



# John L. Grove College of Business

*2012-13 Annual Report*



SHIPPENSBURG  
UNIVERSITY



*“A Tradition of Excellence”*

# Dean's Message

For more than forty years, the John L. Grove College of Business has focused on a *tradition of excellence*. These words capture the dedication of our students, faculty, and staff and embody the mission of our college—to provide a quality, high value, comprehensive education that prepares students to excel as global leaders. We provide exceptional undergraduate and graduate programs that are taught by highly qualified faculty in small classroom settings, allowing students to gain countless academic and practical experiences.

Shippensburg has prepared generations of students in business education for nearly eighty years. The Grove College of Business has awarded degrees for more than forty years and has proudly held the prestigious international accreditation by the Association to Advance Collegiate Schools of Business (AACSB) for more than thirty years.

Grove graduates continue to gain successful employment, despite the economic downturn, thanks to numerous opportunities for practical experience in the College of Business. Students gain real-world experience through internships that successfully place them in positions based on their academic background and interests. More than 60 percent of business students have completed at least one internship, and 80 percent have had additional work experience. Nineteen different business organizations offer students on-campus leadership opportunities. Strong academic programs, application of business theories, student/faculty research opportunities, and involvement outside the classroom also have helped more than 87 percent of business alumni to find full-time employment in their major or related field within six months of graduation.

Grove College of Business boasts more than 15,000 successful alumni across the globe. I believe their success comes from the excellent education they receive from our faculty. Parents also validate student success, because they continue to send their sons and daughters to Ship and believe in our mission to prepare global leaders. Employers continue to seek our graduates, because they are well prepared, ethical, and professional.

We are fortunate to be ranked among the top AACSB-accredited undergraduate business programs by the 2013 *US News & World Report*. Our graduate program also is ranked by *Princeton Review* as one of the top 296 AACSB accredited graduate programs. Since 2011, enrollment in the Professional, Emerging Leaders, and Online MBA programs has nearly doubled from 117 students to 225 students in 2013.

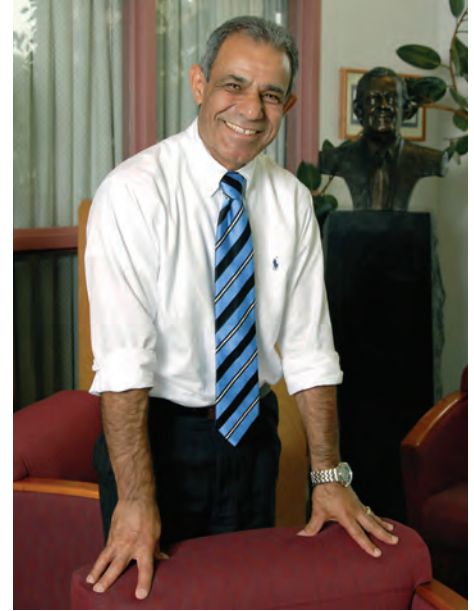
This year's annual report covers the success of the Investment Management Program (IMP) in the Dayton University RISE (Redefining Investment Strategy Education) Forum, the regional accomplishments of Shippensburg's Society for Human Resource Management (SHRM) chapter, and the achievements of the Entrepreneurship Action US (Enactus) Club. Also in the report, faculty received twelve achievement awards for their accomplishments in teaching, research, and service, made possible through generous donations.

This year's success and progress are due to the efforts and dedication of many excellent people in the Grove College of Business. I hope you are as proud of our students, faculty, alumni, and supporters featured in this annual report as I am.

Best Regards,

John G. Kooft, Dean

John L. Grove College of Business



**John L. Grove  
College of Business**

**30  
40  
75**

**YEARS OF AACSB ACCREDITATION  
YEARS AS A COLLEGE OF BUSINESS  
YEARS TEACHING BUSINESS**

*"A Tradition of Excellence"*

## Shippensburg University

Shippensburg University is a regional state-supported institution that is one of fourteen universities in the Pennsylvania State System of Higher Education. The university offers one hundred undergraduate programs and fifty-seven graduate programs in three colleges: Arts and Sciences, Business, and Education and Human Services. The university enrolls more than 7,800 undergraduate and graduate students.

The 200-acre campus located in Cumberland County was founded in 1871 as the Cumberland Valley State Normal School. Its first class graduated in 1874.

The Office of Professional, Continuing and Distance Education Studies provides credit and non-credit programs to meet the educational and training needs of the region, conveniently offering courses online and at multiple locations.

Shippensburg University is accredited by the Middle States Commission on Higher Education, AACSB International, ABET, American Chemical Society, Council on Social Work Education, Council for the Accreditation of Counseling and Related Educational Programs, International Association of Counseling Services, Council for Exceptional Children, and by the National Council for Accreditation of Teacher Education.

