



John L. Grove COLLEGE OF BUSINESS

OUR GOAL IS YOUR SUCCESS

Shippensburg University

2008 Career Expo

The College of Business held its 10th Career Expo on September 30. There were 66 employers in attendance and more than 325 students participated. That's 15 employers and about 50 students more than 2006.

The event is held every two years and, although sponsored by the College of Business, is open to all majors.

Employers recruit for interns as well as to fill part- and full-time positions. Several employers have participated all 10 years.

The event would not be possible without the help of the student clubs.

We thank them for their assistance in making this year's event the largest ever!



Volume 1, Issue 2
November 2008

Dr. Patricia Patrick Accounting

Dr. Patricia Patrick completed her doctoral degree in May 2007 at Penn State Harrisburg, where she examined the adoption of Government Accounting Standards Board *Statement No. 34* in Pennsylvania local governments. Continuing to apply her research to Pennsylvania's rural communities, Dr. Patrick completed two studies this summer, the first examining fiscal distress in Pennsylvania's local governments; the second examining the financial condition of Pennsylvania's rural hospitals. The latter study was funded by the Center for Rural Pennsylvania.

Dr. Patrick has over fifteen years of teaching experience. She spent much of her career as an adjunct instructor at the Harrisburg Area Community College, teaching non-traditional students. Dr. Patrick also has taught in the Pennsylvania State System of Higher Education and Pennsylvania's State Correctional Institutions.

Dr. Patrick's teaching philosophy is simple. She attempts to make accounting, a subject that many students find tedious and difficult, interesting and easy to master. Dr. Patrick does this by actively engaging students in the learning process and driving out the fear of failure. After providing a brief but thorough lecture on the material, Dr. Patrick lets students solve related problems in small groups. This informal setting gives students the opportunity to confirm what they understand, ask questions about what they do not understand, and work together to solve problems. Students routinely put their work on the board and share their solutions with the class. Students seem to enjoy the informality and openly ask questions. Dr. Patrick believes that once students are introduced to this format, they seem reluctant to return to a lecture-based format.

Dr. Patrick is dedicated to life-long learning and higher education. Regardless of whether she is working to further her own education, teaching inmates at a prison, non-traditional students at a community college, or four-year students at Shippensburg University, Dr. Patrick has always valued education because it transforms us. Many students pursue higher education to increase their opportunities and to get a better job. These outcomes are admittedly important. However, the more important impact of higher education may be the unintended and often overlooked affect it has on all of us –it changes who we are.

Dr. Patrick conducts research in government accounting and administrative ethics. She has published in the *Journal of Public Budgeting, Accounting and Financial Management*, the *International Journal of Public Administration*, the *Journal of Ethnicity in Criminal Justice*, the *Journal of Criminal Justice*, *Security Journal*, *Security Management*, and the *International Academy of Business Disciplines*.





WEDnetPA

Shippensburg University is one of 33 Workforce and Economic Development of Pennsylvania (WEDnetPA) Partners administering the Guaranteed Free Training (GFT) Program across the state. The program is funded by the Pennsylvania Department of Community and Economic Development (DCED) and the mission is to “strengthen the business environment of the Commonwealth of Pennsylvania by providing a training network that is responsive to employers’ workforce development needs.” Through the GFT Program, qualified businesses can access

funding for a wide range of Basic Skills Training (BST) and Information Technology Training (ITT). CJ Ezell, WEDnetPA Partner, was recognized at the September All-Partners Meeting in Harrisburg for her achievement of “WEDnetPA Top Performer” for the 2007-2008 fiscal year. Only nine of the 33 WEDnetPA Partners exceeded standards (invoicing 85% or better) for the 2007-2008 program year. Overall, Partners averaged a

78% invoicing rate for the year. Shippensburg University finished the year invoicing 96.3% of our allocated funds, the best in the state. This is the second time in three years that Shippensburg University has achieved this accomplishment.



Volume 1, Issue 2
November 2008

Frehn Center

Frehn Center Serves as Flagship for COB’s Campus and Community Outreach

The Frehn Center is in its third year of implementing an aggressive strategy set forth to further the COB’s goal of meeting the educational needs of our students, our community and our region. The Center has made significant strides in securing both new grant and consulting opportunities for faculty and their students building even better relations with regional business. We are also very proud to announce that we successfully paid back a loan made to the Center by President Ruud and still have the revenue required to continue growing our services and market reach.

This past summer The Frehn Center brought Vern Harnish, world-renowned executive educator and best selling author to campus, secured a \$30,000 Penn DOT grant and provided Volvo Construction, a key supporter of SU, with training and consulting services using Faculty expertise.

