

COLLEGE OF BUSINESS MAGAZINE

INNOVATION

Spring 2018 | Issue 6

ELC WEEK

Review a week highlighting successful innovators and leading entrepreneurs.

Page 12

EAGLES

Meet the KU interns and alumni who filled roles in Superbowl LII and the moments leading up to its successful execution.

Page 16

COB ABROAD

Explore the travels of international student, Nikolay Kodinov, and abroad intern, Jonathon Kleiner.

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INNOVISION



Cover Photo: John Marinucci

“Innovation distinguishes between a leader and a follower.”

– Steve Jobs

Welcome to InnoVision,

Every individual student, faculty member and alum has a story to tell and a contribution to make to the list of success stories here at the Kutztown University College of Business. InnoVision serves as a time capsule for those stories, achievements and events.

We, the editors, collected highlights from the spring semester and transformed each into a readable, memorable piece. Alexandria Shope and Olivia Durr collaborated on the creative work and designed this beautifully done magazine. Stacey Gambler and Leslie Scroble provided guidance and support in our efforts, and Dean Anne Carroll guided the magazine’s angle and direction with her vision. A special thank you goes to the students, alumni and faculty that make up these memorable stories.

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

LETTER FROM THE DEAN

As I wrap up my first academic year as Dean, I look back with great pride on the accomplishments of our students and faculty, many of which are featured in this issue of InnoVision. What is not covered within are all the efforts made by faculty this past year to improve the curricula of our various programs in order to better prepare our students for the workforce. These changes are too numerous to list here, but some highlights include new courses on topics ranging from business analytics, hospitality management and strength and conditioning. We expect to see new or significantly revised programs next academic year as we continue to strive for continuous improvement in all that we do!

Sincerely,



Dean Anne Carroll
Dean, College of Business



LETTER FROM THE ASSOCIATE DEAN

As the Spring 2018 semester comes to a close, and I reflect on my time as the Interim Associate Dean, I am proud to be part of the fine College of Business tradition. Nothing brings home more than when our alumni come back to speak to our students. Hearing of their growth and success, post-graduation, reminds me of why I went into this profession. Thank you to all of our students, past, present, and future, as well as all of those who support the College's efforts, for the privilege to help make a positive impact on our society.

Sincerely,



Elizabeth Rogol
Interim Associate Dean



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FEATURED SPEAKERS



FRANK GUMIENNY

CHIEF FINANCIAL OFFICER

As the Chief Financial Officer for the Eagles, Frank Gumienny plays an integral role in financial management, ticketing, event contracting, merchandising, human resources, accounting and travel operations for the team. In his role, he has built Lincoln Financial Field into the successful, premier venue it is today with events and performances ranging from Taylor Swift and U2 to Monster Jam and soccer matches for clubs like Real Madrid. How did he reach such heights in such a high-profile organization? Mr. Gumienny revealed his secrets to success: just say “yes” to new projects and opportunities and have a passion for what you do.



ZACH ESSIG

COMMERCIAL MARKETING MANAGER

Zach Essig, a 2009 KU alumnus, is the Commercial Marketing Manager at EnerSys, a global leader in stored energy solutions. As a sales professional, Mr. Essig has experience in domestic and international account management and previously held a position as National Product Support Representative at Flow-Rite Controls, a company that designs and markets devices for lead acid batteries. Mr. Essig talked about the importance of networking to advance your career and provided tips for early career development.

COB ADVISORY COUNCIL



Jack Gottlieb is the Chair of the COB Advisory Council and Chief Executive Officer of Total Solutions Group. Mr. Gottlieb graduated from the KU College of Business in December 2000. Following are his plans to place the KU College of Business on the foundation of success. More will be released by fall 2018.

What I See

The opportunities that are and will be in the world for today's and tomorrow's business students. The challenge is that, as we get more connected via technology, we actually get less connected to ourselves and others due to the continued [abundance] of information, demands and priorities.

Who We Need to Become

We, as the Advisory Council for the College of Business at KU, have a tremendous opportunity to disrupt and bring forward what is really needed to fully optimize the potential of the following four core stakeholder groups:

- **Students**

Develop co-curricular undergraduate and graduate programs that provide our students the confidence

and capability to achieve their dreams and create an impact in the world of business beyond any student in any other college.

- **Faculty**

Create alignment and empowerment as a team to provide the best experience and education that reaches our students by activating and utilizing their full potential while also providing the same for each of our faculty members.

- **Alumni**

Provide resources so that our business alumni want to come back to take advantage of the education, [development opportunities] and network that accelerates the impact they want for their career and for the businesses they lead.

- **Business Community**

Become the hub for our business community by forging strategic partnerships to meet their most critical needs by providing the environment and resources to unlock their strategy and capability.

Why This is Important

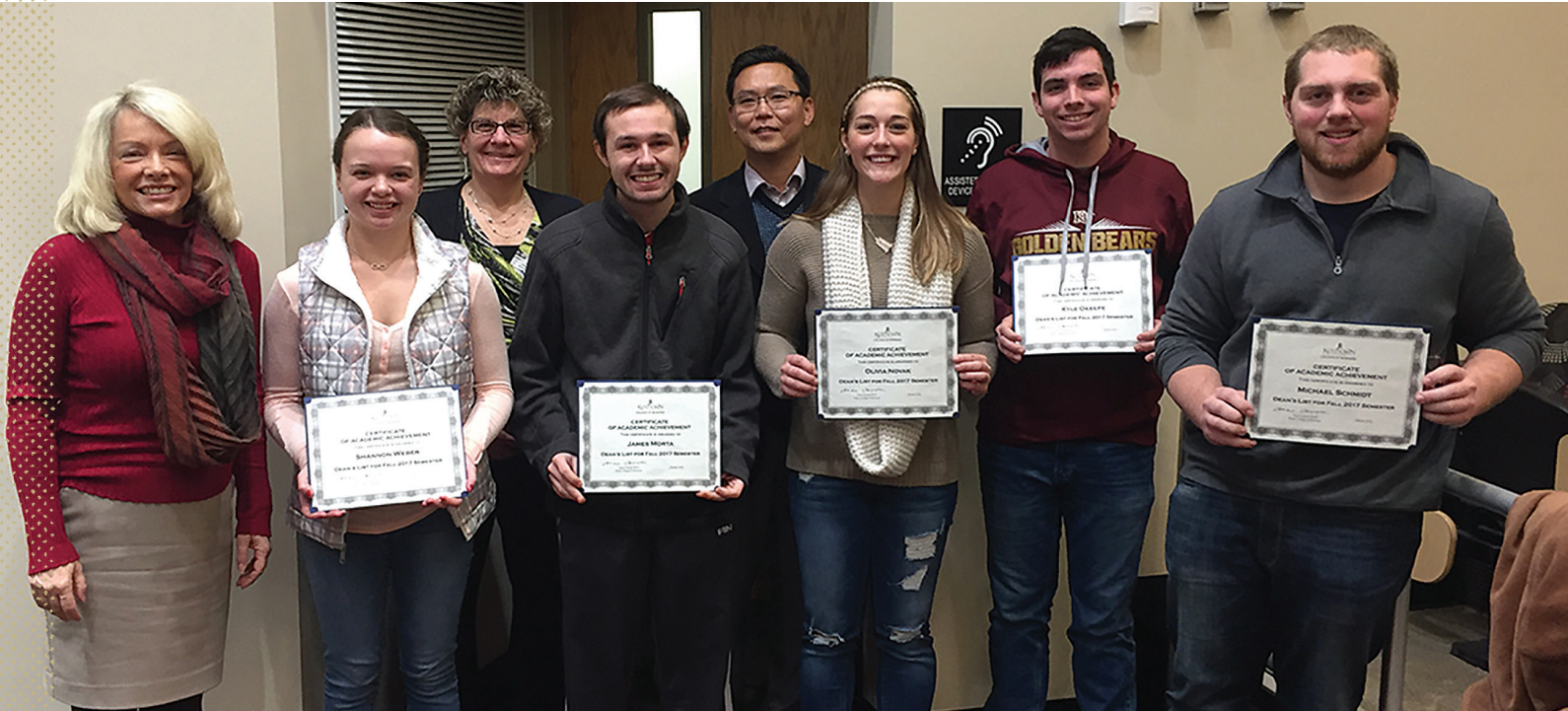
In order for students to be prepared to thrive in the business world and make an impact, we need to have the highest standard in how we practice what we preach.

