

Featured Speaker: Brad Mayne

Tuesday, September 29, 11 am, AF 200



Brad Mayne is President and CEO of MetLife Stadium, home to the NFL's New York Football Giants and New York Jets. For events other than NFL games, MetLife Stadium has achieved the recognition of Highest Grossing Stadium in the World for Ticket Sales four of the past five years, including 2012, 2013 and 2014 as published by *Billboard Magazine*.

Brad has vast experience in the sports and entertainment industries throughout his career in the management, design, construction, financing, marketing and operation of a variety of public assembly facilities including arenas, convention centers, open & domed stadiums, and performing arts theaters, as well as management of professional sports teams.

Mayne has served as a Consultant, Arbitrator, and Project Neutral for NHL, NBA and NFL facilities for municipal and private entities.

As a member of International Association of Venue Managers (IAVM), Mayne currently serves as the Dean for the association's Venue Management School Graduate Institute as well as its Nominating and Leadership Committee for its Chair.



On October 24th, come home to Kutztown University to celebrate Homecoming 2015.

The campus will be alive with many events for all to enjoy. From a Fan Fest carnival, to a KU vs. East Stroudsburg football game, to a 5th Quarter Party, we've got it all here on campus! For more information regarding the full list of events for Homecoming, please visit <http://www.kutztownufoundation.org/events/ku-homecoming-2015>

Please consider supporting the College of Business with an online donation today or contact:

Julie Brinker, COB Development Officer

610-683-4742

brinker@kutztownufoundation.org

Contributions of any size do make a difference!

College of Business Upcoming Fall Events

- Thursday, Sept. 10 - Dean's List Reception, 11 am, DeFrancesco 100
- Tuesday, Sept. 15 - MBA Informational Session: GMAT Tips, 7:30 am, DeFrancesco 207
- Tuesday, Sept. 22 - College of Business Celebration, 3 pm - 5 pm, South Dining Hall
- Tuesday, Sept. 22 - "Power of Habit" Freshman Summer Reading Event, 6 pm, South Dining Hall
- Tuesday, Sept. 29 - Featured Speaker: Brad Mayne, 11 am, Academic Forum 200
- Wednesday, Oct. 14 - MBA Informational Session: Graduate Assistantship, 5:15 pm, McFarland Student Union 116
- Thursday, Oct. 22 - Featured Speaker: Brian Smith, 11 am, Location TBA
- Thursday, Nov. 12 - Featured Speaker: Joseph McIlvaine, 11 am, Academic Forum 200
- Thursday, Nov. 19 - Entrepreneurial Leadership Center Business Competition, 6 pm, Academic Forum 101
- Thursday, Dec. 3 - MBA Informational Session: Completing the Foundation Courses, 5:15 pm, DeFrancesco 207

Department of Business Administration



Dr. Donna Steslow,
Chair, **Department of Business
Administration**

Office: 232 deFran - 610-683-4587
steslow@kutztown.edu

Secretaries: Mrs. Donna DeLong &
Mrs. Kim Kilgus

Dr. Steslow received her undergraduate degree from Penn State, and received her J.D. from George Washington University. She has served as the Department of Business Administration Assistant Chair for three years and we welcome her as the new chair to the department. Dr. Steslow also teaches business law courses.

Dr. Steslow's Words of Wisdom: Visit your professors during office hours!



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

Secretary: Ms. Deb Peter
610-683-4370, 214 Old Main

Dr. Engstrom grew up in Fresno Calif., and completed a Bachelor of Arts and Masters Degree at California State University Fresno (CSUF). While teaching in the public schools in Fresno, CSUF contacted her to teach as an adjunct professor part-time, thus began her love of college teaching! She completed a doctoral degree at the University of Northern Colorado focusing her research on the values and barriers of healthy levels of physical activity for college

students. Her family moved east to Pennsylvania where she began teaching at Kutztown University. Her teaching passions include leadership and teambuilding, physical fitness, methods of group fitness instruction as well as pedagogy and effective teaching strategies.

Dr. Engstrom and her husband have enjoyed hiking many of the major mountain ranges in California, Colorado and Canada - as well as the Appalachian Trail. Their next goal is to hike the Italian Alps.



Welcome New Faculty



Dr. Michelle Vaughn

Dr. Michelle Vaughn has joined the Department of Sport Management and Leadership Studies as an assistant professor.

She was a former project manager for a NSF AGEP-T grant and an international and nationally recognized athlete who is an energetic researcher and educator in Kinesiology.

Dr. Vaughn holds a Ph.D. in Kinesiology from Auburn University.

Welcome
to Kutztown University

Welcome New Temporary Faculty

Please help us in welcoming the following new temporary faculty members for the Fall 2015 semester:

- Patrick McCormick - Business Law II
- Thomas Bzik - Business Statistics
- Todd Patterson - Financial Management
- Justine Lein - Financial Management
- John Gallagher - Financial Accounting
- Jacquelyn Febbo - Financial Management
- James Bland - Principles of Marketing and Personal Selling

Farewell and Thank You for Your Service

Please help us in saying farewell and thank you to the following faculty members who have served Kutztown University and the College of Business:

- Dr. William Dempsey, College of Business Dean
- Dr. Eileen Hogan, Management
- Dr. James Ogden, Marketing
- Dr. James Williams, Marketing



Thank
You

New SBDC Hires

The KUSBDC is excited to announce the appointment of Ms. Laurie Sterner as the government procurement specialist at our Chester County Economic Development Corporation office in Exton.

