, a public relations firm in Bethlehem, Pa. She writes press releases, creates blog posts and works with the firm’s team as a social media coordinator for the “What’s So Cool about Manufacturing?” contest, Fritch Inc. and a few other clients.

Nadia plans to graduate this May and has been hired by SahlComm for the summer. She has also been applying to public relations firms in Louisiana, Texas, Florida and California.

“I’ve been all over the U.S.,” Nadia said, “East Coast, West Coast, Texas, but I’d like to move to California.”



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