

College of Business

# INNOVISION

Magazine



## **BUSINESS SCHOLARSHIPS**

See students winning the College of Business scholarships, and check out some of the events that have taken place.

**PAGE 8**

## **ALUMNUS INTERVIEW**

Adam Owenz has gone on to collect a wealth of experience in the field after completing the KU MBA program.

**PAGE 12**

## **CELEBRATE ACCREDITATION**

Celebrate the AACSB Accreditation and Sport Management & Leadership Studies' COSMA Accreditation

**PAGE 10 & 14**

## **KEVIN SPACEY SPEAKS**

Six students involved in the Entrepreneurship Minor, Club, and Leadership Center attended the PA Chamber Dinner.

**PAGE 22**



Welcome to InnoVision, the College of Business newsletter turned magazine. This is the new path the COB will be taking to tell the stories coming out of the college. We think in stories, and shared stories create a community. Marketing tells us that effective branding is telling a great story that makes you react. That facts tell, but stories sell.

InnoVision is the storyteller for the College of Business brand. Learn about the students putting in hard work to earn scholarships and internships. The research teams distilling information in quiet spaces expecting no ovation from their peers. Alumni climbing and surmounting the high mountains of the professional world. Local business owners trying to stake their claims on ground that was originally claimed by George Kutz in 1755. Hear the whispers from the Featured Speakers Series as their stories are retold and passed on.

Everyone has a tale to tell. Every business an anecdote. Every College a narrative. Every community a history. So, take note of the facts, but stay for the story.

Shawn Gamez  
Managing Editor



*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](mailto:brinker@kutztownUfoundation.org)



**ENTREPRENEURIAL  
LEADERSHIP CENTER**

### TUTORING

At Kutztown University, tutoring is designed to give students individualized attention to help them succeed in their courses. Our tutoring services provide excellent tutors who connect with students at their level and help guide them towards academic success.

Tutoring is offered for the following class sections in Rohrbach Library Room 30, Monday - Thursday:

ACC 121	BUS 171
ACC 122	ECO 011
ACC 305	ECO 012
ACC 321	FIN 350
BUS 120	MGM 210
BUS 131	MKT 210

### BUSINESS Computer Labs

DeFrancesco 27 & 29

The following programs are available:

*QuickBooks, CRSP, TaxCut Home Premium & Business, SIFT, MyITLab, Expression Web, DropBox, Deduction Pro, SkyDrive.*

Monday-Thursday

8:30 - 9:00

Friday

8:30 - 3:00

## LETTER FROM THE DEAN

### Triple Accredited!

On Friday, September 9, the faculty and staff in the Department of Sport Management and Leadership Studies officially earned the Commission on Sport Management Accreditation (COSMA) for the Bachelor of Science in Leisure and Sport Studies.

With the addition of this accreditation, all academic programs within the College are fully accredited as well as KU's award winning Small Business Development Center, which received reaffirmation of accreditation on September 12, 2015.

Our vision is to be the educational backbone of the Southeastern Pennsylvania and beyond business community. Earning these accreditations moves the College forward in achieving this vision.

The Kutztown University College of Business education is only complete when it is placed within the context of our long term vision for our programs, our graduates, and how the combination of these will shape our contribution to the economic stability of this region.

We will achieve our vision through building a reputation for student success: our graduates will become competent and competitive professionals in the marketplace. We will exceed expectations in creating a dynamic teacher/scholar environment in the classroom, the College, and the University that results in students choosing to come to the College of Business and stay until they graduate. We will earn a reputation for a national and international curriculum. Our alumni will be an engaged, respected asset to promote the Kutztown University College of Business and provide financial resources and network opportunities to businesses, whether close to home or beyond.

We will be successful because we will recognize faculty as the heart of moving the College forward. We will be successful because

we are practicing what we teach. We will be successful because we will continuously improve our curriculum through examination of student learning outcomes data as to the quality of our programs. We will be successful because we will continue to reflect upon and discuss with many contributors, students, faculty, alumni, advisory board members, and the business community our continuous improvement processes.

Our impact will be even greater because of our geographic location. With access to the business communities and industries within Allentown, Reading, Philadelphia, and New York, we will be able to provide opportunities for our students in terms of career outcomes, internships, practical experiential projects, featured guest speakers and business networking.

I trust you are as excited and grateful as I am about what the COB's faculty, students and staff have accomplished!



*Dr. Martha M. Geaney*

- Dean Dr. Martha M. Geaney

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# SPORT BUSINESS INSTITUTE

*The Kutztown University Sport Business Institute (KUSBI) is an innovative learning and service initiative unparalleled in Sport Management educational programs in the U.S.*

The KUSBI mission is to serve sport industry entities that are in need of logistical, technical, and business strategy services, while allowing Sport Management students to apply current sport management theory and practices and conduct research in the context of real-world experiences.

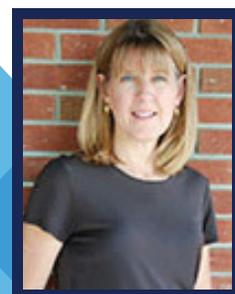
The KUSBI provides services to sport industry entities at the local, national and global level in the areas of management, marketing, strategic and policy consulting and research. A primary objective of the institute is to bridge the Kutztown University Sports Management program and its outstanding students directly with the sport industry, thus enhancing students' educational experience.



**Dr. Soojin Kim**  
Associate Director



**Dr. Yongjae Kim**  
Executive Director



**Prof. Elizabeth Rogol**  
Asst. Director of Marketing  
Development



**Dr. Fred Garman**  
Affiliated Faculty



**Dr. Christine Lottes**  
Affiliated Faculty



Since 2011, KUSBI conducted over fifty presentations at national and international conferences including, but not limited to, the North American Society for Sport Management (SM) conference, the Sport Marketing Association conference, the American Marketing Association conference; and the International Conference

on Sport and Society, the conference of the European Association for Sport Management, and the International Olympic Committee (IOC) World Sport for All Congress.

