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**College of Business**

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*College of Business Featured Business:*  
**Hershey Entertainment & Resorts**

Featured Speaker: **Jennifer Mull**



**Jennifer Mull** serves as a Sr. Talent Acquisition Specialist for Hershey Entertainment & Resorts. She began her career with HE&R in 2005 as an intern within Human Resources & over the years, has held various roles in the Talent Acquisition Department. She is largely responsible for managing the recruitment cycle of all positions which fall under the Corporate Services division including Marketing, Finance, Sales, Information Technology & Human

Resources and also leads several recruitment related projects for the department including the HE&R International Program, recruitment advertising & employment branding initiatives. Jennifer also specializes in the recruitment of college internship programs. She is a graduate of Shippensburg University with a Bachelor of Art's Degree in Communications/Journalism.

**Tuesday, February 14th 11:00 a.m. DF 100**

**College of Business Clubs**

**Accounting Club**

President: Kenyon Whiting  
Contact: Prof. Norm Sigmond, DF 230  
Dave Wagaman (Sabbatical), DF 224

**American Advertising Federation (AAF)**

President: Lily Rubinstein  
Contact: Dr. Jim Ogden, DF 226

**American Marketing Association Club (AMA)**

President: Christina Madensky  
Co-advisors:  
Dr. Paul Sable, 220DF; sable@kutztown.edu  
Dr. Roger Hibbs, 233 DF; hibbs@kutztown.edu

**Financial Management Association**

President: Ognjen Cvetkovic  
Contact the Co-Advisors :  
Dr. Keshav Gupta, DF 233 and  
Dr. John Walker, DF 228

**Sport, Leisure Athletic Management club (SLAM)**

President: TBD  
Contact: Dr. Kerri Cebula, OM 212

**Students in Free Enterprise (SIFE)**

President: Ralph Faas  
Contact the advisor:  
Dr. Roger Hibbs, 233 DF; hibbs@kutztown.edu

**SAM Club**

**(Society for Advancement of Management)**  
President - John DiFrancesco  
Advisor: Dr. Lee Weyant, DF 208C

**Tai Chi Club**

President:  
Contact: Dr. CJ Rhoads, DF 204F  
Advisor: Dr. Duane Crider, OM 212

**The Coaching/Athletic Administration  
Specialization was awarded NCACE  
Accreditation in January 2013**

*The National Council for Accreditation of Coaching Education (NCACE) on January 10, 2013  
reaccredited the Coaching/Athletic Administration special in the B.S. in Leisure and  
Sport Studies program conducted by the Department of Sport Management.*

The Coaching/Athletic Administration Specialization within the Leisure and Sport Studies major was granted National Accreditation by the National Council for Accreditation of Coaching Education (NCACE). NCACE grants accreditation to coaching programs that meet or exceed the National Standards for Sport Coaches and the NCACE Accreditation Guidelines. These established criteria are essential for preparing qualified trained sport coaches. Through the accreditation process, NCACE ensures that the program adheres to the characteristics of excellence as prescribed by the National Standards for Sport Coaches. Obtaining accreditation assures potential employers that students successfully graduating from this program have achieved a nationally recognized level of expertise in the field of coaching. Currently, Kutztown University is one of ten universities in the United States that have obtained a NCACE Accredited Coaching Program.

# Did you know.....



Farewell....

**Dr. Joe Lewis, COB Associate Dean, Retires**

On Friday, January 25, 2013, **Dr. Joe Lewis** retired from Kutztown University. Dr. Lewis was the College of Business Associate Dean for the past 3-1/2 years - a time in which significant changes had occurred. During his time at KU, Joe played a significant role in helping us to produce changes in the organization of the College; undergraduate and graduate curriculum; the MBA program; and AACSB accreditation data submission, data analyses, report writing, and conference participation.

A farewell reception was held for Dr. Lewis on January 22nd.

Welcome...

**Kim Kilgus, Secretary to the Department of Business Administration**



**Please welcome Kim Kilgus** to the Department of Business Administration. Kim began working for Kutztown University in November 2012. Prior to working at Kutztown, Kim worked at Brandywine Heights School District for 6yrs. In her spare time she enjoys quilting, reading and the outdoors. During the summer she enjoys going to the beach and going to the pool.

Kim can be reached by phone at 610-683-4580 and is located in DF 233.



Welcome...

**Scott Fremont, FOUNDATION'S Major Gifts Officer for Athletics**

KU is pleased to announce the appointment of **Scott Fremont as the new major gifts officer for Athletics at the Kutztown University Foundation and Alumni Engagement**. Scott began his position in December 2012.

Scott graduated with a degree in marketing and public administration from St. Joseph's University, where he also captained the baseball team for two years. He then obtained his M.B.A. from Lake Erie College in Painesville, Ohio and served as the primary pitching coach and first assistant coach for Lake Erie's baseball team. Prior to joining the KU Foundation, Scott served as the Associate Director for Athletic Development at St. Joseph's University. Scott can be reached by phone at 610-683-4730, and email at [fremont@give2ku.org](mailto:fremont@give2ku.org).

