Dick Yuengling was born and raised in Pottsville, PA. He graduated from Pottsville High School in 1961 and attended Lycoming College in Williamsport, PA for one year. During high school and college, Dick spent his summers in various labor jobs throughout the plant. He served six years (from the late 1960's to early 1970's) in the Pennsylvania National Guard. Dick worked at the plant until 1973 when he left the brewery and bought his own beer distributorship in Schuylkill County. He served that county with Pabst Blue Ribbon, Rolling Rock, and Carling Black Label brands learning the wholesaler side of the business firsthand.

In 1985, Dick bought the family business from his father who had become ill. At that time, the brewery was selling 137,000 barrels of beer. He made numerous investments in upgrading the plant and equipment, and in revitalizing sales and marketing efforts to stimulate the company's growth. Dick was committed to making the necessary financial commitments to help the brewery survive.

Since those early days, the brewery has grown twenty times in size, reaching a milestone 2.8 million barrels of production and celebrating its 185th Anniversary this year. The brewery currently markets seven year-round products plus three seasonal beers. It has three production facilities – two in Pottsville, PA and one in Tampa, FL. Yuengling has grown to become a regional favorite, distributing beer in 18 states along the East Coast from New England down to Florida.

For more information on Yuengling visit their website at: http://www.yuengling.com

Please mark your calendar for our Featured Business Speaker scheduled for

THURSDAY, SEPTEMBER 18th 11:00 a.m.  DF 100
Welcome New Faculty

**Prof. Robert Duquette,**
Room 219 deFrancesco  
610-683-4725  
duquette@kutztown.edu

**Prof. Bob Duquette** joins us as a full-time faculty member after one year here as an adjunct, and five years at Lehigh University, as an adjunct, teaching accounting and tax at the under graduate and graduate level. Prior to teaching, Bob served 33 years in public accounting, primarily with the international accounting firm Ernst & Young, where he held leadership positions in Philadelphia and Central PA until his retirement in 2009.

Bob graduated from the University of Maine with a BA in Economics and an MBA in Accounting and Finance in 1976, started his career as an auditor, earned his CPA in 1977, and became a senior audit manager in 1984. Bob then studied at E&Y’s National Office in an Accelerated Tax Training program to earn the equivalent of a masters in tax, and became a tax partner in 1990, when he was appointed to serve as EY’s Central Pa Practice managing tax partner through 2002, when he transferred to EY’s Philadelphia office to lead a Transaction Tax Practice. In that role, Bob was responsible for client development, reviewing tax research, structuring transactions, due diligence on acquisitions, advising on agreements, related compliance and disclosures with the SEC and the IRS, and teaching various courses in E&Y University. Bob has been a leader in several organizations including: Board Member- Berks County Chamber of Commerce; President- Reading Chapter of the Institute of Management Accounting, member of its Midatlantic Council; Board Member-

**Professor Duquette Continued:**
American Institute of CPAs; and Chair -Federal Tax Reform Committee of the Pennsylvania Institute of CPAs.

Bob continues to do consulting, as well as speaking to organizations on a variety of business subjects, and recently coauthored “Corporate Taxation—in Desperate Need of Reform” in the Pa CPA Journal with KU Professor Dave Wagaman. He resides in Wyomissing with his wife and has 2 sons and a daughter.

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**Dr. Ashwini Gangadharan**
Room 208D deFrancesco  
610-683-4591  
gangadharan@kutztown.edu

**Dr. Ashwini Gangadharan** joins KU as an Associate Professor of Management in fall 2014. She will be teaching Organization Behavior. She earned her Doctorate from the University of Texas Pan American and received her MBA in Human Resource Management from SBS Swiss Business School. Her research interests are in the area of organization behavior and workplace spirituality. Her dissertation was awarded “2013 Most Promising Dissertation Award” by the MSR Interest Group at the Academy of Management (AOM). She is also a recipient of Outstanding Reviewer Award from the OB Division at AOM. She has presented her research at national and international conferences in the field of Management. She also has publications in leading management journals to her credit. She is affiliated with professional organizations such as the Academy of Management, Decision Sciences Institute and Southern Management Association.