The John L. Grove College of Business, established in 1971, is one of the premier business schools in the Mid-Atlantic Region. Since 1981, our college has held the most prestigious international accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International. We offer a Master of Business Administration (MBA) and a Bachelor of Science in Business Administration (BSBA), as well as numerous certificate programs. Our business programs are relevant and challenging. We ask corporate executives, as members of the Grove College of Business Advisory Board and Councils, to help us plan programs that offer the output that executives want and expect in their employees.

In the 2012-13 academic year, there were 216 MBA students enrolled in our four locations—Shippensburg, Harrisburg, York, and East Stroudsburg—and 1,352 undergraduate students enrolled within our three academic departments: Accounting, Management Information Systems, and Information Technology for Business Education; Finance and Supply Chain Management; and Management and Marketing.

Our BSBA degree program features a strong common business core, a concentration in a specific major, and a balanced liberal arts component. This business core covers subjects from all functional areas of business and gives a broad foundation of business knowledge. It enables students to change business majors within the first two years without a loss of credits and provides career flexibility upon graduation.

The university participates in two major employment consortia each year and the college hosts the Career Expo where students can talk to representatives from various businesses about career opportunities. Students



# John L. Grove College of Business

The John L. Grove College of Business at Shippensburg University provides a high-quality and high-value comprehensive educational experience that prepares students to excel as principled leaders in today's global business community.

## Mission Statement

have an opportunity to gain firsthand job experience by completing a business internship. Our internships give students a blend of academic learning with real-world experience, which increases job opportunities upon graduation. Internships are available in a variety of businesses here in south-central Pennsylvania, in metropolitan areas like Philadelphia and Baltimore, as well as nationally and internationally.

The goal of our Grove College of Business faculty is to provide students with a knowledge base and skills for a lifetime of learning in a professional career of their choice. The faculty, over 95 percent of whom hold a doctorate in their field of instruction, pride themselves in offering a highly personalized learning environment. Equally important, the educational experience of our students is guaranteed to be state of the art because our faculty members continue their professional

growth through research and their work as consultants. In addition, our modern classroom building, Grove Hall, was designed with a twenty-first century education in mind. Our small classes enable students to interact on a one-on-one basis, and this allows our faculty to help students develop strong communication, interpersonal, and teamwork skills that are vitally important in today's business world.

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# Board Member Focus

## Robert E. 'Bucky' Ward '77



**R**obert E. "Bucky" Ward '77 of Lehigh Valley feels good belonging to a team. As director of operations at Computer Aid, Ward describes his job as coaching several hundred company associates. "My job is really about developing people and helping them perform at their highest levels," he said.

A business education major at Shippensburg, Ward found himself drawn back to the John L. Grove College of Business as an advisor in 1986. "From the moment I reconnected with professors and staff, I knew it was something I wanted to do."

Computer Aid outsources technology for companies that need it, but don't necessarily have the in-house experience and equipment. Although his schedule is frequently booked, Ward enjoys the diversity each day brings.

As a Grove College of Business board member, Ward finds it rewarding to work with the university community. "The professors truly care about the success and well being of their students." He is often invited to speak on campus and receives e-mails from students

seeking advice.

Ward has gained many ideas from his work at Ship. "I'll proudly admit that I have included many of the university's ideas and programs with my staff as well. It's a two-way street."

The two-way street includes fellow Ship graduates. "We are always looking for bright and assertive students and recent graduates. Over the years, we've been able to work with the Grove College of Business to attract and hire some outstanding Shippensburg graduates." The rewards exceed above and beyond for Ward, who simply hopes to benefit the college that has done so much for him.

Ward also has established the Robert E. "Bucky" Ward Athletic Scholarship for a Parkland High School student enrolled in the Grove College of Business who also participates in one of Ship's intercollegiate athletic programs.