In addition, SM faculty members have had opportunities to give lectures at leading national and international institutions including the University of Michigan, the University of Massachusetts, the University of Bridgeport, Seoul National University, Dankook University, and the Korea Institute of Sport Science.



More recently, KUSBI completed a consulting project for Lehigh Steelhawks, a professional indoor football team, which included recommendations on marketing strategy and the utilization of social media to drive revenues. KUSBI undergraduate students were recognized for their creative marketing applications and outstanding work.

KUSBI members have published over 20 academic articles to journals indexed in 'Marketing Journals' of Cabell's Directories of Publishing Opportunities. KUSBI has acquired internal and external research and project grants totalling \$350,000+ from a variety of sport organizations: Na-

tional Research Foundation of Korea for research on social and economic impacts of mega sporting events; Korea Sports Promotion Foundation for organizing the 2011 US Sport Industry Forum and the 2012 Global Sport Business Leadership Program; and six professional sport teams for surveying fans.



## STUDENT RESEARCH TEAM

**Back:** Dakota Hirst, Michael Lineman  
**Front:** Nicole Fetchko, Erika Sallavanti

The team presented their research entitled, “Motivations for and Constraints of Playing Fantasy Sports”, at the 16th Annual Undergraduate Research and Creativity Conference at Albright College on Saturday, April 18, 2015.



**Left to Right:** Dakota Hirst, Dr. Y Kim, John Kelly, Anthony Marchetto, Prof. Rogol

The team presented their research entitled, “The Effects of Sport Video Gaming on Sport Team Brand Attitude Formation”, at the 2015 North American Society for Sport Management (NASSM) Conference, Ottawa, Canada on Saturday, June 6, 2015

**Back:** Dakota Hirst, John Kelly, Sean Willitts, Anthony Marchetto  
**Front:** Michael Lineman, Courtney Chinworth, Connor Herlihy

Derek Kovach (not pictured), Sean Willitts, and John Kelly received the undergrad research presentation travel grant, and presented “Examining the Impact of Student-Athlete Satisfaction on Donor Intention: A Case of Division II Colleges” at the 2015 Sport Business Conference.



# SCHOLARSHIPS & EVENTS



## DEAN'S LIST RECEPTION

Dean Geaney congratulates the students during The Dean's List Luncheon. Numerous faculty and staff were in attendance to encourage and applaud the hardworking students. Each student received a certificate from Dean Geaney for having a GPA over 3.6, and catered lunch afterwards.

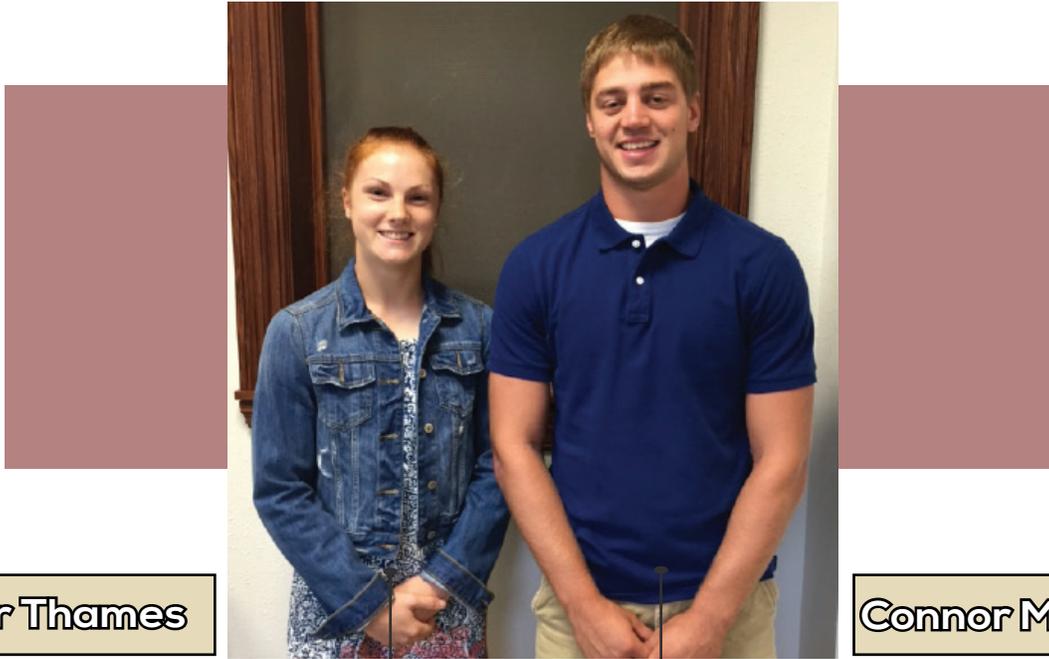
## CINDY ERNST SCHOLARSHIP

Christina Gaugler, Jacinta Nyahoro, and Adam Fegley (accompanied by Prof. David Wagaman) received the Cindy Ernst Scholarship of \$1000 each for their academic excellence.



## Department of Sport Management & Leadership Studies Awards

Congratulations to both Taylor Thames, recipient of the Floyd O. Rowe Scholarship Award, and Connor Maxwell, recipient of the Curt Grim Endowed Scholarship Award for the 2015–2016 Academic Year. Both Taylor and Connor are freshmen in the Sport Management & Leadership Studies Program. We would like to thank the donors who generously provide the funds to award outstanding students like Taylor and Connor, with these type of KU Foundation scholarships.



**Taylor Thames**

**Connor Maxwell**

Taylor Thames is on the KU Women's basketball team, and hopes her degree and athletic abilities will help her obtain a position as a manager of a sports team. Basketball is more than a game to her; it's a passion. Basketball has taught her the value of dedication, discipline, hard work, and overall, being both a leader and a team player.