She will be assisting our government procurement clients in both Chester and Berks Counties.



We are also pleased to announce the appointment of Ms. Josephina Encarnacion, pictured left, as the new Latino Business Resource Center (LBRC) director.

Josephina studied Marketing at the Pontificia Universidad Catolica Madre y Maestra in Dominican Republic. She has a Masters in Science from Capella University and a MBA from Alvernia University. She is fluent in English and Spanish.

She also owns and operates "My Little School House" day care in Reading, PA.

Welcome Annette Christman

Annette Christman joined the College of Business as Administrative Assistant to the Dean on June 15, 2015.

Annette joins us from the College of Liberal Arts and Sciences. Annette has lived in the Fleetwood Oley Valley area for 30 years and she has two sons. She enjoys spending time at home, working in her garden, and enjoys riding motorcycles and traveling with her husband.

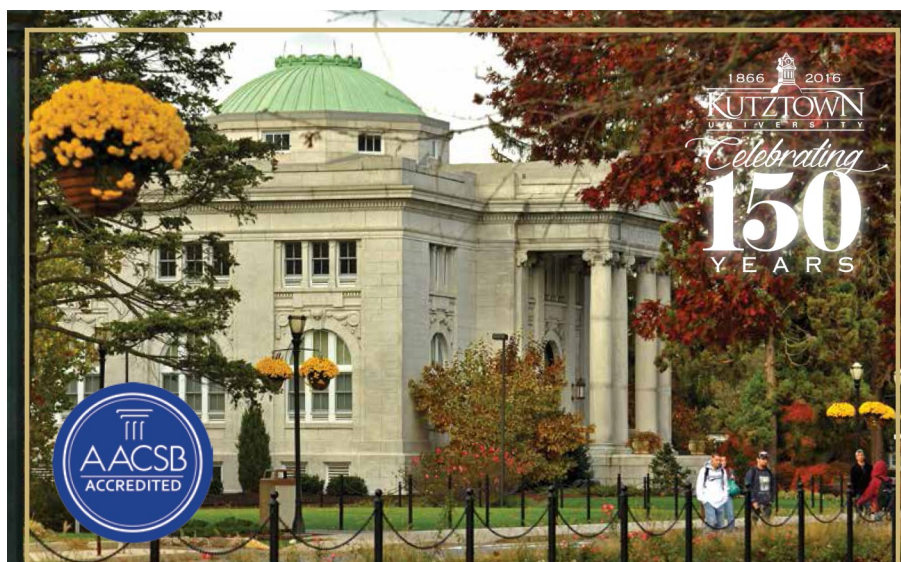
Annette is a graduate of the College of Business and is excited to join the Dean's office in the administrative role. Please join us in welcoming her to our College.

Master of Business Administration (MBA)

The mission of the Kutztown University **Master of Business Administration** program is to provide a solid foundation for building effective leaders who will excel in diverse business environments.

The MBA program requires completion of 10 graduate courses (30 credits) including nine required graduate courses and one elective.

For more information, please refer to the website <http://www2.kutztown.edu/MBA> or call 610-683-4575 for more information about the program and to answer your questions.



2015 Fall MBA Information Sessions

GMAT Tips – Tue., Sept. 15; 7:30 a.m.; deFrancesco #207

Graduate Assistantship and the SBDC – Wed., Oct. 14;
5:15 p.m.; McFarland Student Union #116

Completing the MBA Foundation Courses – Thur., Dec. 3;
5:15 p.m.; deFrancesco #207

Meet faculty to learn more about our AACSB accredited MBA.

Light refreshments will be provided.

Registration is now open: www.kutztown.edu/Business

For more information, call 610-683-4575 or visit the MBA web site.

If you need accommodations for a disability, please call (610) 683-4108.



Clubs & Organizations

Accounting Club: The Kutztown Accounting Club exists to promote relationships between students, faculty, and accounting professionals. The goals of the club are to: provide interested students with information on the accounting profession and current opportunities, prepare them for successful careers, and send them into the world as fully equipped accounting professionals. For more information visit their website at: <http://www.kutztown.edu/activities/clubs/accounting/aboutUs.html>

Advisor: Prof. Dave Wagaman, DF 218, dwagaman@kutztown.edu; **President:** Adam Fegley, afegl552@live.kutztown.edu

American Advertising Federation: 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.

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

American Marketing Association: The main goal of KU AMA is to provide an important platform for students to grow both personally and professionally. We encourage our members to get involved in multiple fundraising events that facilitate exposure to the marketing world. This includes: guest speakers, webcasts, conferences, and trips to many fun places.