College of Business, Major Gifts Officer...



**Jocelyn Johnson is doing great things, networking & fundraising.**

**Jocelyn Johnson serves as the new major gifts officer,** College of Business, at the Kutztown University Foundation and Alumni Engagement. Jocelyn began her position in October 2012. Jocelyn graduated with a degree in chemistry from the University of California at Santa Barbara. Prior to joining the KU Foundation, Jocelyn served as an assistant director at the Harvard Business School, Office of Development. Jocelyn brings a proven track record of success in major gift fundraising, which will be invaluable in meeting the foundation's goals and objectives. Jocelyn can be reached by phone at 484-646-5857, and by email at [johnson@give2ku.org](mailto:johnson@give2ku.org). Her office is located in 119 DF.



## Finance Club

### Club officers:

**President:** Ognjen Cvetkovic  
**Vice President:** Bilawal Suri  
**Treasurer:** Taylor Lynch  
**Secretary:** Katie Floyd  
**Parliamentarian:** Rushi Amin

The Finance Club will be hosting a guest speaker, Mr. Steve Zapata, from Verizon, on Thursday, **February 7th at 11a.m. in deFran 201.** On **February 19th, at 11a.m. in deFran 201,** Alma Arteaga, who is an former AIM member, will speak about her experiences in the AIM program.



In November 20th Daily Brief



**Left to Right: Guest Speaker, Emily Brown, Dean Dempsey, Katie Floyd, Ognjen Cvetkovic, Dr. Gupta, Taylor Lynch & Bilawal Suri**

One of the end of fall semester programs the Finance Club sponsored was held on Thursday, November 15th at 11a.m. Ms. Emily Brown, from Scottrade, was a guest speaker at the Finance Club meeting.

## Applied Investment Management Class

Students in the Applied Investment Management class met with the investment committee of the KU Foundation Board of Directors last week to report on their investment outcomes.

**From left: Ty Zimmerman, Adam Marhefka, Abdoulaye Doukara, Danny Powell, Alma Arteaga, Jesse Kimmel, Mike Mulders, Katie Floyd, Pulak Parag, Ricky Bastida, Billy Henderson.**

The team is led by **Dr. John Walker**, associate professor of Business Administration, top left.

## American Advertising Federation (AAF)

**Dr. James Ogden, Kutztown University's** American Advertising Federation (AAF) student group and the Center for Retailing Solutions at Kutztown University announce the "Ghost in the House" event on Friday, Feb. 8, at 8 p.m., in the Tompkins College Center at Cedar Crest College. Directed by Frank Megna and starring stage, screen and TV great Ernie Hudson (famous for his role in Ghostbusters I and II), the show portrays the last few years of Jack Johnson, America's first African-American heavyweight boxing champion. At the conclusion of the show, Frank and Ernie will answer audience questions.

The Center for Retailing Solutions At Kutztown University in Association with Cedar Crest College is bringing the live stage show "Ghost in the House" to the Lehigh and Berks Communities. The show will play during Black History Month. This inspiring show, directed by Hollywood Director Frank Megna and starring Stage, Screen and TV great Ernie Hudson (Ghostbusters I&II; The Secret Life of an American Teenager; HBO's OZ; The Hand that Rocks the Cradle; Desperate Housewives; Miss Congeniality; etc.), focuses on the life of America's First Heavyweight Boxing Champion Jack Johnson as he reflects on his career and life. The show was seen on the Kutztown campus last spring with Tony Todd in the starring role. The show is slated to play either off-Broadway, on screen or as a television series or minuses. The show is being marketing by the American Advertising Federation at Kutztown University and all proceeds from the show will go to the student AAF group and the Center for Retailing Solutions at Kutztown.

### Officers:

**President-** Lily Rubinstein  
**V.P-** Kelly Nesci  
**V.P of Media-** Chelsea Trewella  
**Secretary-** Caroline Solt  
**Treasurer-** Katelyn Ritter  
**Faculty advisor:** Dr. James Ogden, DF 226, 610-683-4696 or [ogden@kutztown.edu](mailto:ogden@kutztown.edu)



# Accounting Club

For more information you can contact

**President: Kenyon Whiting**, [kwhit087@live.kutztown.edu](mailto:kwhit087@live.kutztown.edu) or

**Faculty Advisor: Professor Norman Sigmond**,  
[sigmond@kutztown.edu](mailto:sigmond@kutztown.edu); DF230.

**Prof. Dave Wagaman**, has served for many years as the club advisor will be taking sabbatical leave for the 2012-13 academic year. **Prof. Norman Sigmond** has agreed to serve as the acting faculty advisor in his absence.