Connor Maxwell graduated Donegal High with a 3.9 GPA, and was team captain for the football and wrestling teams. Maxwell has volunteered with the Christian Endeavors Work Camp and the Angel Food Ministries distributing food to families in need. He was listed as a 2nd Team All-State Linebacker by PA Football News in 2014, and is currently playing for the Golden Bears.



### **Research Workshop: Salesperson Effort, Optimism, and Performance: Role of Manager Support**

Dr. Rajeev Kumar, Dr. Mostafa Maksy, Dr. Feisal Murshed, and Dr. Victor Massad attending the first Department of Business Administration Research Workshop of the Fall 2015 semester.

# ACCREDITATION CELEBRATION

## KUTZTOWN UNIVERSITY COLLEGE OF BUSINESS ACHIEVES PRESTIGIOUS ACCREDITATION

On September 22nd, The Kutztown University (KU) College of Business (COB) held a celebration for their accreditation with the Association to Advance Collegiate Schools of Business (AACSB). In attendance were KU President Dr. Kenneth Hawkinson, COB Dean Dr. Martha M. Geaney, students, staff, faculty, alumni, local politicians, and business owners.

AACSB accreditation is considered the hallmark of excellence in business education. Less than five percent of all schools in the world hold this status.

“AACSB accreditation represents the highest achievement for an educational institution that awards business degrees. The entire KU team, including the administration,

faculty, directors, staff, and students, are to be commended for their roles in earning accreditation,” said Robert D. Reid, Executive Vice President and Chief Accreditation Officer of AACSB International, in a press release.

KU started the process ten years ago, and completed the review this past May. The endeavor involves

*“It takes a great deal of self-evaluation and determination to earn AACSB accreditation, and I commend Kutztown University for its dedication to management education, as well as its leadership in the community.”*

-Robert D. Reid, Executive Vice President, AACSB



*KU President Dr. Kenneth S. Hawkinson applauding the College of Business.*



*Advisory Board members Nik Martin, Bob Browne, Lee Freeman, Council of Trustees member James Ludlow, and Adv. Board Chair Peter Rittenhouse*

intense internal review, working with an AACSB assigned mentor, and peer review. It is a multi-year process as the school attempts to align itself with the accreditation standards.

“The standards require the implementation of a rigorous continuous improvement process that says this is what we want students to learn and this is how we’re going to measure whether or not the students have met those learning outcomes,” said Dean Geaney.

Reid said, “It takes a great deal of self-evaluation and determination to earn AACSB accreditation, and I commend Kutztown University for its dedication to management education, as well as its leadership in the community.”

AACSB-accredited schools are considered to be the best business schools in the world because these schools have passed the rigorous stands for quality. “AACSB is the premier accrediting organization in the world for schools of business,” said Dr. Eileen Hogan, retired professor of management at KU. It is because of this accreditation that these schools have better programs, faculty, students with higher overall GPA, more international students, more employers that recruit from graduates, and receive higher starting salaries.



*Mrs. Barbara Haas, Dr. Abdulwahab Sraiheen, Mr. Norman Sigmond, Dr. Fred Garman, and Mr. Alex Ogeka*

“Kutztown University provides a quality education,” said Katherine Irace, a 2015 business management graduate from Allenwood, N.J. “Students will be challenged in the classroom, there will be more job prospects, and students can tell employers they graduated from an AACSB accredited institution.”

When Kutztown University earned its AACSB accreditation it sent a clear message to students, parents, guidance counselors, employers, faculty/staff, and other schools that KU has made a long-term commitment to providing the best in business management education.



*Dr. Martha Geaney, College of Business Dean  
Mr. Jesus Peña, Deputy to President: Equity & Compliance,  
Dr. Anne Zayaitz, Acting Provost & VP Academic & Student Affairs*



*-Alumni-*

# INTERVIEW

***MBA Alumnus Adam Owenz talks about his journey after KU, and why not turning your cell phone off for an interview can sometimes be a positive.***

Since completing his MBA at KU in 2004, Adam Owenz has gone on to collect a wealth of experience in the field. Owenz served in several marketing/fundraising/business development roles at several prestigious academic institutions from California to Florida and now currently serves as the Executive Director of Marketing and Communications for Millersville University. Prior to his current role at Millersville, Owenz helped develop an online marketing and recruitment operation for Florida International University (FIU), the 7th largest public University in the US..

## **CAN YOU DESCRIBE YOUR CURRENT POSITION?**

As Executive Director of Marketing and Communications I oversee Millersville University's marketing and communications operation. The marketing team manages the brand and produces marketing materials for the institution through the entire life cycle from student recruitment to alumni engagement.

The marketing team also manages the website content, the university's advertising and most

anything official that includes the Millersville name. The communications team includes athletics communications, media/public relations, campus news and communications, publications such as the Review University Magazine, and of course crisis communications. I also oversee graduate admissions and recruitment.

I have my hands in most everything but I see my most important role as to ensure that the team's energy and resources are dedicated to addressing the most important needs of the institution.

### WHY DID YOU CHOOSE THE KU MBA PROGRAM?

I chose Kutztown because I wanted to earn my degree from a state school with a strong brand, and because of the opportunity to get involved with Kutztown University's Small Business Development Center. I was able to work along-side seasoned entrepreneurs and business executives, which not only provided me valuable insights into how successful businesses are established but also gave me the confidence I needed as a budding professional.

fund for Albright College. Later we relocated to California where I worked in alumni relations for Pepperdine University in Los Angeles, CA.

Eventually we would relocate to Miami, Florida where I worked as the Director of Development for the Florida International University College of Law and later took an exciting new position doing business development for FIU's online division. There I was able to really apply the entrepreneurial skills learned at Kutztown University.

final direction/pat on the back from Google maps is one I will never forget.

*"Marketing reaches into the depths of an organization, and if taken seriously, affects the entire workings, and if done effectively, always leads to success."*

### WHAT ASPECT OF MARKETING MADE YOU WANT TO PURSUE A DEGREE AND JOB IN THE FIELD?

I am innately a people pleaser, and marketing is all about crafting a market offering to meet the needs of your customers, so I just love the process of perfecting a product offering and seeing it succeed and customers being delighted.