What This Means for the Future

We can create a transformational impact that goes beyond the classroom and graduation beginning with our freshman and extending to the CEOs in our business community.

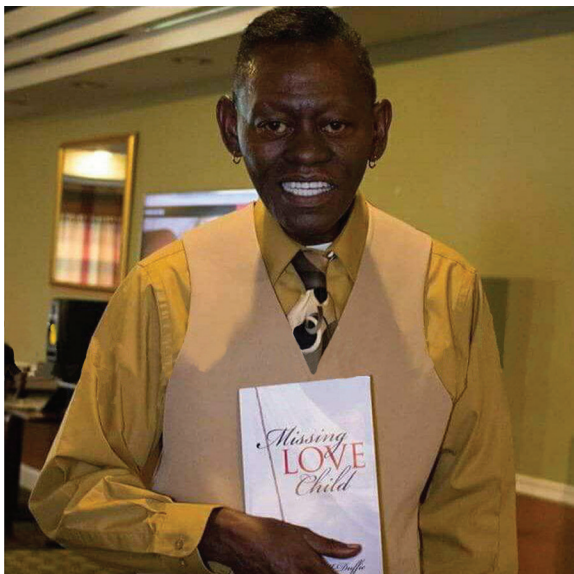
If you are interested in learning more, please email me at jgottlieb@tsgresults.com. We, as an Advisory Council, are currently working on this strategic vision and plan as we begin this path to transform the programming for our business students.

EVENTS



DEAN'S LIST RECEPTION

COB students from the Departments of Business Administration and Sport Management and Leadership Studies gathered for the Spring Semester Dean's List Reception. Each student received a certificate from a faculty member of his or her concentration and was commended for earning a 3.6 GPA or higher. This semester, 225 students from the College of Business made the Dean's List.



KUPreneur guest speaker Eugene McDuffie

KUPRENEUR GUEST SPEAKER: EUGENE MCDUFFIE

Eugene McDuffie, author of *Missing Love Child* and founder of Youth Against Violence and Jesus Saves Ministry, collaborated with the KU Entrepreneurship Club to work on growth, development opportunities and goals within the organization. Mr. McDuffie also shared relatable stories and was an inspiration to those who attended.

PA SPORT BUSINESS CONFERENCE



Left to right: Thomas Klinger, Tiffany Sobiech, Angela Castellani, and Brandon McDonnaugh Photo Credit: Sandra Gee

Dr. Yongjae Kim and a team of students traveled to Indiana University of Pennsylvania where they participated in the 2018 PA Sport Business Case Competition (PASBC). PASBC serves as a bridge between PA Sport Management programs and the sport industry while providing students a learning opportunity through a real-life case study. Dr. Kim served on the PASBC organizing committee.

The KU Case Competition Team included team captain Thomas Klinger, Tiffany Sobiech, Angela Castellani and Brandon McDonnaugh. Also attending the conference were Sandra Gee, the Case Competition Coordinator, and Mark Harron, a KU team supporter.

The case preview for this competition partnered each team with a minor league ice hockey team. Teams were required to devise a strategy that would increase fan enthusiasm through the game day experience and assist in creating life-long, dedicated fans. The goal of this case was to gradually generate repeat attendance through consumer experience.

This year, 12 undergraduate and graduate teams from Pennsylvania and Ohio competed against one another. KU's team of four came in second place in the undergraduate competition.



Courtney Chinworth, a senior in Sport Management, received the Student Research Award at the 2018 PA Sport Business Competition on April 20, 2018.



PENSKE

On December 7, 2017, Penske Corporation, a transportation service company, sponsored a case competition. Three teams of students from Kutztown University were prompted to respond to a case study and present it in front of a panel of judges and their peers. The winning team, Sean Platt, Ryan Mascia and Tom Long, successfully developed a solution to the competition's prompt.

EVENTS



President Hawkinson speaking at the Scholarship Luncheon

SCHOLARSHIP LUNCHEON

Current students and alumni were honored at the annual Gathering of Gratitude hosted by the Kutztown University Foundation & Alumni Relations. At the event, students were able to connect with alumni and thank them for the scholarships that they had received from their contributions.



MEET AND GREET

The College of Business worked alongside its Advisory Council and the Career Development Center to host a Meet and Greet. Students obtained insight on how to market themselves to professionals as they make lasting connections for their future. Attendees were encouraged to professionally introduce themselves and network with each other. One of the student participants was invited to speak at an Advisory Council meeting, which was one of the many positive outcomes of this event.

Advisory Board member, Scott Dorn (second from left), and College of Business students.

CFA CHALLENGE

Dr. John Walker, faculty advisor, led a team of students from the KU College of Business who competed in the CFA Institute Research Challenge. This global competition offers college students the chance to learn from experts while gaining experience in research analytics. The team, Corey Gross, Nikolay Kodinov, Bobby Bondura, Joan Oliver Perez and Michael Oswald, was tasked with valuing Safeguard Scientifics stock.

Participants wrote a research paper with a buy, sell or hold recommendation. Contestants then presented their work to a panel of professionals within the industry for judging.

First, this challenge had students participate in local contests. Then, the winners of the local events advanced to participate in the regional challenge. From the regional challenge, winning teams moved on to a global competition

competing with teams from the Americas, Asia Pacific, Europe, Middle East and Africa.

Based on the grading rubric from the judges, the five students did an excellent job at the local level. Dr. Walker hopes to field another team at next year's challenge.