## Officers:

**President -** Keyon Whiting, [kwhit087@live.kutztown.edu](mailto:kwhit087@live.kutztown.edu)

**Vice President -** Dustin Martin

**Secretary -** Steven Garcia

**Treasurer -** Daniel Harris

On Tuesday, February 5th, the Accounting Club held their meeting for the purpose of recruitment of new members and to set up trips and speaker events for spring 2013 semester.



**Left to right:** Guest Speaker - Marco Angelone, Kenyon Whiting, Dr. Norman Sigmond, Steven Garcia, Daniel Harris and Dustin Martin

On Thursday, November 15th at 11a.m. Guest Speaker, Marco Angelone, a KU Alumnus from the Defense Contract Audit Agency. He met with club members from the Accounting Club and discussed excellent career opportunities.

## STUDENTS IN FREE ENTERPRISE CLUB

### Students in Free Enterprise (SIFE)

**President:** Ralph Faas

Contact the advisor:

**Dr. Roger Hibbs**, 233 DF;  
[hibbs@kutztown.edu](mailto:hibbs@kutztown.edu)

At the end of fall semester Guest Speaker event: **Dave Lomnychuk**, from David's Cleaning Service, was the guest speaker for SIFE. He was here on Tuesday, November 27, 2012 at 11am, in DF 100. Mr. Lomnychuk discussed his experience starting and expanding his business, David's Cleaning Service, in Reading, PA. Please visit him online at [www.davidscleaning.com](http://www.davidscleaning.com)

## SAM CLUB

*Society for the Advancement of Management*

### Officers:

**President- John DiFrancesco:** Senior; Business Management Major; Recently went through an Internship at Target and is looking forward to a career in Retail Management with Target and to own my own business some day.

**Executive Vice President- Mike Domkowski:** Senior; Accounting Major, Economic Minor; Looking forward to graduating in spring 2013 and pursuing a career in public accounting.

**Vice President, Public Relations- Dom Colarusso:** Senior; Sports Management Major, Sociology Minor; Member of KU Sports Business Institute, pursuing future in sport management/marketing and will be hoping to attend graduate school for Sports Psychology.

**Vice President, Programs- Brittney Schafer:** Senior, Business Management Major; VP of Publicity for SIFE, GWA of PA Rainbow, excited to be graduating this December, and hoping for a start in Real Estate in the Spring.

**Secretary- Elspeth Huyett-** Junior; Marketing Major; Currently working at the Valley Preferred Cycling Center as the Marketing Associate and is looking forward to pursuing a career in the cycling industry.

## AAF - The American Advertising Federation

**President-** Lily Rubinstein

**V.P-** Kelly Nesci

**V.P of Media-** Chelsea Trewella

**Secretary-** Caroline Solt

**Treasurer-** Katelyn Ritter

**Faculty advisor:** Dr. James Ogden, DF 226, 610-683-4696 or [ogden@kutztown.edu](mailto:ogden@kutztown.edu)

### Upcoming Meeting:

Thursday February 21<sup>st</sup> 2013

Please contact [Lrubi950@live.kutztown.edu](mailto:Lrubi950@live.kutztown.edu) to be added to the clubs mailing list

### Upcoming Events:

Ghost in The House

2/7/13- Parkland High School

2/7/13- Cedar Crest College

Mel & El

3/26/13

5/1/13

Turnip Stampede

3/31/13

\*Please contact Lindsey Vander Maas-Sack, [lvand011@live.kutztown.edu](mailto:lvand011@live.kutztown.edu) for more information

## Department of Business Administration, Research Workshop

The primary objective of the workshop 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. The expected constructive feedback should strengthen the paper and increase its chance of getting published in a respected refereed journal. Consequently, this should help us in achieving our goal of obtaining AACSB accreditation. Workshop programs are coordinated by **Dr. Mostafa Maksy**, Department of Business Administration

**On Monday, November 26, 2012, Dr. Keshav Gupta's** workshop presentation titled "Factors Associated with Student Performance in the Introductory Finance Course" was well received. Dean Dempsey and Associate Dean Lewis participated, as well as the following faculty from the Department of Business Administration: **Dr. Okan Akcay, Dr. Gary Chao, Dr. Sue Kong, Dr. Jon Kramer, Dr. Rajeev Kumar, Dr. Manash Ray, and Dr. Donna Steslow,**

### Spring Semester Research Programs

**Monday, February 25th**—*Production and Availability Policies through the Markov Decision Process and Myopic Methods for Contractual and Selective Orders*, by Dr. Gary Chao - 2pm - DF 117

**Upcoming Program Dates:**

**Tuesday, March 26th** - 11am - DF 117—TBA

**Wednesday, April 24th** - 2pm - DF 117—TBA



Left to right: Dr. Gupta, Dean Dempsey, and Dr. Maksy

## INTERNSHIPS

The College of Business Internship Program is designed to enhance the student's formal academic education by providing an opportunity for the students to test skills and knowledge via exposure to an actual instructional or commercial enterprise. This supervised experience provides an arena for the practical integration of knowledge during the formal learning process as well as an opportunity to acquire experience and knowledge beyond that available within the confines of the existing curriculum. Students benefit both personally and professionally from the expanded perspectives provided by the professional supervisor and the guidance of the faculty supervisor in evaluating this learning experience. Internships are graded on a Pass/Fail basis.