## College of Business Advisory Board

### Aji M. Abraham

Capital Blue Cross

### Richard C. Atkinson '79

HDH Byerly

### Douglas K. Besch '95

KPMG LLP

### Edward L. Buchanan IV '71

Smith Elliott Kearns & Co., LLC

### Chris C. Bushey '79

Quandel Group

### Charles H. Diller Jr.

JLG Industries, Retired

### Timothy J. Drabic '84

Citi

### Edward F. Ehret '87

Atlas Minerals & Chemical

### Robert L. Engle '73

TE Connectivity

### Bradley S. Everly '73

Orrstown Bank, Retired

### Randy L. Fackler '86

PwC, LLP

### James A. Gehr '83

Exel

### William Gindlesperger

e-LYNXX Corporation

### Ronald G. Gipe '71

Martin's Famous Pastry Shoppe, Retired

### Sean Glennon

Volvo Construction Equipment



### Nora Habig

M&T Bank

### Craig H. Hill '77

Fulton Financial

### Marsha A. Hoy '89

Hoffman Ford

### Michael L. Hurt

TB Woods, Inc., Retired

### Ronald S. Kearns '64

Smith Elliott Kearns & Co., LLC  
Retired

### Stephanie Kleinfelter '84

PNC Wealth Management

### James E. Kroh '65

R. H. Sheppard, Co., Retired

### Paul E. Longenderfer '93

American Express Cards

### Charles R. Nebel Jr. '84

Boyer & Ritter

### Robert P. Nicholson '84

Harsco Corporation

### Michael M. Palm '86

CRP Industries, Inc.

### Gerald E. Piper '86

CenturyLink

### Ronald J. Points '69

World Bank Consultant

### Frederick D. Potthoff '70

Kroff Chemical Company, Inc.

### Christopher E. Pruitt '84

East Penn Manufacturing Co., Inc.

### Colette Raebiger '95

Pfizer, Global Logistics & Supply

### John R. Raebiger Jr. '95

Pitcairn Trust Company

### Thomas M. Ramsburg '69

TMR, Inc.

### William F. Rothman

RSR Realtors

### Jennifer S. Schwalm '89

Masonic Village

### P. J. Soto '77

US Department of Labor,  
Office of Administrative Law Judges

### Curt E. Spicher '85

Spicher's Appliances

### Frank Stearn

Sunrise Computers & Electronics,  
Retired

### Cindy Stewart '75

Family Health Council of Central  
Pennsylvania

### Lamar R. Stoltzfus '77

ParenteBeard Company, LLC, Retired

### Jill J. Walmer '82

Highmark

### Robert E. Ward '77

Computer Aid, Inc.