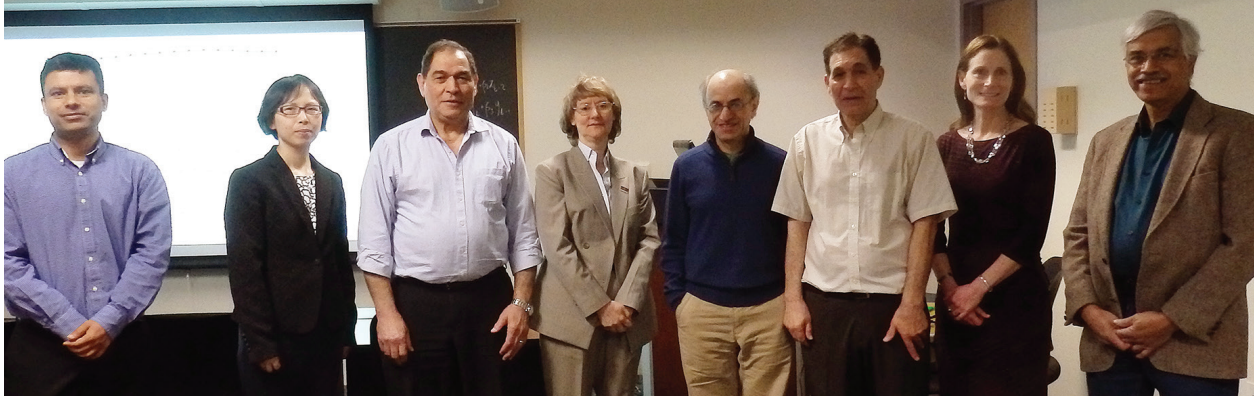
L to R: Corey Gross, Michael Oswald, Nikolay Kodinov, Joan Oliver Perez, Robert Bondura and Dr. John Walker.



COMMUNITY BANK COMPETITION

Two teams from Kutztown University participated in the Community Bank Competition. The Customers Bank team included Chris Camuso, Nicole Hiller, James Lindenmuth and Gabriel Cartaxo da Silva Nogara Souza. Team members representing New Tripoli Bank were Nicholas Rumberger, Nikos Milios, Joshua Sell and Joan Oliver Perez. Each team was required to evaluate technology use in the daily operations of community banks. KU was among 47 colleges and 54 teams who participated in this competition.

EVENTS



DBA WORKSHOP

Throughout the spring semester, the College of Business held three DBA Research Workshops where faculty members presented their research to share and discuss their findings. On February 15, Dr. Victor Massad presented “Profiling the Cord-Cutters: A Self-Efficacy/Consumer Adoption Approach.” On March 21, Professor David Wagaman presented, “The New Tax Law: Major Changes and Some Suggestions for Tax Planning” and, on April 17, Dr. Halim Dalgin and Dr. Abdul Sraihien presented “Forecasting Berks County Gross Domestic Product in Various Sectors Using ARIMA Methodology.” The results from the latter were also presented at the Greater Reading Chamber Berks Economic Forecast Breakfast on May 4.

ENLIGHTENED LEADERS

Kutztown University awarded Liberty High School senior, Nessa Cartagena, with the Enlightened Leaders Scholarship. The scholarship, established through the generosity of anonymous donors, provides a deserving student with full coverage of tuition, room and board, fees and textbook costs. The recipient must be enrolled in the College of Business, maintain a 3.0 GPA and complete 20 hours of community service per semester with disadvantaged and special needs children.

Dr. Warren Hilton, Vice President of Enrollment Management and Student Affairs; Dr. Anne Carroll, Dean of the College of Business; and Laura Fahy-Leo, Associate Director of Admissions; presented Nessa with the scholarship at her school in Bethlehem, Pa.



Nessa Cartagena receives the Enlightened Leaders Scholarship with Dr. Anne Carroll, Dean of the College of Business, and Laura Fahy-Leo.

LIQUID INTERACTIVE: MEDIA CAMPAIGN DESIGN

The Competition

On April 13, a panel of judges assessed the work of three contestants looking to become the winner of the Liquid Interactive Competition.

The three contestants, Jeffrey Krystopa, Corey Bechtel and Kyle Krajewski, were tasked with creating a media campaign plan for Egoscue, a company focused on eliminating chronic pain through postural therapy.

Each contestant drew from their knowledge of modes of advertising, social media and advertising analytics and target marketing to design an effective media campaign.

The Reception

After two inspiring introductory speeches by Dr. Hawkinson, President of Kutztown University, and Jim Ludlow, President of Liquid Interactive, Emily Massaro and Bret Ludlow announced the winners. Ms. Massaro and Mr. Bret Ludlow expressed the difficulty of having to select a finalist because each contestant delivered a successful presentation that reflected comprehensive knowledge of Egoscue and in-depth marketing research to develop an effective media campaign.

CONTESTANTS



First Place:
Jeffrey Krystopa



Second Place:
Corey Bechtel



Third Place:
Kyle Krajewski

JUDGES PANEL

Emily Massaro

Digital Marketing Team Lead at Liquid Interactive

Bret Ludlow

SEO, Data Analyst at Liquid Interactive

Ernie Post

Director, SBDC, Kutztown University

Ed Fones

Marketing Director at Egoscue



ELC WEEK



KEYNOTE SPEAKER: THINK LIKE AN ENTREPRENEUR

On March 27, John Weidenhammer delivered an inspiring speech on entrepreneurship and the gears that propel success. Mr. Weidenhammer is the founder and CEO of Weidenhammer Corporation in Reading. His firm has helped accelerate innovation and improve the success of other companies through technology and strategic marketing. In his keynote speech, Mr. Weidenhammer went through the “Weidenhammer rules” it takes to think like an entrepreneur. With 68 years of experience, he has plenty of advice and input to instill in the minds of students.

At a young age, he began to save and manage money. To earn money, he ran a lemonade stand, sold items door-to-door and worked for the *Times* as a paper boy. His time management skills and work ethic were motivated by these seemingly small advancements. Now an owner and founder of his own company, created 40 years ago, Mr. Weidenhammer serves as an inspiration to prospective entrepreneurs.

After sharing his work and life experience, Mr. Weidenhammer introduced what it means to be and work like an entrepreneur. Mr. Weidenhammer mentioned elements that will lead an entrepreneur to success, the evolution of technology and the internet, tips on work efficiency and what it takes to become an integral figure in the business industry.

He said, “Entrepreneurs are innovating, creating jobs, and succeeding.” Mr. Weidenhammer also mentioned that 34% of entrepreneurs fail in two years and 50% fail in five years. Though he believes these numbers to be higher, he also said that, in the end, entrepreneurship is rewarding and provides for an incredible journey.

In conclusion, he said, “You are much tougher and more resilient than you will ever know. There is still a long, long, long way you can go.”



L to R: Marie Moser, Lori B. Donofrio-Galley, Annette Faust, Diane M. Klinger, Heather Uczynski, Jennifer Brown Wegman and Adrean Turner

WOMEN'S PANEL

The College of Business hosted the Women's Panel where six successful entrepreneurs offered their advice on starting and maintaining a business. The discussion was facilitated by Lori Donofrio-Galley, Executive Director at Northeast Berks Chamber of Commerce. The panel included Diana M. Klinger, Jennifer Brown Wegman, Marie Moser, Heather Uczynski, Annette Faust and Adrean Turner.

Each panelist introduced her personal approach for setting and meeting goals. On this discussion topic, Ms. Moser said, "Set a goal for your day, even if that goal ends up changing halfway through."

In a separate discussion on networking and social media presence, the panel members discussed how both have benefited their individual businesses. Networking and building relationships with more experienced entrepreneurs could provide for incredible mentors and opportunities. On social media presence, Ms. Uczynski gave advice on applying digital modes to a business, "The millennial generation is going digital, you have to change with it to be successful."

Attendees exchanged experiences in entrepreneurship at the Networking Luncheon.