### YOU HAVE EXPERIENCE CREATING E-NEWSLETTERS, DO YOU HAVE ANY ADVICE?

Less text, more pictures. Our consumption of information today has become so rapid and at times aloof that I am constantly preaching restraint with respect to text content and the importance of powerful images. Sadly with today's information overload, when you are spreading promotional information people "read" something by looking at the pictures and if we are lucky, skimming the text. People have come to expect immediate consumption of the exact information they seek.



Alumnus Adam Owenz talking with Local Miami 10 ABC station reporters about Florida International University's Online Degree Programs in 2013.

### ANY STANDOUT MEMORIES FROM KU?

Dr. Eileen Hogan provided me with a solid foundation of what a business leader should be and Ernie Post and Bud Batcher from the KUSBDC were great role models for leaders in the workplace. The KU SBDC experience also sparked my interest in higher education and teaching.

### CAN YOU DESCRIBE THE TIME BETWEEN LEAVING KU AND YOUR CURRENT POSITION?

I set out for California to begin my professional career. I was there a short time before realizing I had left something very special behind in PA, Meghan, my future wife.

I relocated to be with her, and worked as an assistant director of the annual

### HOW WAS THE TRANSITION TO YOUR CURRENT POSITION?

In 2014, my wife and I decided we wanted to raise our children closer to our families, and I was hired as the Director of Marketing at MU in the winter of 2014.

I used my iPhone's map program to find MU's campus when I interviewed for this position. I arrived on campus and assumed the map directions were done, so I didn't open my phone and turn off the routing. When I walked into the executive boardroom to meet with Cabinet, my phone proclaimed loudly, "You have arrived".

Having been striving for a leadership position in marketing since my sophomore year in college, that ironic

### ANY INSIGHTS ON UNIVERSITY WEBSITES?

Save the gory details for the portal or searchable pages that are behind the scenes. Apple could package their phones with a massive print instruction manual outlining all of the operating instructions, but instead they give you a phone and a power cable. That is, they give you only what you need, don't overwhelm you and if you want more, you can seek it out.

# COSMA ACCREDITATION

## THE DEPARTMENT OF SPORT MANAGEMENT AND LEADERSHIP STUDIES (SMLS) RECEIVED ACCREDITATION FROM THE COMMISSION ON SPORT MANAGEMENT ACCREDITATION (COSMA)

The Department of Sport Management and Leadership Studies at Kutztown University has received accreditation from the Commission on Sport Management Accreditation (COSMA).

With 478 institutions offering degrees, either graduate or undergraduate, in the United States, Kutztown is now one of 24 accredited institutions. KU's bachelor's degree in Leisure and Sport Studies is one of 27 accredited undergraduate degrees in the nation and one of only four offered in Pennsylvania.

"The College of Business has a very long-term, future-focused vision to be the educational backbone of business in Southeastern Pennsylvania and beyond," said Dr. Martha Geaney, Dean, Kutztown University College of Business. "The Department of Sport Management and Leadership Studies receiving this

well-deserved accreditation is an important part of that vision."

"This has been a team effort," said Dr. Lorri Engstrom, Chair, Department of Sport Management and Leadership Studies. "Not only all of the hard work completed by our wonderful faculty, but if we didn't have the support of our Dean and administration, we wouldn't have this. We are very appreciative."

"The COSMA accreditation not only shows the quality of the program, but it allows an opportunity for growth," said Anthony Marchetto, senior Leisure and Sport Studies major from Macungie, Pa. "I can go out into the work force and show I come from a top-notch program."

KU began offering a bachelor's degree in Leisure and Sport Studies in 2005. The next year faculty agreed to

pursue the COSMA standards and began the accreditation process. On September 25, the department received full accreditation through the year 2022.

COSMA is a specialized accrediting body whose purpose is to promote and recognize excellence in sport management education worldwide in colleges and universities at the baccalaureate and master's levels through specialized accreditation.

Programs, 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.



## SPORT MANAGEMENT AND LEADERSHIP STUDIES MISSION

KU's Leisure and Sport Studies program is designed to prepare students for administrative and operations positions within the sport, athletics, recreation, and fitness industries. The Department's mission is to provide students with exceptional educational opportunities in the following manner:

- Preparing Leisure and Sport Studies majors to be leaders and contributors in the sport industry.
- Preparing university students to make healthy decisions throughout their lives.
- Preparing university students for leadership and entrepreneurship opportunities.

The Department's overall vision and mission includes:

- Successful graduates preferred by employers in an ever-changing sport industry.
- Leaders and entrepreneurs in Sport Management and Leadership Studies who disseminate knowledge at a national/international level.
- Students who engage in research collaboration and practical experiences specific to the Sport Management industry.
- Valued partnerships and excellent service in sport organizations to boost sport business.
- Coaches and Athletic Administrators who work successfully in educational institutions.
- Graduates who maintain active and healthy lifestyles.
- Valued partnerships and excellent service in sport organizations to boost sport business.
- Coaches and Athletic Administrators who work successfully in educational institutions.

## THE COSMA VISION AND CORE VALUES

The vision of COSMA is to be the leader in mission-driven and outcomes-based programmatic accreditation for sport management education for student-oriented institutions of higher education worldwide. COSMA is a specialized accrediting body whose purpose is to promote and recognize excellence in sport management education worldwide in colleges and universities at the baccalaureate and master's levels through specialized accreditation.

COSMA utilizes a distinctly different approach to specialized accreditation in sport management. It uses both characteristics of excellence in sport management education and assessment of educational outcomes as a basis for making accreditation decisions, rather than the prescriptive input standards approach.