Prior to pursuing her PhD, she worked as a Business Analyst at one of the leading IT firms in India. Her major responsibility included automating the human resource functions in the organization by being a liaison between technology and business. She developed virtual applications on performance management and employee movement during her tenure. She draws from her industry experience in her classroom to make it an application oriented teaching. Her interest towards technology motivates her to blend technology into the classroom using tools such as Blackboard, Second Life and interactive learning techniques. While at UTPA, she has taught organization behavior, principles of management and communication policy and strategy in all teaching formats including in-class and fully online courses using Blackboard and Second Life.

Ashwini is looking forward to a fulfilling career in KU and to be a part of a supportive faculty team and diverse students.

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**Message from Dr. Martha Geaney,**  
Associate Dean

Welcome to COB’s 2014 – 2015 academic year! We have big plans for you in terms of industry guest speakers such as Richard Yuengling, Jr., CEO of Yuengling & Son, Inc., net working events with our COB advisory board, and clubs like Supply Chair Management and Business Logistics. There’s a new minor program in Coaching/Athletic Administration that launches this fall.

I especially want to welcome our new students who are joining the ranks of freshmen, transfers from other colleges and universities, and the MBA program. Thank you for choosing Kutztown University. We hope that as you begin your career here you will come to know what a caring and special place KU is.

So get ready, get set, let’s go....see you in the hallways!
After 42 years of service at Kutztown University, **Judy Fritch**, **Administrative Assistant**, retired. Judy started her career at KU in May, 1972 working 17 years in the College of Education as Secretary to the Chair, Elementary Education and then moving to the Dean's Office, College of Business in 1989. Judy and her husband plan to do some travel to the southern and mid-western states this fall - art and photography are interests too.

If you wish to acknowledge Judy's retirement and 42 years of service at KU, you may provide a contribution to one of our College of Business student scholarships. Contributions can be sent to the KU Foundation, listing the club of your choice in honor of Judy's years of service. **Julie Brinker**, **COB Development Officer**, can be contacted if you have any questions. Email: brinker@kutztownfoundation.org, or by telephone at: 610-683-4742. (Examples: DBA - Dave Haas Scholarship, Accounting Club, Holly Seigfried, etc.; DSMLS – Sport Management and Leadership Studies scholarship).

A farewell reception was held for Judy on Thursday, August 8th. Here's to the end of an era and to the start of a brand new chapter. Thank you for your dedication and commitment to the college. May your new life be a wonderful adventure. From all of us at the College of Business, you will truly be missed!

**Little bit of trivia from Judy** - Hurricane Agnes, June 1972, was the first billion-dollar hurricane in the history of the United States – the University basically closed down for three days; flooding many of the areas in and around Kutztown; “The greatest natural disaster in the history of the United States” - President Richard Nixon; Agnes occurred only a few years after billion-dollar hurricanes Betsy in 1965 and Camille in 1969. [Hurricane Agnes in Kutztown, Pa., 1972 - YouTube](https://www.youtube.com/watch?v=Kpk0WQv8YFg)
Welcome back! This is an exciting time to be attending KU and to be working towards the BSBA degree. We continue to make progress toward AACSB accreditation. The department is now in the final stage of a five year process. The department has developed a strategic plan and we will continue to implement that plan this semester. One thing worth noting is we will focus on the career development of students while at KU. What this means is you will begin to hear and feel more talk about what you want to be after KU. If you haven’t started this process, start now by looking into any career options you may have an interest in. Do you have a term paper to do this semester? Why not focus on a career possibility when doing the paper? Do you have to do a speech on a topic of your choosing? Again, do it on a career possibility. Next summer, when looking for a job, look for a job that is directly or indirectly linked to a career interest. And, don’t forget–internships, internships, internships! Start thinking of an internship in an industry or company you can see building a career in! And, while we are on the subject, don’t forget to check out the Career Development Center this semester. The Career Development Center can help you identify your skills and interests that can lead to career identification. The future is closer than you think, so start chasing your interests now – you may identify a passion you didn’t even know you had!

I am happy to be returning for my third year as Assistant Chair of the Department of Business Administration. As Assistant Chair, I support Dr. Hibbs, our Department Chair, and the entire department with student concerns, internal transfers, curriculum and scheduling. I am also teaching Business Law I and II this semester. Our department is one of the larger ones at Kutztown, but I believe that we have implemented procedures and practices to make things as “user-friendly” as possible for faculty and students. If you have any suggestions or comments, or just want to stop by and say “hello,” please do! My office is located in DF 232.