Additionally, the Frehn Center became an official service vendor of the Department of Defense allowing the Center direct access to military training opportunities. So far, the Center developed and offers a 160 hour technical program that was approved by the military for GI Bill reimbursements for any soldier active or retired that wants to attain top level Microsoft Certification. What’s more, the Frehn Center partnered with another educational provider to offer dozens of other non-credit programs available to both civilian and military populations that help them further their practical skills capabilities.

The Frehn Center has reached across campus to create relationships with faculty of the GIS Department in the College of Arts and Sciences for creating a logistics and mapping solution that enhances the Centers supply chain management offerings. Furthermore, the Center has landed a grant with the support of Dean Johnson of the College of Education and Human Service to host a state-wide public school finance conference. The Center has also worked with the Dean of Extended Studies on numerous continuing education activities including creating a process for legitimizing SU’s non-credit offerings.

The list of accomplishment goes on but most notably the Frehn Center for Professional Development now has agreements with eight COB faculty members to bring more quality expertise to area businesses. This along with the other mentioned accomplishments helps to generate more and more community goodwill and new revenue streams for faculty, the COB and Frehn Center alike.



John L. Grove
College of Business





Mike Unruh

Currently – Director of Shippensburg University's Small Business Development Center

Mike was raised on a farm in southern Delaware where he learned to appreciate the virtues of physical labor. He went to James Madison University after high school and completed undergraduate degrees in Psychology and Sociology. After a couple of years working construction, Mike returned to JMU and completed a Masters Degree in Counseling Psychology.

While working on his Masters degree, Mike taught half-time at JMU and, with a partner, started a construction company called Tri-Star Enterprises. The construction company grew rapidly and Mike eventually sold out to his partner and returned to Delaware.

Mike again returned to the construction trade, building homes under the name Mike Unruh and Father Custom Builders. Mike also taught cost estimating and project management at the University of Delaware and returned to school at UD completing his doctoral degree in Organizational Theory and Leadership.

Mike's work in higher education administration has focused primarily on adult/nontraditional education and economic development. He joined the staff of Shippensburg University in 2002 and is the founding director of the Shippensburg University Small Business Development Center that opened in January 2007.

SBDC

The Shippensburg University Small Business Development Center “Helping Businesses Start, Grow and Prosper”

The Shippensburg University Small Business Development Center (SBDC), established in January 2007, completed their first full program year assisting entrepreneurs and businesses in south central Pennsylvania. The Shippensburg SBDC serves a four-county territory consisting of Adams, Cumberland, Franklin and York counties.

The SBDC is one of eighteen college and university based Centers serving the Commonwealth under the management and strategic leadership of a state director's office located at the Wharton School, University of Pennsylvania. The mission of the network of Pennsylvania Small Business Development Centers is to grow the economy of Pennsylvania by providing entrepreneurs with the education, information and tools necessary to build successful businesses. Funding for the Shippensburg SBDC is provided by the Commonwealth of Pennsylvania, Shippensburg University and private support.

SBDC operations are headquartered in Suite 405 of the John L. Grove College of Business. Through collaborative partnerships, the SBDC also has fourteen outreach sites across the region where educational programs and consulting services are delivered. In addition to the core services of no-cost one-on-one confidential business consulting, educational programs and information services, the SBDC also utilizes the specialized consulting services of the PASBDC Network to support clients. The PASBDC network has specialized consulting services in Procurement Technical Assistance (contracting with the government), Technology Commercialization Assistance, Environmental Management Assistance and International Business Assistance.

Summary of 2007-2008 Activity

Consulting The SBDC's consulting emphasizes education and guidance in finding practical solutions to business problems. Consultants utilize an outcomes-based consulting process, identifying with each client the goals to be achieved, activities to be performed by client and consultant in pursuit of the goals, and establishing a timeframe for the consulting engagement. Each consulting engagement is limited in scope and duration, with the opportunity to continue with successive engagements as goals are met and client, business and economic development milestones are achieved. SBDC consultants incorporate online tools and courses to augment the consulting process.

The SBDC serves a diverse spectrum of clients. Many SBDC clients are pre-venture entrepreneurs with an idea for a new business seeking assistance in researching potential markets, assessing probable business viability and developing the business plan necessary to finance and launch the enterprise. Some clients are start-up and early stage businesses wrestling with management, marketing or money problems or dealing with the challenges posed by early, rapid growth. Others are businesses seeking to expand operations with new products or services, pursuing new markets through government contracting or exploring international business opportunities.