### Bryan P. Wright '88

Exelon

### J. Joseph Zimmerman

Valley Quarries

# Supply Chain Management Advisory Council



**Dan Altomare**  
Staples Distribution Center

**Ray Boldosser**  
Keen Transport

**Edward Botchie**  
Cressler Trucking, Retired

**Jodi L. Buhrman '97**  
Amazon.com

**H. Douglas Bushong '84**  
Peter Klein Company

**Lee Ann Christy**  
Rite Aid

**Peter J. Hamilton '84**  
Jacobs Engineering Group

**Rick Howenstine**  
Clark Distribution Systems, Inc.

**Gary Kelley**  
D. M. Bowman, Inc.

**Christopher A. Malone '86**  
The Hershey Company

**Colette Raebiger '95**  
Pfizer Global Logistics & Supply

**David M. Santeusaniou '80**  
TE Connectivity

**Michael A. Sibble**  
Uchiyama America, Inc.

**Dr. Richard D. Stone**  
Professor Emeritus  
Shippensburg University

**Reid Terch**  
Staples

**Erik D. Thompson '94**  
Daily Express, Inc.

**Keith Walborn**  
Cumberland-Keuka Company

**Jim Ward**  
D. M. Bowman, Inc.

**Jake Wimmer**  
World Kitchen, LLC

# Finance Advisory Council



**Donald M. Butler '92**  
The Vanguard Group

**Christine Cheng '99**  
Louisiana State University

**James L. Dailey '97**  
TEAM Financial Managers

**Justin J. Ellsesser '11**  
Silver Leaf Partners

**Ralph J. Fetrow**  
Members 1st Federal Credit Union

**Lee Fortenberry**  
Northwestern Mutual Financial  
Network

**Lee A. Gardella '89**  
Adveq Management US, Inc.

**Dr. Ralph T. Hocking**  
Professor Emeritus  
Shippensburg University

**Christopher J. Jackson '97**  
TEAM Financial Managers

**Robert S. Jones '88**  
RBC Capital Markets

**Anne E. Kingsborough '01**  
PNC Financial Services Group

**Louise Lovell**  
US Nuclear Regulatory Commission

**Greg McMullen**  
RedRock Investment Management

**David A. Rosen '91**

**Jennifer L. Sassani '93**  
Lehigh University

**Brian J. Walsh '80**  
Oppenheimer & Co., Inc

**Christopher S. Weber '03**  
M & T Bank

**David C. Webster '03**  
Conning Asset Management  
Limited

# COB Advisory Board Welcomes Wright

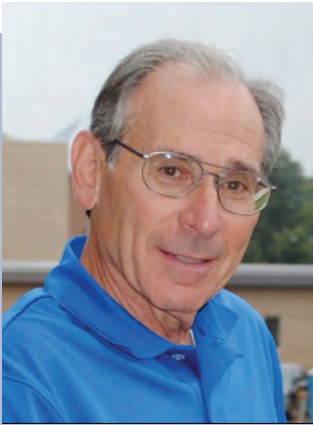
**Bryan Wright '88** is the chief financial officer of Exelon Generation, which is the competitive energy subsidiary of Exelon Corporation (EXC). Wright earned a BSBA in accounting from Shippensburg in 1988. He earned his Maryland CPA license and an MBA from Mount Saint Mary's University. Wright is responsible for all financial aspects of Exelon's competitive businesses. His prior roles include senior vice president, corporate finance, for Exelon Corporation and chief accounting officer of Constellation Energy Group. He previously worked at Allegheny Energy, Inc., Citibank, and AVEMCO Corporation. He is a board member for the Baltimore and Ohio Railroad Museum in Baltimore, Maryland.



# Ellsesser Joins Finance Council

**Justin Ellsesser '11** is manager of trading and operations at Silver Leaf Partners, an institutional broker dealer serving hedge funds and mutual funds worldwide. He graduated from Shippensburg in 2011 with a BSBA in finance and a minor in political science. As a student, he was a member of the Investment Club and served as president of the Investment Management Principles class. Since graduation, he served as a Congressional intern before taking a position as a trading assistant at Silver Leaf Partners. In his two years at the firm, he has risen to become manager of the trading area, which is responsible for running the day-to-day operations of the brokerage business. Ellsesser has attended graduate-level classes at George Washington University and is a member of the Washington, D.C., CFA Society under their Candidate Membership Program.

# Spotlight on Retired Faculty: Dr. Jonathan Kohn



As a professor in the John L. Grove College of Business for more than thirty-five years, Dr. Jonathan Kohn has had the opportunity to mentor everyone in his department.

“When I came, no one mentored me. I realized that mentoring faculty was very important—whether discussing

promotion and tenure, pedagogical issues, or attitudes towards our students.”

Kohn, who specializes in logistics, has collaborated with faculty and students on a number of projects over the last three decades. He developed new curriculum, created new courses, and helped reorganize his department into Supply Chain Management, which has grown tremendously.

He also recognized the need for faculty evaluation by students. Working jointly with Dr. Louise Hatfield more than a decade ago, they developed and implemented the current student evaluation

form used to assess faculty.

The makeup of the student body has changed over the years, Kohn said. As technology advanced, he adapted his teaching style to students’ needs and interests. “I learned to use computers as educational tools rather than just computational devices. This approach helped students who felt uncomfortable in a mathematical environment deal with the challenges.”

Prior to retiring, Kohn designed an online graduate certificate program in Supply Chain Management that was recently approved. The John L. Grove College of Business is now one of only four schools in the state to offer this certificate.

Reflecting on his career, Kohn said Shippensburg was a wonderful place to work that afforded him opportunities to make significant contributions. “I found it very stimulating to work in an academic environment with supportive, like-minded people. I especially enjoyed meeting people from other colleges and disciplines.”

In retirement, he plans to split his time between Pennsylvania and Boulder, Colorado, where his children and grandchildren live, as well as travel overseas and hike with his wife.

## Exchange in LaRoche

Dr. David Evans, executive director of international relations (left), of LaRoche, France, came to visit Dean Kooti last fall to discuss collaborations at the undergraduate and graduate levels. Shippensburg University’s current partnership there provides an exchange program for our students.



## Company of the Year Volvo CE • Shippensburg

(Above, from left) Dean Kooti; Dr. Joanne Tucker, associate professor of finance and supply chain management; Conrad Jackson, Volvo CE; and Dr. Anthony Winter.

The John L. Grove College of Business faculty honored Volvo Construction Equipment (CE) in Shippensburg as the 2013 Company of the Year. Volvo CE has made a significant impact in the region because of the size of its economic footprint, its environmental consciousness when designing and implementing their operations, and its charitable contributions to the community.

In March, Conrad Jackson, senior process analyst for Volvo CE, accepted the award and made a presentation to faculty and students highlighting Volvo’s strategies for maintaining growth in their operations. Jackson’s well-received presentation provided an insightful model for students about how to maximize the benefits from their business internships.



# Beta Gamma Sigma Year Review

(Above) Beta Gamma Sigma junior inductees.



Beta Gamma Sigma is an international business honors society that represents the top 10 percent of students in AACSB-accredited colleges and universities. This year, the Shippensburg chapter of Beta Gamma Sigma sent two student representatives, Derek Shade and Erin Wolfe, to the Winter 2013 Student Leadership Forum in Jacksonville, Florida.