Because of the essential role that educational processes play in determining educational outcomes, COSMA has developed accreditation principles based on best practices in sport management education. These principles promote excellence in sport management education through a benchmarking process, which is helpful in determining whether the sport management program is, or is not, achieving its mission and broad-based goals, and is interpreting the results of the outcomes assessment process.

**B**rad Mayne, President and CEO of MetLife Stadium, spoke to a packed room of Kutztown University students in the Academic Forum on September 29th. Mayne has vast experience in the sports and entertainment industries. He has experience in management, design, construction, financing, and marketing fields while working with professional sport teams and operating stadiums and performing arts theaters. MetLife Stadium, home to the New York Giants and New York Jets, has achieved the recognition of Highest Grossing Stadium in the World for ticket sales four of the past five years under Mayne's guidance.

Mayne began his time at MetLife Stadium on September 5th 2012, coming from a 14-year tenure managing the American Airlines Center in Dallas, TX, home of NBA's

Dallas Mavericks and NHL's Dallas Stars, as the President and Chief Executive Officer of Center Operating Company. Coupled with various other sport outings and entertainment events, American Airlines Center consistently gets ranked as one of the busiest arenas in the world.

"With a proven track record of success earned by leading one of the country's most popular multi-purpose venues, Brad is a natural choice to lead our Stadium into the next phase of its ongoing development," said Woody Johnson, Chairman and CEO of the New York Jets, in a press release when Mayne was chosen to take over MetLife. "His comprehensive knowledge of sports and entertainment will allow for a broad yet balanced leadership approach and guarantee that MetLife Stadium maintains its standing as a first-rate facility."

Mayne started out his speech by detailing his long history in the field, and going all the way back to his days selling hot dogs at the University of Utah. He would become a ticket seller next, which would help him land a full scholarship to the University while working in the athletic department. The road didn't steer directly into managing stadiums and athletic endeavors, because Mayne went into the family business of plumbing at the end of his college years. During this time, Mayne would get picked up to work in Salt Palace, where the Utah Jazz played. After 6 years of working on the premises he would become the manager of the building through dedication and good work ethics.

He continued his journey upward by becoming the Executive Director of the Five

# FEATURED SPEAKER

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## BRAD MAYNE





**LEFT:** Brad Mayne addressing the student body.  
**TOP:** Mayne interacting with a student after the presentation  
**BOTTOM:** College of Business Dean Dr. Martha Geaney, Featured Speaker Brad Mayne, and Sport Management and Leadership Studies Chair Dr. Lorri Engstrom

Seasons Center in Cedar Rapids, Iowa, then the Deputy Director of the Department of Public Assembly Facilities in Tacoma, Washington managing a center, pavilion, theater, and stadium. Before he made his way to American Airlines Center, Mayne finished off his journey in small ponds as first, the General Manager of the Ogden Facility Management and the Arrowhead Pond of Anaheim; and second as regional manager for Ogden Entertainment, where he developed and managed start-up public assembly facilities for several municipalities in the United States and Canada.

Students had a chance to ask Mayne ques-

tions, and he had the chance to give advice to the students looking to take a similar path in life. His advice: Don't do it. Mayne chuckled afterwards and detailed the amount of time spent working and traveling to maintain his positions, and advised against it unless truly dedicated to the cause. The dedication is something that is still required and with good reason. "You keep people passionate about their jobs when you are on site with them," he said when a student asked if he still had long hours. "Be prepared to work every day," he said.

Mayne's advice for getting a job in the business, "It's about who you know." Getting

a foot in the door comes down to knowing the right people, and always following up with them. Networking is the essential component in any field, because no one will know or see the good work that you do unless it's put out there for people to see and hear.

At the end of the presentation, Mayne stuck around to shake hands with students, answer some questions, and hand out his business card. It's easy to tell why in the past 3 years, with Brad Mayne managing, MetLife Stadium has had low attrition.



## CAREER DEVELOPMENT CENTER

Located on the first floor of the Stratton Administration Center (113)  
Monday-Friday 8 a.m. to 4:30 p.m.

Summer Hours (May - August),  
Monday-Friday 8 a.m. to 4 p.m.,  
closed 12-12:30 p.m.

# UPCOMING EVENTS

## CALENDAR

## NOVEMBER

### 04 Finding Internships Workshop

Discover the ways to find internships & differentiate yourself from other candidates-the competition! Find out at the Finding Internships workshop held on **WEDNESDAY, NOVEMBER 4TH FROM 3-3:50 IN STRATTON 116 AND THURSDAY, NOVEMBER 19TH FROM 11-11:50 MSU 157.**

### 10 The Peace Corps Information Session

A representative from the Peace Corps will be on campus to provide information and answer your questions about the many opportunities available. Each Peace Corps Volunteer's experience is different. From teaching English to elementary school children in Zambia, to launching a computer-learning center in Moldova, to promoting HIV/AIDS awareness in South Africa, to working on soil conservation in Panama, Peace Corps Volunteers bring their skills and life experiences to where they are needed most. Attend this info session and visit [www.peace-corps.gov](http://www.peace-corps.gov) for detailed information and application materials. **TUESDAY, NOVEMBER 10TH FROM 4-5:30 IN MSU 116.**

### 11 Exploring Careers: Job Shadowing Workshop

Learn how to arrange your own job shadow, network with professionals, and gain the most from the experience on **NOVEMBER 11TH FROM 3-3:50PM IN STRATTON 116.**



### 17 Creating Your Personal Brand Workshop

Your personal brand, much like a corporate brand (i.e. NIKE, Starbucks) can illicit powerful responses from others. Attend the Creating Your Personal Brand workshop to learn how to create a personal brand during your college years that will not only appeal to others (i.e. potential employers, faculty members, and future colleagues) but also showcase your uniqueness and value! **TUESDAY, NOVEMBER 17TH FROM 6-6:30PM IN SCHUYLKILL HALL REC ROOM AND WEDNESDAY, NOVEMBER 18TH FROM 3-3:50 STRATTON 116.**