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

Entrepreneurship Club: The Entrepreneurship Club is open to all students, regardless of major. The purpose of the club is to help foster an entrepreneurial mindset across campus and to give students the opportunity to interact with other students, student entrepreneurs, faculty, and successful small business owners (entrepreneurs) from the area, regionally, and nationally.

Advisors: Dr. Roger Hibbs, DF 226, hibbs@kutztown.edu & Dr. CJ Rhoads, DF 204F, rhoads@kutztown.edu;
President: Stephen Hilborn, shilb539@live.kutztown.edu

Financial Management Association: The Finance Club is a student-run organization offering various benefits to members, which include: resume building, networking and career information sessions. Our activities include meetings with potential employers who are giving advice on possible career choices, fundraising, and ongoing discussions of current events and issues in the finance field.

Advisors: Dr. Keshav Gupta, DF 209, gupta@kutztown.edu & Dr. John Walker, DF 228, walker@kutztown.edu;
President: Musfrah Rana, mrana431@live.kutztown.edu

Sport, Leisure & Athletic Management Club (SLAM): The Sport Leisure Athletic Management (SLAM) Club is open to all students in the College of Business. We volunteer at a number of sporting events through out the year, participate in fundraising events, and attend conferences. We also help the DSMLS run our annual Disc Golf fundraiser. Last year, we had the opportunity to present marketing ideas to Pocono Raceway and in other years, we volunteered at the Super Bowl's NFL Experience.

Our meetings are typically held on Tuesdays at 11 am in Keystone Hall. Watch your email for information about our first meeting! If you have any questions, please email the officers at slam@kutztown.edu.

Advisor: Prof. Kerri Cebula, OM 212, cebula@kutztown.edu; **President:** Michael Wasco, mwasc491@live.kutztown.edu

Supply Chain Management Business Logistics Club: The Supply Chain Management & Logistics Club provides business students who are interested in supply chain management and/or logistics 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.

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

Business Computer Labs:

DeFrancesco 27 & 29

Computer services are available for students in DF 29.

Downloaded onto the computers are:

- QuickBooks
- CRSP
- TaxCut Home Premium
- TaxCut Business
- SIFT
- MyITLab
- Expression Web
- DropBox
- Deduction Pro
- SkyDrive

Lab Hours:
Monday - Thursday:
8:00 am - 9:00 pm
Friday:
8:00 am - 3:00 pm



Tutoring

- ◆ At Kutztown University, tutoring is designed to give students individualized attention at their level and help guide them towards academic success. With tutoring services, students are guaranteed reinforced learning, support for in-class learning, and an advanced sense of community.
- ◆ Tutoring services is located in Rohrbach Library Room 30. Office hours are 9:00 am - 4:00 pm Monday through Friday. They can also be reached at tutor@kutztown.edu, or call at 610-683-4207.
- ◆ Tutoring is offered for the following class sections in Rohrbach Library Room 30 Monday-Thursday:
 - ◆ ACC 121 ECO 011
 - ◆ ACC 122 ECO 012
 - ◆ ACC 305 FIN 350
 - ◆ ACC 317 MGM 210
 - ◆ ACC 322 MGM 351
 - ◆ BUS 120 MKT 210
 - ◆ BUS 131

Career Development Center Upcoming Events

Senior Kickoff Sessions

- **Tue., 9/1 11 am; Wed. 9/2, 3 pm; Thurs., 9/3, 11 am** Seniors can learn about Career Development Center (CDC) resources and events and be motivated to kick-off their career plan during their last semester/year here at KU!

Sign-ups for Special Events (must sign up online)

- Mock Interview Mania Week - Sign ups begin Wed. 8/26; Interviews week of 9/21.
- Recruit @KU Day - Due to MSU construction, there will be no internship and job fair this Fall. In its place, students will upload their resumes on KUCN with the goal of being selected by participating employers for an on-campus interview.
 - Online Resume Drive - Aug. 31 - Sept. 18
 - On-Campus Interview Day - Wed. Oct 21
- Senior Etiquette Dinner (all majors) -Tues. 9/29, 5-7:30, SDH
- Test Prep Sessions - Free versions of the GRE, GMAT, LSAT, DAT, MCAT, & PCAT with a diagnostic report Sat., 10/3

Workshops

- Tue. Sept 8 - Fall Event Promotion Table, 10 am - 3 pm, MSU Lobby
- Wed. Sept. 9, Thurs. Sept. 10, Wed. Sept. 16 & Thurs. Sept. 17 - Extended Quick Question/Walk-in Hours, 12-4 pm Stratton 113 (bring a hard-copy resume in for review)
- Thurs. Sept 10 - Writing Your Resume & Cover Letter, 11 am, MSU 250
- Tue. Sept. 15 - Intro to Career Development, 11 am, Stratton 116
- Thurs. Sept. 17 - Successful Interviewing, 11 am, MSU 250
- Tue. Sept. 22 - Job Search Strategies, 11 am, Stratton 116
- Thurs., Sept 24 - Thinking About Grad School? 11 am, Stratton 116
- Mon., Sept 28 - The Washington Center (Intern in D.C.) Info Session, 3 pm, Stratton 116



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