### QUALIFYING FOR AN INTERNSHIP FOR CREDIT

**You may qualify for an internship if you:**

- Have, or will have, 60 credits completed by the beginning of the term in which the internship will occur.
- Have, or will have, completed the business core with a QPA of 2.0 or better
- Have, or will have, an overall GPA of 2.0 or better.

For more information regarding internships and deadline dates, please visit: [www.kutztown.edu/academics/business/internships.aspx](http://www.kutztown.edu/academics/business/internships.aspx) or the Career Development Center website: <http://cdc.dept.kutztown.edu/>

**Application Deadlines:** Summer I DUE: May 13, 2013  
Summer II DUE: June 24, 2013



## Masters of Business Administration (MBA)

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://www.kutztown.edu/academics/business/mbaprograms/requirements.asp> and LIKE the MBA Program on FB at : [www.facebook.com/KutztownUniversityMBA](http://www.facebook.com/KutztownUniversityMBA) or contact Danielle Santos, Secretary in Dean's office, at 610-683-4575

# College of Business

## Faculty Scholarly Activity

### Faculty Scholarly Activity beginning Fall 2012:

**Dr. Okan Akcay, professor of marketing -**

Cross-cultural analysis of gender difference in product color choice in global markets, in *Journal of International Business and Cultural Studies*

**Dr. Arifeen Daneshyer, professor of economics -**

Communication by Story: A Pedagogical Device to Animate the Dismal Science, in *Academy of Business Disciplines Journal*

**Dr. Robert Derstine, professor of accounting -**

A 40-Year Heavyweight Bout - The Fight For Private Company Financial Reporting Standards, in *Pennsylvania CPA Journal*

**Dr. Sue Kong, professor of information systems -**

Project Contexts and Use of Agile Software Development Methodology in Practice: A Case Study, in *Journal of Academy of Business and Economics*

**Dr. Jonathan Kramer, professor of finance -**

Just Who Should Pay for What? Vertical Equity, Transit Subsidy and Road Pricing: The Case of New York City, in *Journal of Public Transportation*.

**Dr. Liaoliao Li, professor of accounting -**

- Is There Two-Way Asynchronous Information Transmission between Stock Markets and Stock Message Boards?, in *International Journal of Information Technology and Decision Making*
- Formation of free trade networks, in *Journal of Academy of Business and Economics*

**Dr. Mostafa Maksy, professor of accounting -**

- Factors Associated with Student Performance in Auditing: A Comparative Study in Commuter and Residential Schools, in *Journal of Accounting and Finance*
- Major Factors Associated With the Performance of Students Taking Undergraduate Accounting Courses at the Upper Level , in *International Journal of Business, Accounting and Finance*

**Dr. Qian Sun, professor of finance -**

- Cross-cultural analysis of gender difference in product color choice in global markets, in *Journal of International Business*

### Faculty Scholarly Activity end of Fall 2012:

**Dr. Muhammed Dalgin, professor of economics -**

- Intra- vs. Inter- Industry Trade: Do Country Differences Matter?, in *International Research Journal of Finance and Economics*
- How Relevant is Turkey's Current Account Deficit? , in *International Research Journal of Finance and Economics*

**Dr. Robert Derstine, professor of accounting -**

- A Case-Based Approach to Intermediate Accounting Courses: New Hires Ready to Hit the Ground Running , in *CPA Journal*.
- Using Deferred Income Taxes As A Link Between Intermediate Accounting and Corporate Income Tax Courses , *American Journal of Business Education*

**Dr. Qin Geng, professor of business administration -**

Service Competition in Newsvendor Retailing with Price-Matching Guarantee, in *Journal of Academy of Business and Economics*

**Dr. Thomas Grant, professor of professional studies -**

A Case-Based Approach to Intermediate Accounting Courses: New Hires Ready to Hit the Ground Running , in the *CPA Journal*.

**Dr. Keshav Gupta, professor of finance -**

How Relevant is Turkey's Current Account Deficit? , in *International Research Journal of Finance and Economics*

**Dr. Mostafa Maksy, professor of accounting -**

Motivation and Distraction Factors Associated with Student Performance in Intermediate Accounting: An Empirical Investigation, in the *Journal of Accounting and Finance*

**Dr. Abdul Sraiheem, professor of economics -**

Utilizing a Benchmark Formative Assessment to Predict Academic Achievement in a Rural School System , in *International Journal Social Science and Education*



Dr. Soojin Kim  
OM 211  
[kim@kutztown.edu](mailto:kim@kutztown.edu)

On January 7, 2013 **Dr. Soojin Kim** was invited as a guest speaker for BrainKorea (BK) 21 and presented at Dankook University in Korea. She lectured on a topic of *Applying Diffusion Theory in Sport*.