In 2007-2008, the SBDC provided one-on-one consulting services to 285 clients through a total of 2,232 consulting sessions. Two clients purchased existing businesses and seventeen pre-venture clients opened new businesses. Four clients were assisted in obtaining Women's Business Enterprise (WBE) or Minority Business Enterprise (MBE) certifications through the Procurement Technical Assistance program. Over \$2.5 million in investment capital was secured by SBDC clients for start-up and growth needs of regional businesses.

Educational Programs

SBDC seminars and workshops are designed to provide entrepreneurs with the practical information they need to make sound business decisions. Programs range in content from an overview of the basic skills, knowledge and steps necessary to launch a new business to detailed focus on selective business topics. Programs are taught by SBDC professional staff and highly qualified partners from regional organizations such as SCORE, **Smith Elliott Kearns & Company, LLC**, Black and Davison, The Laramie Group, SEDA-COG, The Pennsylvania Technical Assistance Program (PennTAP) and FranNet of Central Pennsylvania

York SCORE Chapter 441 partners with the SBDC in the delivery of educational programs in York County, providing a wide variety of business management expertise to share with attendees. F&M Trust partners with the SBDC in the delivery of First Step and Business Planning workshops in Franklin and Cumberland counties, bringing their expertise in small business fiscal management and finance to the attendees. The Chambersburg Chamber of Commerce, the Murata Business Center in Carlisle, the Adams County Economic Development Corporation in Gettysburg and the J.D. Brown Center for Entrepreneurship at York College are the primary outreach locations where SBDC educational programs are offered.

Sixty-three workshops were offered in 2007-2008 with 593 attendees. In addition to basic business planning and start-up workshops, various workshops were offered in the areas of marketing, legal issues, franchising, doing business with the Commonwealth, QuickBooks and human resources. The SBDC also supported the Hanover Chamber of Commerce's monthly lunch and learn seminar series with three workshop presentations.

Regional Outreach

The Small Business Development Center, in addition to the direct economic development services it provides to regional entrepreneurs, also plays a significant role in regional outreach activities for the university. The following bulleted list provides a sampling of activities that SBDC personnel were engaged in during the 2007-2008 academic year.

- The SBDC is involved in the Harrisburg Area Keystone Innovation Zone (KIZ) and the York KIZ and is a partner in the Entrepreneurial Support Alliance (ESA) housed in the York County Economic Development Corporation. The ESA serves as a "one-stop shop" for area entrepreneurs seeking assistance, helping them to understand what services are available to support them and directing them to the appropriate service provider for their needs.
- The SBDC participated in the annual York Entrepreneurship Symposium hosted by York College as mentors to young entrepreneurs and presented a workshop in starting a part-time business.
- SBDC staff gave talks at various organizations throughout the year including the New Oxford Chamber of Commerce, the Greencastle Antrim Chamber of Commerce, the Mercersburg Chamber of Commerce, the New Cumberland Business and Professionals Group, the Greencastle-Antrim Economic Development Committee, the Franklin County Council of Chambers, the West Shore Breakfast Club, and the Waynesboro and Red Lion Rotary clubs.
- Articles by SBDC staff on various aspects of entrepreneurship and business management are featured regularly in the Shippensburg Area Chamber of Commerce newsletter and occasionally in other regional chamber newsletters.
- SBDC staff co-presented the monthly open-door entrepreneurship program known as "First Monday" at the Murata Business Center.
- SBDC staff met to develop working relationships with personnel from the World Trade Center of Central Pennsylvania and with MANTEC, the industrial resource center serving south central Pennsylvania. The SBDC co-sponsored a Conflict Prevention and Communication Skills workshop in January with MANTEC.
- SBDC staff volunteered with the Junior Achievement program and presented the JA Titan program to a class of high school students at Southwestern School District in Hanover, PA.



- SBDC staff presented at an event at Penn State Cooperative Extension – Adams County titled “Funding, Technical Assistance, and Other Resources for Business, Agriculture and Industry on April 30th.”
- We hosted the Small Business Administration regional members of the new “Red, White and Blue Teams” at our Center so they could learn more about the services we provide and to learn more about the services and financing programs they offer in support of our clients.
- The SBDC continues to be a service provider for the Pennsylvania Business Retention and Expansion Program (BREP). County-based economic development organizations submit Customer Action Plan (CAP) requests to the SBDC when they identify businesses that may benefit from our services.
- Some SBDC clients are able to benefit from the Guaranteed Free Training program offered by the Workforce and Economic Development Network of Pennsylvania (WEDnetPA). The SBDC works closely with the University’s WEDnetPA Partner, CJ Ezell, and coordinates training support for SBDC client companies that utilize the program.
- The SBDC was pleased to be able to support the Association for Helping Entrepreneurs Achieve Dreams (AHEAD) in York county deliver entrepreneurial programs in Spanish by enlisting the support of the Latino Business Center at our sister SBDC at Kutztown University.