THE PANEL

Lori Donofrio-Galley

Executive Director at Northeast Berks Chamber of Commerce

Diana M. Klinger

President and Founder of Integrity Service and Solutions

Jennifer Brown Wegman

Founder of Insight Information Solutions, LLC

Marie Moser

Founder and CEO of East Pionte Search Group, INC., "The Direct Hire Solution"

Heather Uczynski

Business psychologist and executive coach

Annette Faust

Owner and CEO of Celebrate Together Event Professionals, LLC

Adrean Turner

Owner of Turner Coaching, Training and Consulting, LLC

ELC WEEK



STUDENT PANEL: PASSION OVER INCOME

The Student Entrepreneurship Panel, Andrew Morris, Luis Bardales Jr., John Merlino Jr., Kristopher Gelsinger and Hailee Cruz, shared how their drive, passion and work ethic has lead them towards success. Through their struggles and achievements, these students have experienced what it means to be an entrepreneur breaking into their field of work.

Andrew Morris, who moderated the discussion, is an aspiring non-profit entrepreneur and volunteers at CHAR WILLS, a non-profit German Shepherd rescue, as Lead Event Coordinator, Transporter and Kennel Assistant. Andrew, when discussing his “aha moment” said that seeing his work in action and progress is what drives his passion.

Luis Bardales is the Entrepreneurship Club President and owner of LBJ Media, a company that provides creative media solutions for businesses in the Lehigh Valley. His career started in high school selling beats, and he now owns a business that markets services and products through storytelling.

John Merlino is a KU alumnus and current M.B.A. student and is the creator and owner of MJJ Jewelry

Design. He started his business as an undergrad in 2012. In his work, he blends craftsmanship and marketing to create the ultimate product and deliver a memorable consumer experience.

Kristopher Gelsinger is the owner and head coach of a non-profit wrestling academy, Team Kage Wrestling. In addition, Kristopher is also the Assistant Director and Head Coach for the Reading Youth Wrestling Program. His one-on-one coaching side job turned into a business enterprise.

Hailee Cruz is an independent distributor of cosmetics and aspires to start up a dog rescue and event center. Hailee is also the Director of Marketing for the KU Entrepreneurship Club.

TIPS ON WHAT IT TAKES TO BE SUCCESSFUL:

Andrew Morris: “Make yourself uncomfortable.”

Luis Bardales Jr.: “Stop being scared of the ‘what ifs.’”

John Merlino Jr.: “Keep on trucking.”

Kristopher Gelsinger: “Quit doing things you shouldn’t be doing.”

Hailee Cruz: “Do more productive things in a day.”

STARTING A BUSINESS

At Entrepreneurial Leadership Week, community members were given the opportunity to attend The First Steps to Starting a Small Business workshop. The event was hosted by the Small Business Development Center (SBDC) and facilitated by Dr. Ernie Post, Executive Director of Kutztown's SBDC, Kimberly Stout, from Philadelphia Small Business Association office and June Clougher, Director of the Jump Start Incubator.

Those in attendance offered ideas for a potential business, which ranged from a fitness center to a doggie daycare. This workshop offered important information about the process and the types of programs that exist to help get a new business started.



Dr. Ernie Post and June Clougher, missing Kimberly Stout

FAMILY BUSINESS WORKSHOP

KU students, professors and professionals were introduced to a new event: the Family Business Workshop. The panel was facilitated by Dr. Anne Carroll, Dean of the College of Business, and discussions included issues such as succession, the family work dynamic, bringing in non-family executives, firing a family member and transition of ownership.

THE PANEL

Harry Ciavarella

Vice President of the Professional Business and Banking Group with M&T Bank

Michael Fromm

CEO and majority shareholder of Fromm Electric Supply Corporation

Michael McCarthy

Marathon Capital Advisors

Chris Edward Pruitt

President and CEO of East Penn Manufacturing Co. Inc.

Missy Wilson

Partner in Setter Ridge Vineyards.

"Some jobs require a decision on the whole, some for a few, and some for individuals."

– Missy Wilson

WORKING WITH THE EAGLES

During and leading up to Super Bowl LII, preparation, management and coordination were integral to the success of the event. The Kutztown University College of Business had two interns and two alumni working for the Eagles behind the scenes for Super Bowl LII. Here's what they did and how they did it:

INTERNS

ON THE SIDELINES VINCENT ELSKAMP

YEAR SENIOR

MAJOR SPORTS MANAGEMENT

MINOR COACHING

During Super Bowl LII, Vincent had the incredible opportunity of being on the sidelines during the game. Vincent said, "Being able to celebrate with the coaches, players and staff that you have been working with the entire year, to see all of that hard work pay off, and being able to touch and kiss the Vince Lombardi trophy is something that will stick with me." His internship with the Eagles lasted from May 2017 to February 2018.

"There are no secrets to success. It is the result of preparation, hard work, and learning from failure."

– Colin Powell

PRE-SUPER BOWL MATTHEW REYNOLDS

YEAR SENIOR

MAJOR SPORTS MANAGEMENT

MINOR BUSINESS ADMINISTRATION

Starting mid-August and lasting through the NFC Championship Game, Matthew worked as a Ticket and Fan Services intern.



Vincent Elskamp posing for a photo with the Vince Lombardi Trophy after the Eagles won Super Bowl LII.

**“One game is all we got.
One game is all we need.”**

shared by the official Eagles twitter on February 1, 2018

RETAIL KEVIN MORGANTI

GRADUATED 2009

DEGREE SPORTS MANAGEMENT

Kevin Morganti is currently the Retail Operations Manager with the Philadelphia Eagles. After the Eagles won the NFC Championship game, Mr. Morganti facilitated the shipments of NFC Championship products to the Pro Shop and warehouse facilities. The team was required to redo the layout of the store to prepare for sales. Business skyrocketed after the Eagles won Super Bowl LII. Mr. Morganti said, "When we won the Super Bowl, we landed on Monday morning and got to work. We had lines out the doors for the next few days, and fans were coming to get their Super Bowl championship merchandise."

IN THE TICKET OFFICE BRANDON SOCHOVKA

GRADUATED 2016

DEGREE SPORTS & LEISURE STUDIES

Brandon Sochovka began an academic internship with the Philadelphia Eagles in 2015. After graduating in 2016, he returned as a Ticket Member Services post-graduate intern, and during the 2016 season he earned a full-time position as the Season Ticket Member Services Coordinator. Leading up to Super Bowl LII, Mr. Sochovka assisted in the processing of game tickets in the ticket office. In Minnesota, he organized the workings behind getting Season Ticket Members to a pep rally that was to be broadcasted on the NFL Network. Mr. Sochovka said, "When game time rolled around, I got to just be a fan! Which was great."

#FlyEaglesFly

was used in 946,978 tweets

as of February 5, 2018



ALUMNI INTERVIEW



MICHAEL FERRARO

Michael Ferraro graduated from KU in 1997 with a BSBA in Administration and Marketing. He is currently the Area Manager and Director of the Preferred Mortgage Planning Group.

What are some of your daily responsibilities?

My daily responsibilities include managing our production team for the sales and operations functions. I am in charge of ensuring the team hits their daily, weekly and monthly sales goals. I am available to structure deals and solve any issues that the staff may need to handle. I prospect new business referral sources daily, and I also talk to prospective and present clients. I am heavily involved in our areas of business development, marketing, finance, accounting, sales and, of course, management.