Currently, the business administration major is operating under four different versions for each major. Each advisor has been given a list of their advisees with the correct version number for each of their advisees. This semester the Administration has implemented a block advisement system – which means that no student may register for Spring 2015 classes until they see their academic advisor and they unblock them for registration. THEREFORE, you must meet your advisor at your earliest convenience to confirm that you are following the correct version of graduation requirements. Students can find their assigned advisors by checking on MyKU. If an advisor is not listed, please see the departmental office in DF 233. Advisors will have advising times posted on their bulletin boards (or electronically) shortly before advisement begins. Please sign up at your earliest convenience. Be prepared when you visit your advisor – which means – bring along a completed check sheet (with grades written in) and a list of courses you want to take for the Spring 2015 semester. Do not come unprepared – advisors have a heavy advising load and cannot advise properly if students are unprepared.

Accounting and Finance majors – course sequencing is a major concern. Many accounting and finance courses are only offered every other semester. Students create a problem when they do not successfully complete a course that is only offered every other semester and this course is a pre-requisite for the next course in the sequence. Using your check sheet, make sure you are taking the right course and you successfully complete the course. Also worth repeating is the business core requirements. At the end of this semester, if a student has successfully completed all seven business core courses with an overall GPA of at least a 2.0, they must declare their major to take upper level courses in their major. This is of particular interest to students that are currently taking the last of the core courses this semester. You will be allowed to tentatively schedule upper level courses in your major pending successful completion all the core courses with at least a 2.0 GPA overall. If the student does not successfully complete the core, they will have all upper level courses (300 level) dropped from their Spring schedule. So, any student anticipating completing the core this semester has to develop a plan “A” – a spring semester with upper level courses, and a plan “B” - a spring schedule that repeats core courses to bring their GPA up.

Dr. Donna Steslow, Assistant Chair of Business Administration
Office: 232 DeFrancesco, 610-683-4587
steslow@kutztown.edu
Secretaries: Mrs. Donna DeLong & Mrs. Kim Kilgus

It’s advisement time!
Advisement begins on October 21st and ends November 19th. It is imperative for you to meet with your advisor. Why? To make sure you graduate on time!

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Dr. Roger Hibbs, Chair of Business Administration
Office: 233A deFran—610-683-4580
hibbs@kutztown.edu
Office hours: Mon. - Friday 10-11am.
Secretaries: Mrs. Donna DeLong & Mrs. Kim Kilgus

Visit us online at http://www2.kutztown.edu/BusinessAdministration
Berks Economic Weekly

On May 6, 2014, the Berks Economic Outlook in the Business Weekly section of the Reading Eagle, published an article on KU’s Dr. Muhammed Dalgin, assistant professor of Business Administration. The outlook is the analysis of Dr. Dalgin. Dr. Dalgin has spent months analyzing data that was compiled through surveys of business executives throughout the county. The survey was conducted by Dr. Ernie Post and KU’s Small Business Development Center.

In the May, 5, 2014 Daily Brief.

2014 Business Idea Challenge Award Winners

Please join the COB in congratulating all the 2014 Business Idea Challenge Award winners. They are:

Ryan Sabitina, Seiya Marin, Daneesha Davis, Odalis Matos and Kyle Stagg, Their business idea of GeoCampus won the 2nd Place Award - $1000.

Tristan Winkler, Michael Weiss, and Nick Fulop. Their business idea of Rental’s R’Us won 5th Place Award - $100.

Erika Sallavanti, Cameron Lipnicky, and Katelyn Tatum. Their business idea of NO-OVIKU won the Honorable Mention Award - $50.

This business idea challenge is hosted by Greater Reading Chamber of Commerce & Industries. A record high number of students from 4 universities participated this year. As more students participate, winning an award in this challenge has become more and more demanding over the years. These students have demonstrated outstanding qualities to stand out from the crowds. If you have any questions or comments, please email Dr. Sue Kong at kong@kutztown.edu.

In the picture, from left to right: Ryan Sabitina, Seiya Marin, Dr. Sue Kong (team mentor), Kyle Stagg, Associate Dean, Dr. Martha Geaney (team supporter), Erika Sallavanti, Cameron Lipnicky, and Katelyn Tatum at the Award Ceremony of 2014 Business Idea Challenge. Note that Tristan Winkler, Michael Weiss and Nick Fultop are not in the picture as they had a schedule conflict.