**Dr. Yongjae Kim** and **Dr. Soojin Kim** published an article titled "Segmenting sport video gamers by motivation: a cluster analysis" in Journal of Global Scholars of Marketing Science.



Dr. Yongjae Kim  
OM 207  
[ykim@kutztown.edu](mailto:ykim@kutztown.edu)



**Dr. Lorri Engstrom,**  
**Chair**  
Room 209 Old Main  
610-683-4376  
[engstrom@kutztown.edu](mailto:engstrom@kutztown.edu)

**Dr. Lorri Engstrom** is the Chair of Sport Management. She began teaching at Kutztown University in the fall of 1995. She has a passion for teaching, fitness, and leadership topics. Dr. Engstrom is working as Chair for the second year in the Sport Management Department. In the last year the department grew from 357 to almost 500 majors.

### **Shippensburg University Conference**

Three faculty from Sport Management department presented at the **Emerging and Innovative Teaching, Learning, and Assessment Practices to Ensure Student Success** Conference in October at Shippensburg University. **Duane Crider** presented with **C.J. Rhoads** on Distance Learning and **Dina Hayduk** and **Lorri Engstrom** presented on Collaboration and using teams in the classroom.



Dr. Christine Lottes  
OM 206  
[lottes@kutztown.edu](mailto:lottes@kutztown.edu)

**Dr. Christine Lottes**, from Sport Management is a contributing editor for the monthly online professional publication pelinks4u. This publication has been in existence for 15 year, is visited daily by more than 2,500 readers, and over the course of a month by readers from over 50 countries. I write on the topic of "Psychological Skills Training for Coaches and Athletes".



## SLAM CLUB



### Sport Leisure Athletic Management

**Super Bowl trip** - The students will be leaving on Wednesday, January 30 in the afternoon. They will be volunteering with the New Orleans Super Bowl Host Committee. They will be providing assistance at the hotels and at the airport and will be helping at the NFL Experience, which is the fan entertainment zone that the NFL puts on in conjunction with the game. Our students will be getting a first hand look at all that goes on behind the scenes to make the Super Bowl the event that it is.

#### **The following Sport Management students are attending:**

**Paige Baltersen, Greg Bamberger, Brittany Bridi, Nicholas Cicala, Blake Claybrook, Jackie Clifton, Justin Corsa, Jameel Davis, Mike Fantry, Kyle Gross, Kathleen Herliny, Kathryn Joyce, John Kelly, Colin Klauder, Michael Lineman, Cameron Lipnicky, Hannah Martin, Lauren Martissa, Michelle McGurl, Paul Nies, Alex Olenginski, Ariel Oswald, Cindy Ott, Jordan Pasik, Trevor Pearson, Patrick Reilly, Kimberly Reimel, Lauren Schlegel, Anthony Sforza, Noah Sneeringer, Lauren Sopko, Rebecca Spencer, Timothy Szewczak, Kyle VonBerg, Zachary Werner, Jonathan Young.** This is a wonderful opportunity for our students and for the university.

SLAM's first meeting for the semester will be held on **Tuesday, February 12 at 11 am**, room TBD. We will discuss officer elections and plans for the spring semester. For more information, please contact the faculty advisor **Dr. Kerri Cebula, JD**, Assistant Professor, Dept. of Sport Management (office 212 Old Main) or at [cebula@kutztown.edu](mailto:cebula@kutztown.edu)



## ***ELC - Entrepreneurial Leadership Center***

**Dr. Roger Hibbs, Faculty Coordinator ELC**  
Room 233B deFrancesco  
610-683-4580 [hibbs@kutztown.edu](mailto:hibbs@kutztown.edu)



**Colleen Boland** was selected as a **graduate assistant working with Dr. William Dempsey, Dean and Dr. Roger Hibbs, Coordinator for ELC and Chair, Department of Business Administration.** Colleen will be involved in all phases of implementing a campus-wide student business plan competition, including any planning for the PASSHE system-wide competition if held in Spring 2013. Colleen is enrolled in the Masters in Education, ELEM SCH CSLG/LICENS Major.

The College of Business in conjunction with the Kutztown University SBDC was awarded a grant to develop an Entrepreneurial Leadership Center (ELC) at Kutztown University. This three year grant is funded by the Pennsylvania State System of Higher Education to promote entrepreneurial opportunity awareness for students and faculty.