### 17 Resume and Cover Letter Writing Workshop

Learn the basics on how to write your resume and cover letter to best market your skills and obtain that interview! Attend the Career Development Center's Resume and Cover Letter Writing workshop on **TUESDAY, NOVEMBER 17TH FROM 7-7:30PM IN SCHUYLKILL HALL REC ROOM AND TUESDAY, NOVEMBER 24TH FROM 11-11:50 STRATTON 116.**

### 17 Lehigh Valley Law School Fair

Is law school in your future? Attend this fair to meet with reps from law schools & learn about their programs, schools, & application procedures. Learn more by visiting: [www.muhlenberg.edu](http://www.muhlenberg.edu) . **AT MUHLENBERG COLLEGE AND TUESDAY, NOVEMBER 17TH FROM 6:30-7PM IN SCHUYLKILL HALL REC ROOM..**



## 17 Introduction to Career Development Workshop

Learn how to gather information about career options, develop an understanding of how to access the latest career resources, and discover the value of career exploration in making informed career decisions during your years at KU and beyond at the Intro to Career Development workshop. Held on **TUESDAY, NOVEMBER 17TH FROM 11-11:50 STRATTON 116.**



## 18 Thinking About Grad School? Workshop

Is graduate school for you? Where should you go? Full or part-time? What should you study? When should you apply? How will you pay for it? You'll find out the answers to these and other grad school questions at the Thinking about Grad School workshop on **WEDNESDAY, NOVEMBER 18TH FROM 7-7:30PM IN DIXON HALL CONFERENCE ROOM.**



## 18 Successful Interviewing Workshop

Jobs are WON in interviews. Find out what you must do before, during, and after your interview. Gain an advantage over the competition at the Successful Interviewing workshop on **WEDNESDAY, NOVEMBER 18TH FROM 6-6:30 IN DIXON HALL CONFERENCE ROOM AND THURSDAY, DECEMBER 3RD 11-11:50 STRATTON 116..**

## 18 Job Search Strategies Workshop

Learn about the art of networking & tips to locate "hidden jobs." Find out how to break down the search process into manageable tasks at the Job Search strategies workshop held on **IN STRATTON 116 AND WEDNESDAY, NOVEMBER 18TH FROM 6:30-7 IN DIXON HALL CONFERENCE ROOM.**

## 19 Choosing a Major Workshop

Unsure about your choice of major? Wondering how your major will influence your career opportunities? Explore the facts and myths about college majors and careers on **NOVEMBER 19TH FROM 11-11:50 STRATTON 116.**

# DECEMBER

## 01 Job Search Strategies

Learn about the art of networking & tips to locate "hidden jobs." Find out how to break down the search process into manageable tasks. **TUESDAY, DECEMBER 1ST 11-11:50 STRATTON 116.**

## 02 Using Social Media in Your Job Search

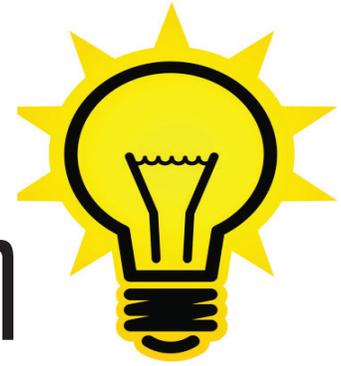
Social networks such as LinkedIn are great places to get job search advice, network and connect with career experts, and find organizations that are hiring. Learn the elements of a professional profile on **WEDNESDAY, DECEMBER 2ND 3-3:50 STRATTON 116.**

**Keynote Speaker**  
**Lu Ann Cahn**  
**"I Dare You: from Here to HIRED"**  
Mon., Nov. 16th 7:30-9pm  
Old Main Georgian Room

Learn the "dares" that will take you from school to internship to "Hired!" Find out which "dares" employers want to see on your resume. Practice the steps that can dare you beyond fear, toward the life and career you want!

# Entrepreneurial Leadership Center

# Business Idea Competition



**“By engaging all students from all disciplines, we hope to foster a culture of entrepreneurship on campus.”**

The Kutztown University Business Idea Competition provides students with a tremendous opportunity to explore and flesh out their creative business ideas, and receive valuable feedback from established and accomplished entrepreneurs.

The competition grew out of the original Entrepreneurship Grant, which had planned for the Entrepreneurial Leadership Center (ELC) to be developed and to put students in the state-wide

PASSHE competition. The Grant, obtained by the KU Small Business Development Center (SBDC), and the ELC program were developed in response to a necessary focus on business development.

The first business plan contest connected with the ELC grant was held in November 2011 under the guidance of SBDC’s Blended Learning and Consult Specialist Peter Hornberger with help from graduate student Justin McCurdy.

There were 11 teams with a total of about 50 students participating. From the competition, 9 teams were selected as semi-finalists for the PASSHE state level competition held that year. One team finished 3rd place overall in the state.

As the business idea competition enters its 5th year at KU, the submissions were opened to the entire campus, regardless of major, to bring the contest in line with the original intent of the ELC grant.



Last years competition from left to right: Mr. Peter Hornberger, Cody Miller, Dakota Hirst, Sean Kotyuk, Tyrell Bradshaw, Ms. Tracey Thompson, Mr. Jack Gulati, Mr. Fred Greco, Dr. Duane Crider, Matt Minich and Calvin Heyward.



### Former Judge

JACK GULATI  
Serial Entrepreneur

For forty-seven years Jack Gulati has been a serial entrepreneur. Gulati has owned forty-one companies worldwide. He maintained a balance between business and family, and wrote a book on the subject. President George H.W. Bush appointed him to the Small Business Advisory Committee of FCC.



### 2014 Winner

MATT MINNICH  
B.S. Sports and Exercise

2014 Winner of the Idea Competition, Matt Minnich, won with his idea for a golf related piece of equipment that would help to improve your game on a fitness level. The product was a resistance band attached to each end of a golf club to provide convenient warm up exercises, and a great stretching device.