2pm - DF 117 - DBA Research Workshops

On Friday, September 19, 2014, at 2pm room 117DF will be the first Research Workshop of the fall semester. The topic will be, “Applying Bogle’s Decomposition Model to the Review and Analysis of a Community Bank’s Stock Performance.” which will be presented by Dr.’s John Walker and Jonathan Kramer The primary objective of the workshops is to provide faculty working on research projects in the early stages of development an opportunity to get feedback from a large number of colleagues. Workshop programs are coordinated by Dr. Mostafa Maksy, Department of Business Administration.

Upcoming Workshops:

- **Thursday, October 25th** - “Revisiting Salespeople Knowledge and Performance: The role of Optimism.” - Presented by Dr. Feisal Murshed - 11am - DF 117

- **Wednesday, November 19th** - “Factors Associated with Student Performance in Upper Level Undergraduate Accounting Courses: A Comparative Study at Commuter and Residential Schools” Presented by Dr. Mostafa Maksy and Professor Dave Wagaman - 2pm - DF 117

In the picture, from left to right: Ryan Sabitina, Seiya Marin, Dr. Sue Kong (team mentor), Kyle Stagg, Associate Dean, Dr. Martha Geaney (team supporter), Erika Sallavanti, Cameron Lipnicky, and Katelyn Tatum at the Award Ceremony of 2014 Business Idea Challenge. Note that Tristan Winkler, Michael Weiss and Nick Fultop are not in the picture as they had a schedule conflict.
Department of Sport Management & Leadership Studies

Dr. Lorri Engstrom,
Chair, Department of Sport Management & Leadership Studies
Office: 209 Old Main - 610-683-4376
engstrom@kutztown.edu
Office Hours: MW 12:30-2:00pm
Tues. 1:00 - 3:00pm
Secretary: Ms. Leslie Scroble
610-683-4370, 214 Old Main

What’s New in the Department of Sport Management & Leadership Studies?

We have several exciting opportunities awaiting us this academic year. The Department of Sport Management and Leadership Studies is starting its second year as a combined department. Together we will be able to provide students a more effective curriculum and a high performing group of faculty to ensure student success and competency in all our Sport Management Classes. The department along with the SLAM club are hosting the First Annual Frisbee Golf Tournament for faculty, students and Alumni on Homecoming, Saturday Oct. 18th.

We are currently pursuing national accreditation through the Commission on Sport Management Accreditation (COSMA). COSMA is a specialized accrediting body whose purpose is to promote and recognize excellence in sport management education in colleges and universities at the undergraduate level through specialized accreditation. Institutions, students, employers, and the general public all benefit from the external verification of quality provided through COSMA's accreditation process. They also benefit from the process of continuous quality improvement that is encouraged by COSMA's developmental approach to promoting excellence in sport management education. Additionally, the department will provide Professional Studies Courses that focus on business skills to the entire Kutztown University population (who are non-business majors) as well as Wellness courses that meet the General Education requirement. The variety of faculty expertise in the Department of Sport Management and Leadership Studies is impressive and students are encouraged to sample a variety of classes while attending Kutztown University.

Why Major in Leisure and Sport Studies?
The captivating world of sport business, athletics and wellness-fitness provides career options at a number of levels for graduates prepared to meet the profession’s expanding opportunities and challenges. With a degree in Leisure and Sport Studies (LSS), students are prepared to enter the fields of professional sport team management, facility management, sport product marketing and sales, event management, sport tourism, athletic administration, coaching and management of wellness and fitness facilities. LSS majors will have the option to pursue either a minor of their choosing or a specialization in sport-related fields such as coaching or fitness and health promotion. All LSS majors are required to complete an internship in their area of specialization.

The Coaching/Athletic Administration specialization is accredited by the National Council for Accreditation of Coaching Education (NCACE). This prestigious accreditation process has only been granted to 13 Universities across the country. We are hoping to have the Coaching Minor approved for students Fall 2014. Professional positions include athletic director, sports information director, compliance coordinator, recruiting coordinator, coach, conference administrator, promotions director, equipment manager, and intramural/recreation director.

Visit their website at http://www2.kutztown.edu/SportManagement for more information about their program.