How has KU impacted your career path?

KU [enabled me] to start my career with a solid foundation of business knowledge to build on.

The experience at KU also prepared me with how to handle adversity and overcome challenging situations.

How have your career goals changed since leaving KU?

When I first went to KU, I thought I wanted to be an accountant. It was during upper-level classes that I realized I wanted to be involved in marketing. Use your business classes to begin to decide what interests you.

What is an average workday like?

What I love about sales and management is that every day can be very different. There are many things that need to be done day in and day out; however, different situations present themselves each and every day. The variety in the day keeps me enjoying what I do, and I think it's a huge part as to why I have been successful.

What do you look forward to the most when going to work each day?

Every day I look forward to business planning strategy sessions. Collaborating with my staff discussing how we are doing in relation to our business plans, discussing new business development ideas or creating new incentives is still very enjoyable to me. You definitely need to enjoy people to succeed in my business.

What advice would you offer an undergraduate getting ready to enter the workforce?

Do what others may not be willing to do. What separates the all-star performer from the average performer is their willingness to continue to learn, willingness to be available to lend a hand to the team and their focus on the "details" in everything they do. In addition, continue to develop your communication and leadership skills as this is something you will never stop doing throughout your career. One last important bit of advice I can give to new undergraduates entering the workforce is to contribute to your employer's retirement plan as soon as you can.



ALEXANDRA KOTTNER

Alexandra Kottner graduated Kutztown University with a BSBA in Marketing in 2011. She currently works in New York City as a University Recruiter for Facebook Inc.

What are your day-to-day job responsibilities at Facebook?

I manage the intern's experience during their time at Facebook New York. In addition, I work with all software engineering candidates who are interested in interning or working full-time after graduation in the New York office. The role is a mix between recruiting, managing expectations and building relationships with leadership to help achieve our hiring goals.

What led you into your field? What about it motivates and inspires you?

Recruiting fell into my lap, and that's the case with a lot of my friends who work in the space. I received an offer in February of my senior year for a large company in New York that focused on Human Capital Management (HCM). I'm motivated to help prospective students land

the job of [their] dreams and find motivation in building relationships with clients to help achieve their goals.

Can you briefly describe your career path from being a student at KU up until now?

I worked in a recruiting role in New York, then moved into a University Recruiting role. After three years with an HCM company, I moved into a consultative sales position. After two years in that position and managing two markets, I moved back to NYC as a Talent Acquisition Manager for a marketing analytics startup. It was about a year into that role when Facebook came to fruition, and I've been here ever since! I currently work with the University Recruiting team to help achieve our goal of hiring some of the best talent in the market.

Where do you see your career heading from here on out?

There is a feeling of comfort when you like your team and job. When I think about what's next, it will [likely] be working within program management in a strategic role that builds the programs for interns.

After graduating from Kutztown, did you feel prepared for the workplace?

During my time as a student, I worked within Disability Services, was on the executive board for American Marketing Association and was active in my sorority, Delta Zeta. Those experiences helped shape me into the woman I am today. Outside of my time at school, I completed four internships. The combination of real world experience and university activities helped me prepare for success in the workplace.

What advice would you give to undergraduates?

Time is precious. If you are excited about something, go for it! I took a big risk moving back to New York to work for a startup, but it led me to my dream job at Facebook.

WEBINAR



*John Merlino working on a piece of jewelry for his business.
Photo taken by Madison Hoff*

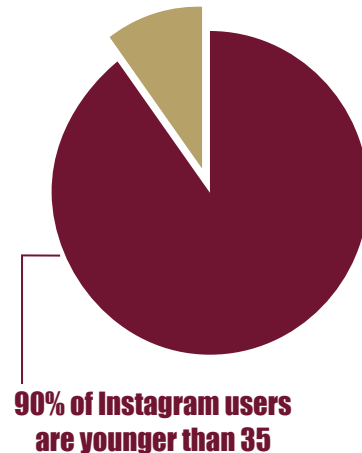
WHAT WORKS IN SOCIAL MEDIA

John Merlino, owner and creator of JMJ Jewelry Design, provided a webinar on building businesses through different social media platforms. After working closely with Dr. Ernie Post, Director of the KU's Small Business Development Center (SBDC), Mr. Merlino and Dr. Post developed a model that would benefit viewers in their approach to marketing on social media.

With over 8,500 followers on Instagram, Mr. Merlino has uncovered the ways in which certain platforms work. After taking apart every aspect of Facebook, Twitter, Instagram, LinkedIn and Pinterest, he explained what it means to market in the digital age.

Each social media platform requires different types of attention. With Twitter, it's important to minimize content into 240 characters. Instagram, Mr. Merlino's primary platform, requires visual elements that are compelling

and interesting. In his work, it's ideal for customers to see the intricacy and beauty of his designs. Images and videos provide mobile users with quick-glance content, and it's proved to work with his business.

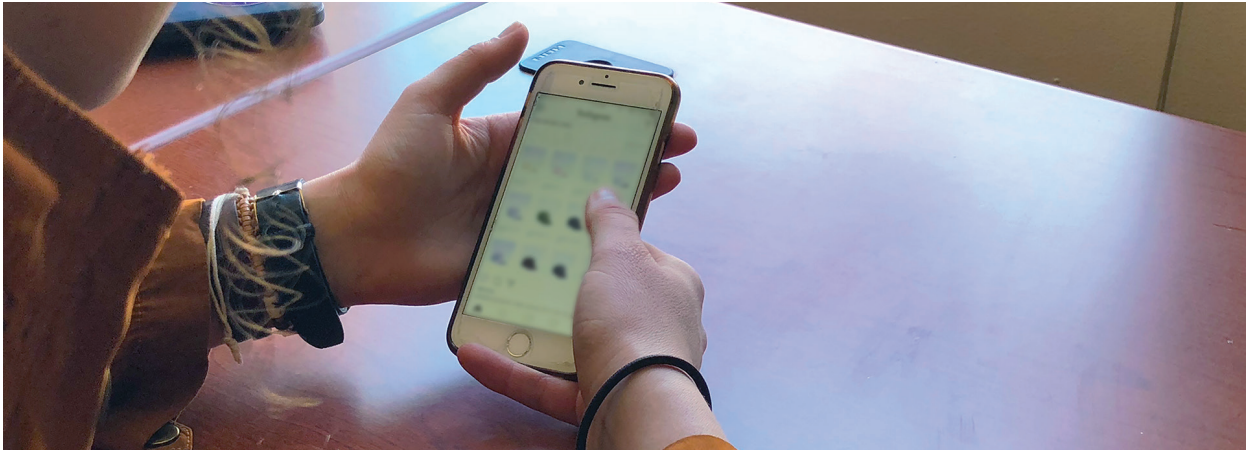


Mr. Merlino says it's critical to have a clear product offering, developed brand identity, promotional budget and a calendar. He also provided tips on how to keep followers engaged and responsive to content by determining a target audience. He says, "You can't just post." It's important for businesses to interact with their customers, potential customers and even other businesses. Having the connection there and present will open up other opportunities.

In his experience of marketing his products, company and brand on social media, Mr. Merlino has created a solid foundation for his business, and he's shown students, faculty and other viewers how to mimic his success.