The ELC will use a multi-disciplined approach to foster student knowledge of entrepreneurship, creativity, and innovation and to enhance the entrepreneurial culture on campus. The Center's strategy of an across-the-university approach will build on the rich tradition of academic degrees offered by the colleges of visual and performing arts, liberal arts and sciences, business, and education.

One of the major goals of the ELC is to foster and create new academic entrepreneurial leadership courses and collaborative opportunities for University students and faculty through their Interactions with each other as well as with entrepreneurs, industry and non-profit leaders in our region. Some of the specific objectives of the grant are to:

- **Develop an entrepreneurship web portal**
- **Provide funds for a business idea and plan competition**
- **Support the Reading Jump Start Incubator through internships**
- **Engage in entrepreneurial curriculum development**

The Entrepreneurial Leadership Center hosted the ELC Business Plan Competition on **Thursday, November 15th, 2012, at 6pm in the AF Lecture Hall 103.** There are 6 student teams participating in the competition. Judging will occur and prizes will be award

There is a state-wide competition in the spring. The winners of that competition receive up to \$10,000 toward starting a business. Thank you to all students who entered the competition. Congratulations to the following winners:  
1st Place- **Maria Borland and Stephanie Borland**, Double Trouble 2nd Place- **Nick Rambo**, Friends United 3rd Place- **Kristen Cameron**, SM Advantage





# Welcome Graduate Assistants

The College of Business welcomes graduate assistants for Spring 2013 Semester. The students will be working with COB faculty and department chairs to assist with research, reports, planning special programs and events.



**Felicia Loughery**

Graduate Assistant for the College of Business, enrolled in the Masters in Elementary School Counseling .

**Felicia Loughery's** undergraduate degree is a Bachelor of Social Work. She is a full time student enrolled in the Masters in Elementary School Counseling. Felicia enjoys music, reading, writing and her studies at KU.



**Adam Marhefka**

Graduate Assistant for the College of Business, enrolled in the MBA program.

**Adam Marhefka** graduated from Kutztown University in May 2012, BSBA in business with a major in Finance and a minor in economics. As an undergraduate student, Adam was a member of AIM (Applied and Investment Management). He will be working with Dr. John Walker and the current students involved in the AIM program during the spring semester.

## Exchange Opportunities



### KU Office of International Studies

For more information on Exchange Opportunities, please contact: Office of International Programs, Kutztown University of Pennsylvania, Boxwood House, Kutztown, PA 19530, Phone: 484.646.4256, Fax: 610.683.1356, **Robyn Apgar, Associate Director International Admissions/International Studies** at [apgar@kutztown.edu](mailto:apgar@kutztown.edu) or <http://www.kutztown.edu/acad/intlstudies/studyabroad.asp>

**Please promote the National Student Exchange to your students.** A great opportunity to explore opportunities for graduate school or work opportunities after graduation, NSE provides the possibility for students to study for a semester at another college or university in the U.S., Canada, Guam, Puerto Rico, or the U.S. Virgin Islands. Visit [www.nse.org](http://www.nse.org) to learn more about available programs.



### Welcome Exchange Student INHOLLAND, The Netherlands



**Elvin Sisanovic** is an exchange from INHOLLAND, The Netherlands. He arrived to Kutztown on January 23rd and is living at Golden Bear Apartments.

He is majoring in small business & retail management at his school. Elvin is taking upper level management and marketing courses at Kutztown this spring.

Elvin finds most of the foods in the USA are very sweet - he enjoys cooking and is happy with his apartment kitchenette. Elvin plans to travel to Canada, New York City and Washington, DC this spring. He will participate in a trip planned on February 14 by the International Student Organization to the United Nations.



**Mr. Ernie Post**  
 Director  
[post@kutztown.edu](mailto:post@kutztown.edu)  
 484-646-4002  
 Professional Building 201

## Latino Chamber of Commerce Recognizes Ernie Post at Annual Gala.

The Berks County Latino Chamber of Commerce celebrated its annual gala in swank fashion Friday night at the Crowne Plaza Reading, Wyomissing.

Many of the Latino business community's most influential and successful figures attended the networking and fundraising event, which celebrated the accomplishments of entrepreneurs and community leaders.

The Community Person of 2012 award was given to **Ernie Post**, by Chamber President Jaime Perez. "We are recognizing Ernie for his work with the Latino business Resource Center," Perez said, "Through his work, we've seen a lot of Latinos pursue opening a business."

Post played an integral role in the establishment of the resource center, which offers eight-week bilingual entrepreneurial course that has graduated 112 Spanish speakers since 2006.

"It is a wonderful surprise, first of all," Post said. "This is the greatest honor I have ever had." Post is working toward a doctorate from Penn State and his thesis is a study of why some aspiring entrepreneurs abandon their dreams of owning a business.