SLAM Club

Sport, Leisure, Athletic Management Club (SLAM)

Club officers:
President: Tim Szewczak, tszew512@live.kutztown.edu
Vice President: Mike Lineman
Secretary: Kate Herlinhy
Treasurer: Ashley Currao/Zach Werner

First meeting of fall semester is Thursday, August 29, 2013 at 11am in Keystone 109

For more information, please contact the faculty advisor Professor Kerri Cebula, JD, Assistant Professor, Dept. of Sport Management & Leisure Studies at cebula@kutztown.edu. Her office is located in Old Main 212.

The Sport, Leisure and Athletic Management (SLAM) is an undergraduate student-directed organization which is comprised of students majoring in Leisure & Sport Studies. This club exists to provide LSS major students with the opportunity to gain experiences in various areas of the sport industry. SLAM hosts various volunteer activities and club events that raise awareness not only throughout the campus, but also the community as a whole. Through keynote speakers, the members are also offered with opportunities to learn about different sport industries and to network with practitioners in the field.
The Department of Sport Management and Leadership Studies awarded scholarships for the 2014-2015

The Department of Sport Management and Leadership Studies awarded scholarships for the 2014-2015 academic year to Cody Snyder and Tyler Kurtz. Scholarships are based on a student working to finance his education and a personal example of an ethically challenging situation where moral behavior reflected ethics. Announced in Daily Brief – May 7, 2014

A Special Thanks......

COB Deans Dempsey and Geaney being thanked at a recent Awards Ceremony by president Timothy Szewczak for their support of the Department of Sport Management and Leadership Studies’ SLAM Club. Announced in Daily Brief – May 8, 2014

Reading Fightin’ Phils 2014 Consumerism Research

On Wednesday, April 30th, KU students in Dr. Yongjae Kim’s, SPT325 Sport Consumerism course presented their research findings to Reading Fightin’ Phils. Dr. Kim and his students have been conducting research on the Fightin’ Phils fans’ behavior and psychology to help the minor league baseball team develop effective marketing strategies for increasing ticket sales. Announced in Daily Brief – May 13, 2014

This newsletter serves as an information source for KU students, faculty and staff. If you would like to submit any suggestions or articles for the upcoming newsletter, please email dsantos@kutztown.edu or drop your suggestions off at the box outside of DF 119.
If you are determined to make your business a success, then you’ve come to the right place! The Kutztown University Small Business Development Center fulfills its mission to encourage regional economic growth by providing existing and potential entrepreneurs with consulting services and learning opportunities. We currently provide these services at our outreach offices in Exton, Lancaster, Kutztown, Reading and Harrisburg.

**Who We Are**

The Small Business Development Center employs a full-time staff of professionals. Our business consultants have impressive credentials from a variety of universities around the country, but they also have practical experience with every stage of business - from pre-venture to multi-billion dollar companies. They bring a wealth of knowledge to our center in diverse industries. Our Consultants deliver a complete Business Assistance Program with specialty areas such as Government Procurement and International Trade.

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**Entrepreneur program in Reading graduates its first client**

*June 18th 2014*

The first client of the Jump Start Incubator (JSI) program in Reading graduated Wednesday at a celebratory luncheon at the Berks County Community Foundation.

**Marilu Rodriguez-Bauer**, owner of the bilingual law firm of RB Legal Counsel LLC, is the first graduate of the Jump Start Incubator (JSI) program, a jobs creation and economic development initiative that began in 2012. Its programs are supported by the Kutztown University Small Business Development Center and the Berks County Community Foundation. The program provides entrepreneurial coaching and training to startup and existing business owners looking to grow their operations. It is funded by charitable contributions through the Neighborhood Assistance Tax Credit Program.

Marilu was the first client to join JSI in February 2012. Her law firm specializes in business law and the development and protection of intellectual property. Prior to starting her firm, Marilu spent more than a decade in legal practice. She worked in her native Puerto Rico as an attorney until 2000, when she enrolled in the Franklin Pierce Law Center in Concord, N.H., to pursue a graduate degree. She also held a number of positions in the Washington, D.C. and Philadelphia areas. Upon graduation, Marilu will relocate to an office on Woodland Road in Wyomissing.

JSI is a two-year program in which clients receive premium office space along with 24 hours of university graduate student support and professional staff support per month, up to 20 hours of conference facility use per month and ongoing mentoring from advisers. Clients also receive a mailing address, presence on the Jump Start Incubator website and free wireless Internet.