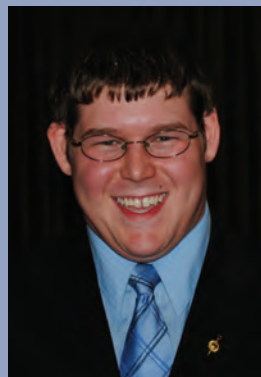
To be considered for membership, students must attend a university or college accredited by AACSB International, must be a senior in the top 10 percent of their class with a minimum 3.4 cumulative GPA; or a junior ranking in the top 7 percent of their class with a minimum 3.5 GPA. MBA students must maintain a minimum 3.6 GPA. The students found this unique four-day event was more than an average business conference. The hands-on experience gave students an opportunity to focus on developing their personal leadership styles through a variety of interactive workshops, team building exercises, professional speakers, and networking activities. Participants also strengthened their communication skills through creative group activities and learned how to incorporate their individual personalities into unique and successful leadership styles. One of the most rewarding aspects of the conference was the opportunity to meet and interact with peers from around the world.

On April 26, 2013, Beta Gamma Sigma held its annual induction ceremony and College of Business Awards Banquet. This year, thirty-one members were inducted in the society, and numerous faculty members were honored for their contributions in their fields of study.

## BGS Chapter Honoree and Scholarship Recipient



(Above, from left) Dr. Anthony Winter; Derek Shade, BGS co-vice president; BGS Chapter Honoree P. J. Soto; Erin Wolfe, BGS co-vice president; and Dr. John Kooti.



(Above) BGS Scholarship recipient Dakota Bricker.



Erin Wolfe, BGS co-vice president (second from right) at the Student Leadership Forum.



With Dr. Anthony Winter (left) and Dr. John Kooti (right), recipients of Distinction of Academic Excellence are Erik Deardorff and Ashley Elder.

## BGS Inductees Officers

**Chapter President**  
Dr. John G. Kooti

**Vice Presidents**  
Derek Shade and Erin Wolfe

**Faculty Advisors**  
Dr. April Bailey and Dr. Irma Hunt

**Chapter Advisor**  
Deb Booz

## Juniors

Kelsi Ardiel, Alexander Aehart, Matthew Bedics, Dylan Bensinger, Dakota Bricker, Andrew Crist, Lindsey Gemmill, Daniel Hess, Devon Lacy, Elysa Lugo, Tricia Molek, Brinton Motto, Jonathan Nace, Danielle Prior, Megan Ritchey, Nicholas Rogers, Josue Sanchez-Santoyo, Brynn Seidenstricker, Joshua Shappell, Katelynn Shoop, Eric Simpson, Brian Sourber, Matthew Steindl, Joshua Stouffer, and Veronica Torres

## Seniors

Ashley Elder, Alexa Line, and Hilary Lyons

## MBA

Timothy Knopp\*, Ashwini Palande\*, and Tanya Ziegler

\*Denotes second recognition.

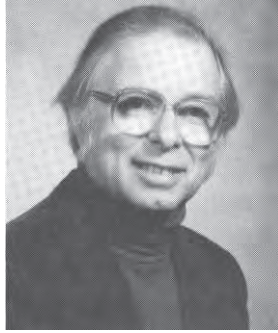
## Drs. Robert Ackelsberg and Myron Gable

The Grove College of Business lost two former faculty members. Dr. Robert Ackelsberg, 85, professor of management, died July 27, 2012, and Dr. Myron Gable, 84, professor of marketing and former chair of the Management and Marketing Department, died August 9, 2012.

Ackelsberg came to Shippensburg with twenty years experience as an engineer with the desire to earn his PhD and teach. “The industry experience that Bob brought to the classroom was invaluable, and that experience, combined with his excellent teaching skills and ability to connect with his students, made Bob one of the most popular professors in the School of Business at the time,” said Tony Winter, associate dean of the college.

Born in New York City, he was known as an “adventurous soul” by his family. He specialized in international studies, a passion he shared with his students, and traveled extensively. According to Dr. Susan Stone, professor of management and marketing, Ackelsberg brought professionalism and experience into the classroom. “The only thing that mattered to him was the students,” she said.

Ackelsberg’s personable, easy-going attitude and great sense of humor made him one of the college’s most loved professors, Winter



Dr. Robert Ackelsberg



Dr. Myron Gable

*“Both of these men put the College of Business on the map.”*

said. “He had a very positive impact while at Ship, and one that lasted many years beyond, through the professional achievements of his students.”

Gable, who was born in the Bronx, New York, served as interim dean of the college for a few years. According to Winter, he was one of the most prolific researchers in the history of the College of Business, and his productivity carried on through his retirement.