Published in the Reading Eagle 1/5/13  
<http://readingeagle.com/article.aspx?id=441797>



West Reading businesswoman Ady Abreu, left, was named 2012 Business Person of the Year and Ernie Post, director of the Small Business Development Center at Kutztown University, was named Community Person of 2012 during the annual Berks County Latino Chamber of Commerce gala Friday at the Crowne Plaza Reading, Wyomissing.

## Latino Business Development Center Praised National Penn Bank donates \$50,000

Students and community leaders joined Reading officials Wednesday in applauding a National Penn Bank investment in the city's growing Latino businesses. The bank gave Kutztown University's Latino Business Resource Center \$50,000 to continue and expand the center's assistance to Reading's Latino entrepreneurs in a ceremony at the Berks County Community Foundation. "We are very excited about the grant" said Carolina Martinez, the center's director. "This grant will help us continue our class for next semester and will also help us provide more consulting services for existing businesses." The center provides an eight-week course, Programa De Negocios Para el Exito de Empresarios Latino (Business Program for Successful Latino Entrepreneurs) to help Latino entrepreneurs start businesses. It also is setting its sights on providing services and consulting for Spanish speakers and Latinos who already have businesses. The donation from National Penn Bank is not the bank's first to the center but it is its biggest.

The aim is to allow the center to help existing business reach the next level, according to Sharon McMichael, the bank's Community Reinvestment Act officer. In 2011, National Penn and the LBRC conducted a survey of Latino-owned businesses along the Penn Corridor, the 2-mile stretch of Penn Avenue and Penn Street between City Park and Wyomissing. The survey revealed that the center needed to look at how it could help existing businesses stay up and running, McMichael said. "Businesses are showing that they need assistance in book keeping and marketing and the center would like to have more Web-based resources," McMichael said. "It (the grant) is for outreach specifically to those Latino business that are operating and facing new obstacles."

Reading Mayor Vaughn D. Spencer also attended the grant presentation and praised the center's commitment to Reading's Latinos. "The Latino Business Resource Center has been a strong asset to the city," he said. "We understand the value of this program to grow small business and to begin to revitalize our city and downtown area." Spencer also presented an official commendation to Dr. F. Javier Cevallos, KU president, for his influence in establishing the center. "We have an obligation to work with the community and the Latino Business Resource Center is one of the ways we do that," Cevallos said. Dr. Carlos Vargas-Aburto, provost and vice president for academic and student affairs at KU, commended the 6-year-old center for having produced more than entrepreneur course graduates. Students of the current entrepreneurial class presented early versions of the business models they have been developing.

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<http://readingeagle.com/article.aspx?id=423198>



# Commencement Speakers for Fall 2012



**Commencement was held on Saturday, Dec. 15th at 9 a.m., in the O'Pake Fieldhouse.** More than 600 baccalaureate and master's degree candidates from the Colleges of Education, Business, Visual & Performing Arts, and Liberal Arts & Sciences participated in graduation.

The commencement ceremonies are again broadcasted online through Ustream.tv, an interactive broadcast platform, enabling the families and friends of the graduates to view the ceremony live through a web connection. A link to the broadcast will be posted on the KU homepage, [www.kutztown.edu](http://www.kutztown.edu). Access to the video is free and available around the world.

Graduate student remarks were provided by Gregory Brooks, who will receive a Master of Education in secondary education and instruction and a Bachelor of Science in secondary education with a physics concentration. **Undergraduate remarks will be provided by Chevon Lyne Ocasio, who is earning a Bachelor of Science in business administration. Faculty comments will be provided by Dr. Dan S. Benson, associate professor of management, College of Business.**

**Gregory Brooks** is earning a Master of Education in secondary education and instruction. In 2010, he received a bachelor's in physics also from KU. Outside of his studies, Mr. Brooks is an assistant coach for the university's rugby club and serves as the team's academic advisor. Mr. Brooks' student teaching experience is extensive, and he has taught AP Physics, College Prep Physics and Physical Science Investigations. During his undergraduate career at KU, Mr. Brooks worked as a volunteer during move-in weekend, at optimist club events and also volunteered with the university/Borough of Kutztown neighborhood watch, KUBoK. He is dedicated to helping other students with their academic success and has worked as a peer tutor. Following graduation, Mr. Brooks is looking forward to beginning his teaching career.

**Chevon (Chevy) Lyne Ocasio** is earning a Bachelor of Science in business administration. Ms. Ocasio began her undergraduate education at Kutztown University in 2011, after graduating from Reading Area Community College with an associate degree in business administration. During her time at KU, Ms. Ocasio held several campus and community leadership positions, including a reign as president and vice president of the Allies of KU. Ms. Ocasio also served as the Lehigh Valley Regional Chairperson for the Pennsylvania Student Equality Coalition and was a member of the Feminist Majority Leadership Alliance through which she performed in The Vagina Monologues. She has worked as a supplemental instructor for the business statistics course and has volunteered at several KU events, most notably at the Special Olympics, the Science Olympiad and with Friend Inc. A resident of Reading, Pa., Ms. Ocasio has recently completed the H&R Block Income Tax Course and is looking forward to a career in finance.