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**Latino Business Resource Center and Small Business Development Center**

On May 15, 2014, Kutztown University’s Latino Business Resource Center and Small Business Development Center in partnership with National Penn Bank and the Berks County Latino Chamber of Commerce celebrated the graduation of eighteen entrepreneurs from their 8-week bilingual program entitled, “Business Skills for Success for Latino Entrepreneurs.” The Crowne Plaza Reading sponsored the event. During the ceremony, the winners of the Business Pitch Competition were announced. As a culmination of the program, the participating entrepreneurs presented their business plans to an experienced panel of judges who chose the best pitches and awarded cash prizes. Evelyn Roque, Lesly Diaz, and Hilda Latingua were chosen as the winner for plans for a beauty salon, clothing and fashion accessory store for women, and a cellphone store, respectively.
Manufacturing is one of the largest business sectors in the Greater Lehigh Valley. Several major corporations have facilities in the region, and easy access to major highways makes the area attractive to businesses that ship products throughout the mid-Atlantic.

Peter Rittenhouse, director of supply chain of Nestlé Waters in Breinigsville, answered this week's “Behind the List” questions and offered insight on manufacturing in the Greater Lehigh Valley. Peter is responsible for four (4) bottled water production and distribution locations in Allentown, PA where there are two factories, Zephyrhills, FL and Lee, FL. The network also includes five outside warehouses throughout the region. Brands include: Deer Park, Poland Spring, Zephyrhills, Nestlé Pure Life, Perrier, & San Pellegrino. Peter has a B.S. in Industrial Engineering from Purdue University, West Lafayette, IN, 1984.

To read more about the article visit online at: [http://www.lvb.com/article/20140612/LVB01/306129986/Behind-the-List-with-Peter-Rittenhouse-director-of-supply-chain-of-Nestle-Waters](http://www.lvb.com/article/20140612/LVB01/306129986/Behind-the-List-with-Peter-Rittenhouse-director-of-supply-chain-of-Nestle-Waters) article was compiled by Christopher Holland.

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College of Business
Freshmen 2014 Event
Monday, September 8th at 6pm - MSU 218/223

College of Business incoming freshmen were given a reading assignment to complete over the summer in preparation for a special freshman event, hosted by the College’s Advisory Board members and board members of the Department of Sport Management and Leadership Studies scheduled Monday, September 8, 2014. Faculty members from both the Department of Business Administration and the Department of Sport Management and Leadership Studies will also participate.

Habits are powerful behaviors that assist in achieving success. Please access the College of Business website home page [http://www2.kutztown.edu/business](http://www2.kutztown.edu/business) to complete the assignments. Students, be prepared to discuss the reading assignment - *Power of Habit* at the Freshmen Event.

Below are the assignments given to freshmen to prepare for the event.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Links to Assignment Materials</th>
<th>Student Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watch the video: “How to Break Habits”</td>
<td><a href="http://charlesduhigg.com/how-to-break-habits/">http://charlesduhigg.com/how-to-break-habits/</a></td>
<td>Why are habits so hard to change? Think about a time when you have tried to change one of your habits. Was it hard? Were you successful? If so, how did you do it? If not, what should you have done differently?</td>
</tr>
</tbody>
</table>

**Material Source**: Resources and teaching guides provided at [www.charlesduhigg.com/additional-resources/](http://www.charlesduhigg.com/additional-resources/)
It’s never too early for alumni, students, friends and family to make plans to attend homecoming at Kutztown University. This year, homecoming is schedule for October 18, 2014.

College of Business and MBA Alums Celebrate Homecoming with

Guest Speaker:

George Kanupka IV, ('01, M '09)
General Manager, Exel Logistics

“Leveraging Your MBA to Grow Your Career”

On Saturday, October 18, 2014 the College of Business will sponsor an Alumni Affinity Reunion for graduates from the College of Business at the McFarland Student Union Building, Room 250 at 10:30am. KU Alum, George J. Kanupka IV will be speaking to the event. George is currently employed by Exel Logistics (Mechanicsburg, PA) and serves as the General Manager supporting the spirits and wines industry. Prior to being a member of the Exel team, he was a Transportation Manager Nestle Waters based out of Allentown, PA. He has held multiple positions of leadership including board member of the Lehigh Valley Roundtable of CSCMP and a Board Member of the Lehigh Valley Chamber of Commerce Transportation Committee. George received both his undergraduate ('01) and MBA (09') degrees from Kutztown University. Currently, he resides in Harrisburg, PA with his wife Dr. Jennifer Wood Kanupka.