**Visual content is
more than
40x
more likely to get
shared on social media**

SMS MAJOR



SET YOURSELF APART: ADD SOCIAL MEDIA THEORY AND STRATEGY AS A DUAL MAJOR

Co-created by Dr. Keith Massie and Dr. Robert Folk, Social Media Theory and Strategy (SMS), the first social media major of its kind, was introduced in the Fall of 2017.

The Basics

With courses from the departments of English, Communication Studies, and Business Administration, KU is now offering a program that's unique when compared to social media programs at other universities. This degree offers a three-pronged curriculum where social media marketing, content and analytics intertwine to allowing students to pursue careers in social media content, analytics, content management, marketing and public advocacy, among others.

An Evolved Take on Marketing

Within the SMS major, the marketing component provides students the opportunity to expand their knowledge beyond modes of traditional marketing. Dr. Massie states, "Old systems of business aren't going to die away. They'll still have their place, but it's moving to the digital." Marketing through social media is different

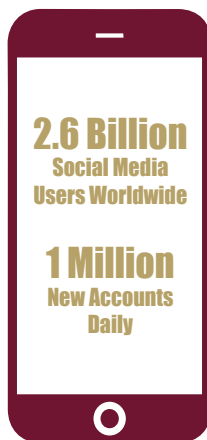
from regular marketing in that it allows for more feedback, customer engagement and a far more extensive reach.

Why a Dual Major?

Dual majoring in Marketing and Social Media Theory and Strategy would give students a new set of skills that are unattainable at any other university or by solely majoring in marketing. Students have the opportunity to look into content, digital and online marketing and digital advertising with a dual major. Budding entrepreneurs looking to launch their businesses would have knowledge of how to market themselves, their brand and products on social media platforms. Allowing for a far more marketable skill set, dual majoring would provide extensive knowledge on traditional and modern ways of marketing.

Possible Career Outlook

The job pool for social media is currently expanding, and, as of June 5, 2018, there were 42,214 job listings on indeed.com for a career in social media marketing. On LinkedIn, there were over 81,000 results, and the numbers continue to grow as companies find the usefulness for an employee that fulfills this role.



STUDENT FEATURE



SASHA-LEE HAYWARD

MANAGEMENT AND FINANCE

Sasha-Lee Hayward, an international student from South Africa, traveled around 8,000 miles to get a college education abroad.

Already knowing she wanted to study abroad out of high school, Sasha-Lee was left with many possibilities. Ireland and the United States were among a few of her options, and, after doing research on multiple universities and colleges, she found her way to Kutztown. With majors in Management and Finance and a minor in Economics, Sasha-Lee brings a new definition to the term “driven.”

For a year and a half, she was a Community Assistant for KU’s Housing department. Recently, Sasha-Lee became one of the Assistant Resident Directors for Golden Bear Village South (GBVS).

In her new position, Sasha-Lee works directly with GBVS’s building directors where she assists in the management of other student workers. Working with Housing has

given her invaluable experience with problem-solving and organizational skills and has allowed her to connect with more students.

When asked why she chose to come to America, Sasha-Lee said her choice was propelled by previous knowledge of the English language and culture.

“I’ve also seen a lot of movies that helped me learn about American culture,” she said. Sasha-Lee enjoys visiting places that are featured in movies that she’s seen. She visited New York City multiple times, and on one of her trips she ventured to Washington Square Park where a scene from “August Rush” was filmed.

Sasha-Lee was initially drawn to KU’s safe atmosphere. Life in South Africa was different in this aspect, and it brings her peace of mind knowing that there is help within reach if she needs it.

“Here, we get emergency alerts once in a blue moon. Back in South Africa, we’d probably be getting around ten a day,” she said. It brings Sasha-Lee’s parents a sense of comfort as well, especially now that her younger sister, Savanna Hayward, is also attending Kutztown University.

When asked what her ideal job would be, Sasha-Lee said she aims to pursue fields in either investment banking or security analysis. Recently, she secured an internship in Shanghai, China. While this is in progress, she plans to start learning Mandarin. “I think I’m in love with Asia and all the different cultures.”

Sasha-Lee would like to earn global citizenship in places beyond America and South Africa. Not only would it be an extraordinary feat, but it would set her apart from other candidates in her field. “The world is just too big to stay in one place,” she said. With her next stop being China, she’s getting closer to completing that goal.



ERIKA HEWSTON

BUSINESS MANAGEMENT AND CRAFTS

Erika Hewston started her college career at Arcadia University where she studied Art Education. After she transferred to KU, she discovered her passion in two majors: Business Management and Crafts with a concentration in textiles, a discipline that incorporates the creation and design of fabrics and cloths.

Erika grew up in the world of textiles, a craft that was influenced by her family. The Career Development Center (CDC) at KU helped her rediscover her passion as a career path. She truly believes that, if it weren't for the CDC, she wouldn't be where she is today. With her majors, Erika aspires to either open her own textile business or go into a business and create textile pieces as a job on the side.

In her job at SomeThingsLooming, a now-closed art shop that held weaving classes, Erika worked as a marketer and maintained their social media sites.

She later landed a job at Tie-Up Textiles, a business run by Kathleen Fitzpatrick. There, she would set up and tear down displays at shows, keep track of inventory and experiment with dyeing techniques. Erika currently works at Ladyfingers Sewing Studio, a studio that holds sewing classes, sells fabrics and provides sewing machine rentals.

Working for these businesses has opened Erika's eyes to the world of marketing, inventory management and textile production and techniques.

Though she hasn't started selling her own products, Erika is building a website, creating inventory, experimenting with techniques and styles and working on pricing strategies. In her work, she creates wall hanging décor, quilts and wearables such as scarves and shawls, among others. Her specialty, however, resides in wearables.

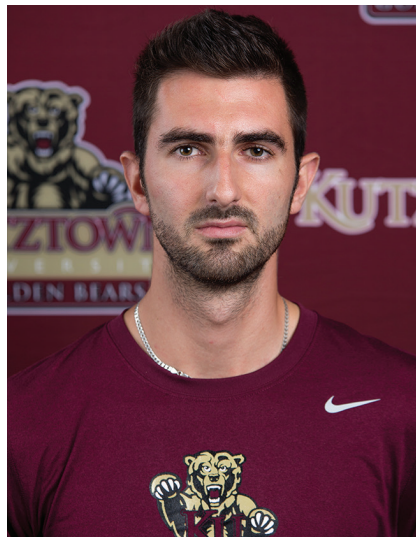
Like many who create textiles, she admires the work of Lucy Rhodes, a weaver. Erika admires her innovation and creation of triple to quadruple layered fabrics.

"I have really stuck by this idea of trying something new every time. I have only ever done one technique twice."

When asked what her own design style was, Erika said that she didn't have one since she is still in a stage of experimentation. Erika is not propelled or influenced by a single culture or technique in her work. She did, however, say her work was more modern and not subdued, and that the idea of having or being known for one style didn't appeal to her.

The only time she has ever used the same technique twice was for a class. Erika said, "I have really stuck by this idea of trying something new every time. I have only ever done one technique twice."

ABROAD



NIKOLAY KODINOV

Nikolay Kodinov is a KU student from Bulgaria with a major in Finance and a minor in Computer Science.