Legislative Relations

Funding support for the SBDC, in addition to university and private support, comes from an appropriation for the PASBDC network in the annual Commonwealth budget. The SBDC program is a revenue positive investment for the Commonwealth, but with the challenges of a difficult economy and the normal vicissitudes of the legislative budget process, the SBDC actively pursues funding support from our regional legislators.

Representative Rob Kauffman (R-33) and Senator Terry Punt (R-89) are strong supporters of the SBDC. They recognize the impact our services have for their constituents and legislative districts and they actively advocate for our funding needs. This year individual letters of support to legislative leaders on the behalf of our appropriations request were also written by Senator Patricia Vance (R-31), Representative Glen Grell (R-87), Representative Todd Rock (R-90), Representative Keith Gillespie (R-47) and Representative Ron Moul (R-91). Additionally, all thirteen members of our region’s republican house caucus signed a letter to their leadership advocating for support of the PASBDC funding request.

Two clients of the SBDC, Brilliant Wedding Jewelry and River Raiders Snorkel Systems, were featured at our annual “Client EXPO” at the state capitol in May. The day featured clients from all eighteen SBDCs in Pennsylvania and highlighted “experiences” with different client presentations occurring hourly throughout the day.

Representative Keith Gillespie (R-47) also invited SBDC Director Michael Unruh to be a guest on his York public access television program “Legislative Report.” The half-hour program featured a question and answer session about the SBDC and the services it provides.

\$25K BIG IDEA Business Plan Competition

The Shippensburg SBDC was pleased to have the Ben Franklin Venture Investment Forum, in conjunction with Ben Franklin Technology Partners, sponsor a \$25,000 BIG IDEA Business Plan Competition as an exciting economic stimulus contest for area entrepreneurs. The contest was open to pre-venture and early stage manufacturing and technology related companies pursuing the development of new products or processes.

A panel of independent judges was convened for the contest, composed of experienced entrepreneurs, business consultants, commercial lenders and angel investors. Fourteen entry submissions were received for the contest, and six were selected to move on to the finals. The finalists prepared a business plan with detailed financial projections and then presented their “pitch” to the judges. Question and answer sessions followed to allow the judges to address any concerns or uncertainties from the plans and presentations.

The SBDC was quite pleased that one of our clients won the contest. River Raiders Snorkel Systems, a Chambersburg-based start-up company that manufactures after market accessories for jeeps, took home the prize. River Raiders stated their intention to utilize the funds to support the acquisition of needed equipment for a move into a new manufacturing facility they are planning to build. The contest check presentation was held at the Chambersburg Chamber of Commerce with economic development officials, legislators, university officials and the press attending.

Student Involvement

The SBDC also serves as a learning laboratory for Shippensburg students. Interns are involved throughout the year taking SBDC tutorials in market research, small business management, marketing and finance and assisting business consultants with client needs. SBDC interns also conducted a research project in Shippensburg creating a database of retail shopping venues and developing a draft shopping guide for promotion of local stores at the Chamber of Commerce and other public settings.

Students in Free Enterprise (SIFE) provided a group of students who worked directly with SBDC clients primarily on marketing of their products. Dr. Thomas Whisenand managed a website development class project for an SBDC client providing a valuable service to the client and an applied learning experience for the students. The student Society for Human Resource Management (SHRM) also began a relationship with the SBDC and will be a resource partner to assist in future client and partner needs.



Jill Edwards, Executive Director of the Ben Franklin Venture Investment Forum; Shanna and Kenny Hauk, Principals in River Raiders Snorkel Systems; and Mike Unruh, SBDC Director at the



Shippensburg Business Consultant Cheryl Young stands behind the SBDC's display featuring a client's business, "Brilliant Wedding Jewelry," at the 2008 Client EXPO in the state Capitol.



The new kid on the block. Meet **"Diesel"** the newest member of the Holoviak family.



Volume 1, Issue 2
November 2008

Butterfinger Cake

1 box of dark chocolate fudge cake mix –
bake as directed

After baking, poke holes in warm cake with
a fork

1/2 can of condensed milk & 1/2 jar of caramel
ice cream topping – Combine and mix

Pour mixture over warm cake

Cool cake

Frost with tub of cool whip



Crush Butterfingers candy
bars – top cake with crushed
topping

Refrigerate & Serve





***The new
College of Business
Logo...***



**SHIPPENSBURG
UNIVERSITY**

John L. Grove
College of Business