“One of the things Dr. Gable did was understand and build collegiality. He built relationships among disciplines,” Stone said. “He was so interesting, such a brilliant man, and such a successful businessman.”

Gable was described as dynamic, outgoing, engaging, and energetic—all traits that brought out the best in the people around him, Winter said. He took the time to get to know people and what they thought or felt about issues in the department, Stone added.

“His commitment to his profession, the College of Business, and to the university had a lasting impact both inside and outside of the classroom,” Winter said.

“Both of these men put the College of Business on the map,” Stone said.

## MBA Program Review

Ship’s MBA Program has experienced continued growth and success. Since launching two new ways to earn an MBA and establishing progressive enrollment of students at two new satellite locations, the program is moving forward.

In the fall of 2012, both the Ship MBA Emerging Leaders Cohort and the Ship MBA Online program provided more options to students acquiring their MBA.

During its first year in fall 2012, twenty-two students joined the Ship Emerging Leaders Cohort. The cohort is a one-year accelerated MBA program specifically designed for recent college graduates. It offers day classes on Wednesdays in Shippensburg and at the Dixon University Center. It also carries a business practicum (graduate internship) option. The premise is to allow our students to earn the MBA in one year and gain real-world experience simultaneously. The second cohort began in 2013.

The MBA online program also successfully launched in fall 2012, providing the same MBA professional program experience in an online format. The program currently has more than fifty students enrolled and will likely continue to grow.

Enrollment increased in the original MBA professional program at our main campus and at the Dixon University Center. Two newer locations in York and East Stroudsburg also offer the quality, AACSB-accredited MBA program to students outside of the south-central Pennsylvania region.

Overall, the MBA program has grown 140 percent in the past year and continues to provide quality, convenience, and value to our MBA students.

## Accounting Club Dinner

In March, the Accounting Club and the university chapter of the National Association of Black Accountants (NABA), Inc., hosted their nineteenth annual Etiquette Dinner, featuring speakers Lynne and John Breil of The Professional Edge. The dinner teaches students, faculty, and staff to properly dine while on a job interview or in a professional setting.

The Breils covered everything from using the overwhelming arsenal of silverware at a professional dinner to where your napkin should be placed when the meal is done. There was an opportunity to eat foods that should be avoided in a professional setting, such as French onion soup or spaghetti. Students also learned how a dining experience may change when traveling abroad.

The evening also presented a chance for students to network with the multiple public accounting firms in attendance.

Special thanks to: PwC; ParenteBeard, LLC; SF & Company; Reinsel Kuntz Leshner; Smith Elliott Kearns & Company, LLC; Squire Lemkin + Company, LLP; Herbein+Company, Inc.; Boyer & Ritter; Ernst & Young, LLP; Rager, Lehman & Houck; Rotz & Stonesifer; McKonly & Asbury, LLP; and Accounting Club Advisors Dr. Mary Myers and Dr. Scott Cairns.



# Enactus Serving in Belize



Last November, members of Shippensburg's Enactus team traveled to Belize during Thanksgiving. The team stayed at the Hosanna House, near Dangriga, which is a home for children under the age of eighteen who have been abused or abandoned. The team worked to teach the children group communication and teamwork. They also learned crafts, which will be sold in the United States to benefit a scholarship fund created by Enactus to provide them with education for a brighter future.

Enactus also partnered with Holy Angels school in Belize for students from preschool to eighth grade. They taught eighth-graders budgeting skills, including basic business topics such as profit, budgeting, costs, and revenue. To make this lesson more realistic, Enactus created examples using local products such as grapefruit. The team also painted a school building and collected boxes of school supplies for teachers.



## Guest Speaker Anthony Curtis

Last April, the Grove College of Business welcomed guest speaker Anthony Curtis, a senior economist in PwC's Global Transfer Pricing Services Group. Curtis has more than twenty years of experience managing economic analysis for the firm. He is a frequent author and presenter. He previously taught graduate courses in business economics and money and banking at Johns Hopkins University's Washington, D.C., campus. He earned his BBA with a concentration in business economics, his MBA from The George Washington University, and has completed several graduate classes in taxation at Fordham University. Pictured above (from left) Anthony Curtis, Sarah Bryant, professor of finance, and Dr. Anthony Winter.

## Career Expo

More than 400 students interacted with nearly one hundred organizations at the John L. Grove 2012 Career Expo, which was held in the Ceddia Union Building in September. Students from all three colleges had the opportunity to network with prospective employers, discuss full- and part-time positions, consider internship opportunities, and learn about a variety of careers.

Many employer representatives indicated that this was one of the best campus career fairs they attended, and they were impressed with the organization, enthusiasm, and student support.