First Annual Frisbee Golf Tournament
Homecoming Pre-Game Event
Saturday, October 18th 2014

The Department of Sport Management and Leadership Studies along with the SLAM Club is hosting the First Annual Frisbee Golf Tournament on Saturday October 18th from 10:00 AM until noon on the fields on North Campus. Everyone is welcome and we are encouraging departments, alumni, families and groups of students to enter a team of 2 - 4 members. If you can walk you can compete in Frisbee Golf! Frisbee Golf is played like traditional "ball" golf, but with flying discs instead of balls and clubs. One point (stroke) is counted each time the disc is thrown. The goal is to play each hole in the fewest strokes possible. The Team with the lowest total strokes for the entire course wins. Our tournament will be modeled after "Best Ball" Tournaments. Each team will use one disc and will rotate team members who throw the disc until the hole is completed. The course will be 10 holes, and prizes will be awarded to the winning teams. There will also be a “Closest to the Hole” award. Remember the most important rule: “The one who has the most fun wins!” The cost is only $5.00 dollars per team. Look for more details and information coming soon.

Julie Brinker

The Development Officer for the Kutztown University Foundation, brings 15 years of experience in fundraising and sales to her position. Julie is responsible for raising funds for the College of Business and the College of Liberal Arts & Sciences.

Please consider supporting the College of Business with a gift this fall. Contributions can be made online at https://support.give2ku.org/donate-now or contact Julie Brinker, College of Business, Development Officer at 610-683-4742 or via email at brinker@kutztownufoundation.org
American Advertising Federation (AAF) Through an exciting advertising campaign competition, the American Advertising Federation works diligently on a specified advertising task which is presented in New York City in April. During your experience, you will learn a great amount about developing and implementing an efficient advertising campaign.

Club Advisor: Dr. Victor Massad - DF 223 massad@kutztown.edu

Supply Chain Management Business Logistics Club

Faculty Advisor: Dr. Gary Chao, DF 222, chao@kutztown.edu

The Supply Chain Management & Logistics Club provides business students who are interested in supply chain management and/or logistics with the opportunity to meet with other students who express the same interest. Members of the club regularly hold meetings to discuss current news relating to SCM. Members can also gain information about Supply Chain Management by attending club events including question and answer sessions with guest speakers, fundraisers, and trips to local logistics companies. The Supply Chain Management & Logistics club hopes to attract students who plan to pursue the Supply Chain Management Certificate offered by the KU business administration department; however, all business students within the business department, regardless of specialization, are welcome.

American Marketing Association

Advisor: Dr. Paul Sable: DF 220, sable@kutztown.edu

This year they represented Kutztown's American Marketing Association at the New Orleans International Collegiate Conference. This was taken in front of the AMA promotion table. Free items were given to those who tweeted about the conference.
The mission of the Kutztown University Master of Business Administration program provides a solid foundation for building effective leaders who will excel in diverse business environments. The program requires that each student acquire basic competencies in the foundation course requirements so that each has the basic skills and knowledge essential for any business degree. The MBA program requires completion of 10 graduate courses (30 graduate credits) including nine required graduate courses and one elective course.

For more information, please refer to the website: [http://www2.kutztown.edu/MBA](http://www2.kutztown.edu/MBA) and LIKE the MBA Program on FB at: [www.facebook.com/KutztownUniversityMBA](http://www.facebook.com/KutztownUniversityMBA) or call Dr. Martha Geaney, College of Business, Associate Dean at 610-683-4575 for more information about the program and to answer your questions.

WELCOME COB Graduate Assistants:
- Audrina Clark (new)
- Eric Dreibelbis (new)
- Carolan Gehret (new)
- Garrett Hoskins (new)
- Brianna Howells (new)
- Aruna Joseph
- Felicia Loughery
- Justin Maynard (new)
- Dorian Scream
- Claudia Rodriguez
- Sadia Tanveer (nes)

Grad Students are working in the COB Dean’s Office and Small Business Development Center.

WELCOME New MBA Fall Admissions:
- Brianna Howells
- Tyler Dunkelberger
- Audrina Clark
- Eric Dreibelbis
- Justin Jones
- Kraig Peterson
- Justin Maynard
- Desislava Pantaleeva
- Heidi Hansen

Welcome to KU and best wishes during the Fall 2014 Semester!