Kutztown University has many different kinds of students across campus, and each one brings a new and unique perspective to the KU community. One such student is Finance major, Nikolay Kodinov. Coming from over 5,000 miles away, Nikolay is originally from Bulgaria. Aside from visiting the US, Nikolay and his family have been able to travel all over because his father is in the Bulgarian military.

By the age of 15, he knew what field of study he wanted to go into. "I remember my parents telling me that information is power and is becoming an essential part of our lives," Nikolay said. "Finance is about analyzing businesses, industries and countries and knowing what they do and how they do it. Therefore, you learn how to work with certain information."

During the summer of 2017, Nikolay worked as an Information Analyst at Euromoney Institutional Investors in Sofia, Bulgaria (EMIS), a company headquartered in London, England. While working at

"I enjoy having a heavy workload as it prepares me for after-college life."

EMIS, he gathered information for investors on countries, industries and businesses.

This past fall, Nikolay, alongside four others, participated in the CFA Research Challenge. He led the team as they were tasked with writing a research paper about a venture capital firm and its stock prices over a one-year period.

Nikolay has a heavy workload between his classes and his position on the KU men's varsity tennis team. He said, "I enjoy having a heavy workload as it prepares me for after-college life."

With a busy schedule like Nikolay's, it can be difficult to have free time. The friends he has made during his time at KU have played a major role in keeping him motivated and lessening the pressure that comes with being a student athlete with seven classes.

KU's successful history in tennis, as well as its Business and Computer Science departments, were the three main factors in Nikolay's decision to attend KU. When narrowing down schools, he looked into the professors he was most likely to be working with. "Some of them had their own businesses and others had publications in impressive research papers. That was the point when I knew I want[ed] to be a part of KU," he said.

One of the hardest transitions he faced was adapting to the differences between American life and life in Bulgaria. Nikolay said that KU put him up against other talented students in his field, and he felt he had to become the best he could be to get ahead.

When asked where he saw himself in 20 years, Nikolay said he'd like to be back home with a family of his own and a successful financial analytics career.



JONATHON KLEINER

Jonathon Kleiner, a Sport Management major, interned in Barcelona, Spain in the fall of 2017.

From late August to early September of 2017, Jonathon Kleiner traveled to Barcelona, Spain where he interned for Living Sport International. As a staff member, Jonathon fulfilled the positions of a Grand Marshal and member of the Parc Ferme Staff for the Red Hook Criterium, an annually held cycling race.

He and the other interns were responsible for the strategic brand placement for RockStar Games and The Red Hook Criterium. Throughout the course of three days, Jonathon aided in the execution of the events.

“On the day of the event, I was part of a team that assisted in successful execution of men’s and women’s races for over 400 racers and 8,000 spectators.”

This jaunt to Spain has taught Jonathon the planning and commitment it takes to successfully implement this multi-faceted event. He discovered the importance of being adaptable under changing circumstances. He said, “Having 24 people meet for the first time, travel

to another country and work together effectively was a challenge all in its own.”

Though this created obstacles, he was able to build life-lasting relationships with these previous strangers. The trip also helped him to develop the ability to work and interact with individuals of different backgrounds.

In the spring of 2016, Jonathon earned a position with the Kutztown University Sport Business Institute (KUSBI). KUSBI aims to close the gap between the classroom and the sport industry by providing students with the opportunity to do research projects for sports organizations. Jonathon said KUSBI is the primary reason he feels prepared to enter the sport industry. Through KUSBI, he attended the 2016 Sport Marketing Association National Case Competition, and, in 2017, he traveled with a team where they won the 2017 PA Sport Business Conference Case Competition.

In the summer of 2017, Jonathon started interning at Pocono Raceway where he worked in the ticketing office. On a typical race weekend, working alongside KU alumnus Kevin Teel, he would oversee ticket validation. He mentioned the best part about the job was being able to get out and interact with fans.

Throughout his multiple positions and life-changing opportunities, Jonathon has discovered the ability to love a job within a sport for which he was not originally a fan. “I was not a huge fan of NASCAR or the bicycling industry before, but, looking back at my experience, that didn’t matter at all because I was simply loving the environment I was in.”

Jonathon recently snagged an opportunity to break into the professional sport industry by earning an internship with the Philadelphia Eagles. When asked where he saw himself, career-wise, in the near future, he said he aspires to have a career as Director of Operations with a franchise in the National Football League.

STUDENT INTERN



TYLER WAKEFIELD

Tyler was an intern at CrossFit located in Emmaus in Fall 2017. He will be graduating in May with a degree in Leisure and Sports Studies.

What were some challenges you faced when starting your internship?

[One challenge] I faced was having to balance my responsibilities here on campus as an Assistant Resident Director. It was a new job for me this year, and I had to get comfortable with the job while also handling my internship requirements. This was a little hard at first, but, once I got comfortable with both positions, it got a lot easier. Another challenge was having the confidence in myself to be able to excel in my position. As I began to work in the position, I started to get comfortable with some of the smaller tasks which made me believe in myself. My confidence began to grow as well.

What did you learn at KU that made you feel the most prepared for your internship?

The thing that prepared me for this internship were people skills and public speaking. Since my job requires dealing

with people, I had to make sure I could communicate the CrossFit methodology to those who have never done it before or have never worked out before. By being able to talk to them on their level made it easier for them to get comfortable with the gym.

What do you think are the most important qualities for someone to excel in this role?

Passion is the most important thing to excel in health and fitness because if you are doing it for the money you will not last long in this industry. Wanting to help people gain control of their lives and live a healthier life is why people should join this field. I have a passion for CrossFit and helping people become more functional in their lives. It makes it so much more fun for me to come in every day and see people excited to progress and get healthier. Then they want to bring their friends and family to join too.

What is something you learned on the job that you wouldn't have learned in the classroom?

One thing that I learned on the job that I would not learn in class is: be genuine with the people you are working with because people can see right through you if you are faking with them. I enjoyed getting to know the members of the gym I had not met as a member. I let my passion for coaching and helping people to get healthier show with all that I did during my internship.

What is something you didn't expect from your experience with CrossFit?

I have a huge passion for CrossFit as a workout routine and a methodology before I started my internship, but after my time as an intern, I knew that I wanted to coach. I enjoyed the members who had never worked out before and watching them progress so quickly. Their confidence and passion for health and wellness grew as they got more comfortable with the movements and the community of the gym.



ERICA GAMBLE

Erica Gamble is currently a Marketing Intern at Sorrelli Jewelry. She hopes to work in the fields related to visual marketing, social media marketing and photography.

What did you learn at KU that made you feel the most prepared for your internship?

I learned that networking is really important because it's a win-win for both parties. Not only does the person find out about you, but you find out about them as well. Building connections and staying connected is a learned thing. Networking takes time and building a strong network does not happen overnight.

What do you consider to be your best accomplishment?

My biggest accomplishment with my internship was learning how to put what I learned at Kutztown to use in a real-life job situation. It took some time to adjust to working for a corporate organization because it was the first time I was working in that kind of setting. It also helped me learn to juggle things with a lot on my plate.

Is this where you saw yourself when you were a freshman? Why or why not?