This year's Career Expo, which was the biggest in more than



two decades, was possible due to the efforts of several staff and students from the Grove College of Business. Special thanks to all students representing our business professional organizations who volunteered to make the 2012 Career Expo a success.

# Student Professional Organizations

## Year in Review

### Accounting Club

During the fall semester, students networked with eighteen different accounting firms during the Career Expo, through the Accounting Club, or by meeting special speakers. The club compiled members' resumes in a book for prospective employers. As a result, many students received internships or full-time employment offers.

Students learned how to properly conduct themselves during a business meal at the nineteenth annual Etiquette Dinner. Numerous accounting firms were present to network with students, alumni, teachers, and the deans.

The Accounting Club invites accounting firms to speak to members on current accounting topics on a bi-weekly basis. During the 2012-13 academic year, the following firms participated: Boyer & Ritter, PwC, Arthur Bell, Smith Elliot Kearns & Company, LLC, Reinsel Kuntz Leshner, SF & Company, ParenteBeard, Becker, Kern and Company, PC, McKonly and Asbury, LLP, and Squire Lemkin + Company, LLP.

The 2012-13 officers were Michael Pavusik, president; Ryan Schweikert, vice president; Kayla Arigo, treasurer; Zach Artz, membership director; Ashley Elder, secretary; and Nicholas Spinelle, webmaster. The 2013-14 officers are Zachary Artz, president; Kenny Mchugh, vice president; Tyler Lucchese, treasurer; Justin Petermen, membership director; Jessica Hugher, secretary; and Josue Santoyo, webmaster.

### E-BOSS:

E-BOSS assisted the Entrepreneurship Leadership Center in marketing the PASSHE Business Plan competition and participated in the competition. During the competition, E-BOSS held group discussions about their business plan ideas and members had the opportunity to work together to build and improve upon each other's passions.

E-BOSS met with Dr. Shelley Morrisette, the head entrepreneurship professor, and with Mike Unruh of the Small Business Development Center to talk about entrepreneurship and the business they started.

Last November, E-BOSS hosted the Dream Share Project with the Entrepreneurship Leadership Center. During the Dream Share Project, successful entrepreneurs and recent graduate students, Chip Hiden and Alexis Irvin, showed a

documentary they created about quitting the corporate jobs they disliked to take a cross-country road trip and interview people that have successfully chased their dream job. Hiden and Irvin then held a workshop focused on following your dream, setting goals, and creating a plan to make it come true. This inspirational event left attendees motivated and better prepared to follow their dreams.

E-BOSS also played a big role in marketing for the event on campus. While the target was to register about forty attendees, the group's hard work preceding the event led to one hundred registered attendees who left extremely positive feedback.



Members of the Enactus Team include (from left) Tracy Brenner, Nicholas March, Brittany Lapp, Amber Sherrock, Jennifer Fourhman, and Brittany Woodruff.

### Enactus

The Shippensburg University Enactus team (formerly Students in Free Enterprise or SIFE) returned to Shippensburg as champions in the Baltimore 2013 Enactus Regional Competition in March. The event was one of ten Enactus USA Regional Competitions held nationwide.

The presentation team included Jennifer Fourhman (substituting for Ryley Behm), Nicholas March, Amber Sherrock, and Brittany Woodruff. Also in attendance were Brittany Lapp and Tracy Brenner. After presenting a report of their yearlong community outreach projects to a panel of business leaders, the team was named a SIFE USA Regional Champion in the overall competition. They then advanced to the national competition at the Enactus USA Exposition in May in Kansas City, Missouri.

"This program is excellent for Ship students, since it provides them the opportunity

to put theories to work and apply written and oral communication skills, while also assisting their community and helping to make the world a better place," said Dean Kooti. "The team accomplished five projects serving communities across the globe and their performance in Baltimore was exceptional. I am very proud of them and their accomplishments during the year. I am also very grateful for the support given to our students by the administration, friends, alumni, and business leaders."

Enactus is an international nonprofit organization active on more than 1,600 university campuses and in more than thirty-eight countries. Enactus teams create economic opportunities in their communities by organizing outreach projects that meet the Enactus criteria. Their projects are judged on creativity, innovation, and effectiveness.

### FMA

The Financial Management Association (FMA) had an outstanding year under the leadership of President Evan Miller and Vice President Nicholas Shearer. Accomplishments for the 2012-13 academic year include bringing in speakers from Edward Jones Investments, Northwestern Mutual, Deloitte, and Harrisburg Regional Chamber of Commerce & CREDC. Each spoke about the different and exciting careers at their respective firms. FMA's goal was to network with business students and professionals brought in to speak. Each professional guest offered summer internships and full-time employment to Ship students.