### Former Judge

TRACEY L. THOMPSON  
Executive Director of KU  
Foundation & Alumni Relations

Tracey L. Thompson has served in leadership positions at five institutions of higher education and several national non-profit organizations. She currently manages a staff of 17, and oversees an endowment of \$21 million, a diverse portfolio of properties, and the Kutztown Folk Festival.

## THE COMPETITION PROCESS

The competition consists of two parts. First, students are required to complete a written application (Online) and describe their business ideas by answering a series of questions related to their business.

Second, first round judging will occur and all teams who successfully reach round two of the competition will present their business ideas to a judging panel of

experienced entrepreneurs live in the Academic Forum on the final night of the competition. Think Shark Tank on a collegiate level.

All finalists will receive insightful feedback from the judges panel. In addition, the top three finalists will receive cash prizes, including a \$1000 grand prize.

For more information visit the ELC website at [kutztown.edu/ELC](http://kutztown.edu/ELC)

**“There is much to be learned simply by networking with colleagues who study different subjects and view the world from a different perspective.”**

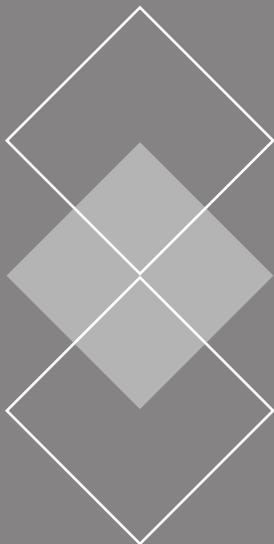
**- Peter Hornberger**



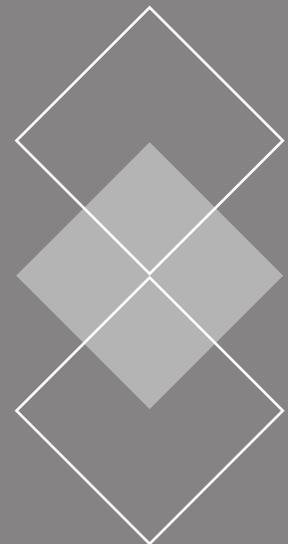
**-KEVIN SPACEY-**

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# KEYNOTE SPEAKER



**Six students involved in  
the Entrepreneurship  
Minor, Leadership  
Center, and  
Entrepreneurship  
Club attended the  
PA Chamber Dinner  
featuring Kevin Spacey**



Olivia Knowles, Jordan Brader, Brandon Nelson, Jesse Warner, Stephen Hilborn and Derek Nestler (seen right) attended the 31st Annual PA Chamber Dinner in Hershey, PA to share their ideas and network with business decision makers and elected officials.

Kevin Spacey, who earned Oscars for his roles in “American Beauty” and “The Usual Suspects” and was nominated for two awards at Sunday night’s Emmy Award Ceremony, talked about his role as the charismatic and ruthless politician Frank Underwood in the hit Netflix series House of Cards. Spacey currently serves as executive producer for the show, and has received two Golden Globe nominations, one win, and two Emmy nominations for Best Actor.

Spacey’s speech focused on the need for change, whether that comes from embracing new technologies to help with education, or the entertainment industry embracing SnapChat. He noted his venture into acting in video games (Call of Duty: Advanced Warfare), and his role in “House of Cards” (the first-ever original series for Netflix), as examples of doing things unconventionally.

“We should all aspire to be innovative,” Spacey told the crowd as he was wrapping up his speech. “...In the end, the risk takers are the ones who are rewarded.”

When asked what stood out the most to him from the dinner, Stephen Hilborn, president of the Entrepreneurship Club, said, “Hearing Kevin Spacey speak about how we should always look to place our bet on those who are not afraid to take risks.” He added that, “His message was to shift power away from the established way of thinking and build a life and world that is constantly evolving and challenging the norm.”

Companies in attendance included United Concordia Dental, UPS, Sunoco, Verizon, PSECU and many others. Other guests in attendance included chairman of the PASSHE Board of Governors, Guido Pichini, and PA Governor Tom Wolfe. Hilborn said “The experience made me more passionate about the work the Entrepreneurship Club is doing.”



**“I thought it was amazing,”  
said former Governor Tom  
Corbett of Spacey’s speech. “He  
does have an eye as to what the  
future of entertainment is and  
I think that’s where it’s going.”**

-PennLive

Since 1985, the Chamber Dinner has been the premier annual gathering of Pennsylvania’s business decision makers and elected officials, and honors PA’s business community for its contributions to the Commonwealth. For PA Chamber members, the dinner has become a time-honored tradition in celebration of the entrepreneurial spirit and vision of what Pennsylvania can become.

For the past four years the ELC at KU has been taking strides to increase student involvement in the world of small business in Kutztown. When asked about Kevin Spacey, Hilborn said, “Innovation and creativity are extremely important

keystones in building the future, and it was awesome to hear from one of the most successful minds in the production industry.”

Attending the PA Chamber Dinner was a great honor for the six students who made the trip to Hershey. They were given the opportunity to meet important people in the world of business and in politics from around the state, and heard from Kevin Spacey, one of the greatest intellectual minds in entertainment today.





Dear Dean Geaney,

Thank you so much for the incredible opportunity that you have provided Brain Bug Magazine with by inviting us to represent Kutztown University as student representatives at this year's PA Chamber Dinner. We truly appreciate being able to talk to legislators, business leaders, and numerous knowledgeable people with so many innovative ideas. It was wonderful to share information about how much help the university has provided us with use of the SBDC, incubator space, and campus resources. Everybody at the dinner was very excited to hear the things we were working on, while being eager to share their story. Not one person disagreed that there was a huge desire for entrepreneurial energy in the world of big business and that innovation and ideas are equally as important. Being able to meet other students and experts in the field was a very productive way to open our eyes to a bigger picture. We can not thank you enough for letting us be a part of such a great effort and all of the support that the college of business, SBDC, and ELC incubator have provided.