Yes and no. I knew that I wanted to be able to create something bigger than myself. I have always been into lifestyle and product photography, and I really wanted to incorporate my experience with a camera and my creativity into my career. When I was a freshman, I had no idea how to incorporate those two things. Luckily, I have had some great people in my life to steer me in the right direction.

What is something you didn't expect from your experience with Sorrelli Jewelry?

I didn't expect it to have as much of an impact as it did! It made me realize I am on the right career path. It is an awesome experience, and I met some amazing people who guided me the whole way. I would recommend getting an internship to anyone. It is very beneficial.

What are your plans for the future?

At this moment I am planning on graduating in May, finishing up with one extra class over the summer and I am hoping to get another internship. I am beginning the process of sending out applications for internship opportunities. I am not opposed to moving to a new location to begin working. My dream job would be to work for a brand that I love and am passionate about. I would love to be a digital marketing manager.

What is something you learned on the job that you wouldn't have learned in the classroom?

Something I learned at my internship that I could not learn in the classroom is how to use the applications such as Lightroom, Photoshop, Bridge and InDesign. It would have benefited me if I had a basic understanding of these applications [in advance]. It would also have been beneficial if professors gave more real-life job examples, instead of textbook examples.

BROWNE REPORT

Senator Patrick M. Browne (R, 16th District) of the Pennsylvania Senate visited KU to meet with students, faculty and staff during the filming of the *Browne Report*. He was introduced to distinguished students where they talked about their achievements and opportunities that Kutztown University has offered them.

The *Browne Report* is a chance for Senator Browne to learn about and highlight programs, events and universities centered in Pennsylvania. In previous years he's visited Muhlenberg College, Army Post Fort Indiantown Gap and Lehigh Career and Technical Institute.



Senator Browne meets with Sasha-Lee Hayward and Dr. John Walker to discuss AIM.



Senator Browne meets with Jonathon Kleiner and Professor Elizabeth Rogol, acting Associate Dean, in Keystone Hall.



Dean Anne Carroll and Senator Browne speak in the Old Main Lobby about KU's history and the College of Business.



Senator Browne meets with the director of the Small Business Development Center (SBDC), Dr. Ernie Post.

ALL ABOUT AIM



*Back Row (L to R): Zachary McGowan, Alexander Hayashi, Wesley May, Matthew Bowers and Steven Ortiz
Front Row (L to R): Christopher Camuso, Sasha-Lee Hayward, Joan Oliver Perez, Jeremy Schultz and Melissa Jenkins*

The Applied Investment Management (AIM) program offers selected students with the opportunity to develop investment management skills that are applicable to the modern financial industry. Alexander Hayashi, the Vice President of Marketing for AIM and double major in Accounting and Finance, shares his experience with AIM and the opportunities the program has provided for himself and other students.

High Expectations

AIM is a class that students are invited to based on performance and GPA. The top business students come together in class to discuss what should go in and out of the class portfolio, which has been in place since 2007.

What They Do

Students in AIM have the chance to interact with other students on an international level and work with real money as they deliver buy, sell or hold stock pitches as a class. According to Alexander, working with real money creates the motivation to be thorough and precise in their recommendations since there will be a true bottom-line impact. It is an experience that no other program offers.

What opportunities does AIM provide?

Alexander said that AIM has provided him incredible networking opportunities and enabled him to connect with professionals through events, work closely with alumni and gain real-world experience that he could use as a selling point during an interview.

The Global Asset Management Education (GAME) Forum

From March 22-24, AIM students attended the GAME Forum at Quinnipiac University where the students were able to network with world-renowned industry leaders and discuss portfolios with students from other universities. Here, students were able to choose which keynote speaker events they would attend based on their own interests and career plans.

The Portfolio

More recently, AIM students presented their portfolio recommendations to the KU Foundation Board where they discussed their success rate for the semester and presented the ways in which the program benefits students. They've improved since last year and plan to continue evolving as a program.

MEET S.L.A.M.



Back Row L to R: Jon Kleiner, Zach Jamison, Tyler Wakefield Front Row L to R: Leslie Sofa, Alyssa Riker

The Sports, Leisure, Athletic and Marketing Club (S.L.A.M.) is run under the guidance of Professor Kerri L. Cebula, J.D. The members put together events, such as guest speakers and participate in volunteer opportunities.

“We hope to give students a taste of what it will be like to work in the sports industry after their graduation, as well as giving them the connections and skills that they will need to be successful in their future careers,” S.L.A.M. President, Alyssa Riker, said.

They also work with the local sporting events, such as the Reading 120 bike race. At this event, members volunteer their time and gain valuable experience in their field. This is an event in which the club regularly participates.

The club also offers its members opportunities to learn from marketing and management professionals in the industry by going on group trips to see the Lehigh Valley Phantoms, the Iron Pigs and visiting places like the Lincoln Financial Center. These activities have led to internship and full-time job opportunities for students.

One S.L.A.M. member went on to work with the Phantoms after graduating, and Club President Alyssa Riker, is currently interning at the Pocono Raceway.

One of the things that drew Shannon Weber to KU was the opportunity to participate in this club. “I transferred from Millersville, and I learned about S.L.A.M. through one of the tours I took here,” she said. “After hearing about everything they did, I thought it sounded really cool and it made me want join.”

For more information about S.L.A.M., follow their Facebook page, Twitter @KUSlamClub or Instagram @kuslamclub.

“We hope to give students a taste of what it will be like to work in the sports industry after their graduation”

– Alyssa Riker

THE POCONO RACEWAY COLLEGE TOUR

The Competition

Kicking off in 2016, the Pocono Raceway College tour is an annual competition in which teams from four universities develop marketing plans for the raceway. This year, the four schools that competed were University of Scranton, Kutztown University, Centenary University and East Stroudsburg University. KU's S.L.A.M. Club has a great track record with this competition, winning in both 2016 and 2017. The members were given the option to use their prize money for the club, the university or donate it to a charitable organization of their choosing.

Judges from Pocono Raceway make their way to each university and score contestants based on their skills in research and analysis, area marketing and event planning. The judges give out points based on each club's performance in each of these areas as they reach several milestones known as "3 turns," one of which is an on-campus event.

The Event

KU's S.L.A.M. club held their event on April 12, 2018, on the MSU lawn. Joining S.L.A.M. on the tour was Camping World Truck Series Rookie of the Year candidate, Todd Gilliland. Students had the opportunity to really experience what it's like to be in the pits by competing with each other to see who could change a tire the fastest on the tire change simulator. They also had the chance to register to win tickets to Pocono Raceway and take photos with Avalanche and Pocono's pace car in a prop "photo booth."

The Results

This year, East Stroudsburg University's Sport Management Club won the 2018 Pocono Raceway College Tour.



KU S.L.A.M. Club around the Pocono Raceway car.



Alyssa Riker, S.L.A.M. president, is shown how to quickly change a tire by Todd Gilliland, Pocono Raceway driver.



Avalanche tries his hand at changing a tire.



Todd Gilliland talks to students.



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COACHING ACCREDITATION

Periodically, universities with coaching education programs apply for re-accreditation from the National Committee for Accreditation of Coaching Education (NCACE). With this accreditation in hand, prospective students can be assured that they are being offered a high-quality education that delivers marketable skills. KU received our initial accreditation from NCACE in 2006 and was reaccredited in 2013. In 2019, the program will once again apply for reaccreditation.