**Dr. Dan S. Benson**, associate professor of management, has been with Kutztown University for 32 years. A committed life-long learner, Benson received his MBA from the University of Wisconsin-Madison and received doctorate from Temple University in Higher Educational Leadership. Benson has extensive experience working in administration and university governance. He is acting chair of the Professional Studies department and, for 20 years, served as chair of the Management Department. He has served as the chair of the University Strategic Planning and Resources committee and also chaired the College of Business Strategic Planning Committee. For three years, he served as KU's MBA coordinator and, for two years, managed the College of Business International Exchange Program. Benson is also active in endeavors outside of teaching; attending and presenting at regional and national conferences. He helped develop and lead the KU American Business Immersion Program from 2006-2008, which exposed MBA students from India to various American businesses.

# College of Business BSBA



## Learning Goals



## Career Development Calendar of Events

### Monday, February 12 - 10-3:00p.m. - MSU Lobby: **REZUMANIA!!**

Be prepared for the fair!! A good resume is essential to your internship or job search and a great tool to market yourself to employers or graduate schools. Stop by our table to have your resume reviewed on-the-spot by experts! No registration is required - come as you are and get your resume reviewed.

### Wednesday, February 13 - 12-4:30p.m. - Holiday Inn Fogelsville/Breinigsville: **LVCCE Internship and Job Fair**

The Lehigh Valley Collegiate Career Expo specifically targets students and recent graduates for internship opportunities, volunteer opportunities, part-time employment and/or full-time employment. This is your opportunity to shake hands and talk with employers. Learn about internships and job openings and get your resume out to employers. *Professional attire and a copy of your resume required. Free shuttle service to the fair, contact the CDC at 610-683-4067 to reserve a spot.*

### **On-Campus Interviewing: Internships and Full-Time Positions (Pre-registration Required)**

The job search doesn't get easier than this. Each semester KU students meet with employers in the CDC to have professional interviews. Why should YOU take advantage of this service? 1) You could be offered an internship or job! 2) It's convenient... email employers your resume/cover letter and interviews are held right here on campus 3) You meet real employers and practice your interviewing skills 4) You find out the questions asked by employers and get the chance to ask them your questions 5) The more interviews you do, the more comfortable and confident you become! *Visit the CDC website calendar (<http://careers.kutztown.edu>) to view visiting employers, email them your resume and schedule an interview. Professional Attire Required.*

### Monday, February 18 - 22—Stratton 113: Sign up now for **Mock Interview Mania Week (Pre-registration Required)**

No matter how qualified you are ON PAPER for a position, it is the IN PERSON interview that can secure your job offer. Good interviewing is a skill and practice makes perfect! Sign up for a mock interview with our friendly and experienced employer volunteers. We guarantee the suggestions and feedback they offer will boost your confidence and help you to develop strong (& rewarding) interviewing skills. This is a great opportunity to practice for the 'real' on-campus interviewing program! Open to Juniors and Seniors. *Sign-up in the Career Development Center by 2/13. Professional attire and a copy of your resume required*

### Saturday, February 23: **Practice Test Sessions by Kaplan for GRE, GMAT, LSAT, and MCAT (Pre-registration Required)**

Get ready for the GRE, GMAT, LSAT, and MCAT. Take a practice test on your own computer for FREE and receive a detailed score report to assist you in preparing for the real exam. Pre-registration required! Test start at or after 1pm depending on test. Length of tests will vary. *Pre-register by 2/18 at <http://careers.kutztown.edu>.*

### Tuesday, February 26 - 6-8:30p.m. - MSU MPR 218 **COB Senior Etiquette Dinner (Pre-registration Required)**

Etiquette is an important factor today - good manners are associated with competence in your work...they say a lot about you! Employers view interpersonal skills as necessary candidate qualifications, and often assess these during a meal. Learn the basics of proper dining etiquette including introductions & handshakes, following the lead of your host, tackling flatware, handling tricky foods, and other dining tips. By understanding dining etiquette, you can use it to your advantage to feel confident in any situation. *Professional attire required. Reserved for COB seniors only! Pre-register by 2/19 at <http://careers.kutztown.edu>. Seating is limited. Register early!*

### Interesting facts.....

Coins usually survive in circulation for about 30 years.

The average person eats almost 1500 pounds of food a year.

There are 86,400 seconds in a day.

The average person falls asleep in seven minutes.

You share your birthday with at least 9 million other people in the world.

There are 293 ways to make change for a dollar.

The symbol on the 'pound' key (#) is called an octothorpe.

The New York Stock Exchange started as a coffee shop!

The Bank of America was originally the Bank of Italy!

<http://www.funfactz.com/interesting-facts/>