Thanks again,  
Jesse Warner  
Olivia Knowles



# Featured Speaker Series



## Joseph McIlvaine

Academic Forum 200 - Thursday - 11am

12  
Nov.

### CAREER

Joe McIlvaine has spent the last 46 years in professional baseball. He has worked almost all facets of the game including High School and college scouting, has done work at all levels of professional baseball from the Rookie Leagues up through the Majors, and been involved with Latin American countries, especially the Dominican Republic, in securing talent. As an executive he was involved in negotiating with players' agents and the handling of their contracts.

### JOURNEY THROUGH BASEBALL

McIlvaine played in the Detroit Tigers minor league system for five seasons. After 5 years, he transitioned to a territorial scout and national crosschecker position with the Baltimore Orioles, California Angels and Milwaukee Brewers (1974-1980). In September 1980, he was named the Director of Scouting for the New York Mets. Subsequently he was elevated to Director of Player Personnel, and later Vice President of Baseball Operations. From 1984-1990 the Mets finished either first or second, won 2 NL East titles, and the 1986 World Series. He then became Executive Vice President of Baseball Operations/General Manager of the San Diego Padres from 1990-1993. Afterwards he moved back to New York rejoining the Mets as their GM from 1993-1997. For the last 17 years he has been Special Assistant to the GM for the Twins and Mariners.

# SBDC Work Shops



## First Step: How To Start And Operate a Small Business

### **Where:**

Chester County Library, 450 Exton Square Parkway, Exton, PA

### **When:**

- Wed, November 18, 6:00pm – 8:30pm
- Wed, December 16, 6:00pm – 8:30pm

### **Description:**

Starting a Small Business: If you are thinking about “becoming your own boss,” this is an opportunity for you to get your questions answered, you will learn about the multitude of free services available to help you start successfully and you will get an opportunity to network with other entrepreneurs. Subjects include: legal issues, accounting issues, organization, and management. The workshop allows you to practice networking with other entrepreneurs. Existing business owners can use this workshop as a “check-up” on their operations. This workshop is presented in partnership with the Small Business Assistance Center.



## Business Planning in a Nutshell

### **Where/When:**

Berks County Community Foundation Building, 237 Court St. Reading, PA

- Wed, November 11, 5:30pm – 8:00pm

Harrisburg Regional Chamber & CREDC, 3211 N Front St #201, Harrisburg, PA

- Fri, December 4, 10:30am – 1:00pm

### **Description:**

This monthly workshop covers a number of critical issues relevant to starting and operating a small business. Professional presenters include attorneys, insurance agents, accountants, financial specialists and zoning and codes staff. The workshop is designed for both entrepreneurs thinking about opening their first business and existing business owners looking for a “check up”. Similarly, please do not park in the staff parking lot immediately behind the building.



## First Step to Starting Your Business

### **Where/When:**

Berks County Community Foundation, 237 Court St, Reading, PA

- Fri, November 6, 12:00pm – 1:30pm

Chester County Economic Development Council, 737 Constitution Dr, Exton, PA

- Thu, November 19, 5:30pm – 7:00pm

3211 N Front St, Harrisburg, PA 17110

- Fri, November 20, 12:00pm – 1:30pm

3211 N Front St, Harrisburg, PA 17110

- Fri, December 11, 12:00pm – 1:30pm

### **Description:**

This is a hands on “Business Planning” workshop for clients who need a little help developing their pitch, business plan and cash flow statement. During this workshop you will be developing your business model, pitch, business plan outline and be introduced to basic financial templates with one-to-one help from SBDC consultants and graduate students using free business planning tools. Attendees will also have the opportunity to complete a market research request form. Information on competitors, demographics, financial ratios, industry overviews and mapping resources can be accessed.



## Doing Business with the Commonwealth of PA

**Where:**

Chester County Economic Development Council, 737 Constitution Dr, Exton, PA

**When:**

- Tue, October 27, 9am – 12pm

**Description:**

The Pennsylvania Dept. of General Services (DGS) purchases more than \$4.5 billion in goods and services each year and establishes procurement policy and procedures for most Commonwealth agencies. The Commonwealth made significant changes to its procurement program including the development of a small business certification program and small diverse business verification program. Gayle Nupnau of the DGS, Bureau of Small Business Opportunities will present topics including:

- Learn how to self-certify as a small business
- Learn how to locate self-certified small businesses
- Learn how to locate opportunities
- Learn about the new verification program for small diverse businesses
- Learn how to network and market your company to state agencies



## Compliance in a Changing Regulatory Landscape

**Where:**

Berks County Community Foundation Building, 237 Court St. Reading, PA

**When:**

- Thu, October 22, 9am – 12pm

**Description:**

The seminar will explore human resources and environmental compliance in the workplace. The human resources section will explore common compliance violations in the workplace and the integration of Human Capital Management as an HR strategy for compliance. Furthermore, it will also explore human resources processes from the employee life cycle perspective. The environmental regulatory compliance is also a concern for many businesses. This section will explore what regulations businesses are subject to and what you need to do to stay in compliance.

**Cost:** \$60



## On-Demand Online Learning Programs

We have over 90 Online Learning Programs. We are constantly adding more programs. This is one of the largest collection of free, on-demand entrepreneurial training resources available in the United States and is part of our “Success Network”. We have Online Learning programs from the SBA, IRS, Small Biz U, Virtual Advisor and custom programs from the Pennsylvania SBDC Network.

The benefits of the online courses to an entrepreneur, small business owner, or start-up business are:

- Learn from the start or brush up on business concepts.
- Courses are available anytime. Watch videos, play, pause, and rewind.
- Current content keeps you updated on business issues.
- Access over 70 business courses, 24/7.
- Become more confident in business environment.
- Increase marketability of your skills and your company.
- Test your knowledge after courses.
- In-depth training on hundreds of today’s business issues.



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