During the fall semester, more than one hundred students attended the annual Business Networking Social and Etiquette Dinner sponsored by Northwestern Mutual Financial. This event delivered a professional atmosphere to teach etiquette skills while dining and networking. Lee Fortenberry, Northwestern Agency director and Shippensburg University adjunct professor, expressed how important proper etiquette is from a business professional situation to a casual night out. Lynne Breil, president of the Professional Edge Company, along with her husband John, took the group through the trials of a hard-to-eat dinner and explained proper etiquette throughout the meal.

The FMA continues to grow and seeks to become nationally recognized in future years. The 2013-14 leadership is: Nathan Sorresso, president; Chelsie Madison, vice president;

Monique Clemons, secretary; Shane Frank, vice president of marketing; and Jessica Gebauer, treasurer.

## Investment Club

Last April, eight members of the Investment Club went to New York City to the Quinnipiac Game Forum. Michael Uehlein, Sean Minford, Tyler Minford, Christian Jefferies, Chuck Sabol, Tyler Heintz, Tyler Robertson, and Bobby Kohl had the opportunity to attend and network with students from more than one hundred universities, forty-two states, and forty-three countries. More than 120 speakers offered their opinions on the outlook of the stock market and where opportunities will be in the future.

The first day included Q&A sessions with five different professional fund managers or economists. Notable professionals included Larry V. Adam, the chief investment strategist at Deutsche Bank; Richard Bernstein, CEO of Richard Bernstein Advisors; Bob Doll, chief equity strategist at Nuveen Asset Management; and Dr. John E. Silva, managing director and chief economist at Wells Fargo Securities. They provided an insightful view of the United States and global economies. Additionally, attendees had their questions answered by capitalists and experts in the financial sector. The next day, two high-profile speakers on Wall Street, David Darst and Joe Terranova, spoke about asset allocation.

David Darst, the chief investment strategist at Morgan Stanley, explained his ways to hedge against risk and strategies in asset allocation of his fund. Joe Terranova, a contributor to CNBC, discussed opportunities in the market and provided a memorable video of an interview with author Milton Friedman explaining greed. During the final

day, attendees were split into small group learning sessions that focused on topics such as hedge funds, financial planning, and high-frequency trading. Overall, the Quinnipiac gave attendees practical and enlightening knowledge into the world of Wall Street.

## NABA

Last October, three members of the Ship chapter of the National Association of Black Accountants, Inc. (NABA, Inc.) attended the Eastern Region Student Conference in Bethesda, Maryland. Attendees included Josue Santoyo, an accounting major from New Oxford, Idris Coleman, a human resource major from Downingtown, and Phil Cobb, an accounting major from Philadelphia.

The conference allowed students to network with other students and companies from Maine to Virginia in a unique venue. Each session included information such as selling a personal brand, preparing for further accounting and accounting related certifications, and business attire awareness. A career fair gave students an opportunity to use their business savvy to build relationships with corporate partners in an effort to secure an internship or full-time position. Sponsors included, but were not limited to, the Big 4 accounting firms (Ernst & Young, LLP, Deloitte, KPMG, and PwC) and smaller accounting firms.

Coleman, Cobb, and Santoyo agreed that the trip was phenomenal. Cobb noted that “the conference is more than just a trip, it’s a much needed experience. Once you go, you see what’s out there as far opportunities and competition. We know, but we have to get others to see the true value in the conference.”

The Shippensburg chapter also earned a monetary prize for having the best and only perfect attendance in sessions provided by the sponsors.

Since returning from the conference, the NABA, Inc. leadership has planned a series of guest speakers and programs that will benefit all business students, regardless of their ethnicity or major. Although NABA, Inc. was formed in 1969 to enhance opportunities



The Redefining Investment Strategy Education (RISE) 13 Conference was held at the University of Dayton in March 2012. Shippensburg students from the Investment Management Program (above) participated in the event.

for minorities in the accounting, finance, and business-related professions, the group has become more diverse in recent years. In line with an increasingly global business environment, the number of international students in NABA, Inc. has grown. First and foremost, the organization is committed to academic and professional excellence among its members.

The Shippensburg chapter meets the first and third Tuesdays at 4:30PM. If you are interested in participating, e-mail Phil Cobb at pc2681@ship.edu or the group’s advisor, Dr. Allison Watts, at adwatts@ship.edu.

## PBL-FBLA

The 2012-13 school year was successful for Phi Beta Lambda—Future Business Leaders of America (PBL-FBLA). The organization made an impact on the community and performed well in its state competition. The group’s annual goals included completing many community service projects and increasing participation in the state competition.

The group focused on Ronald McDonald House Charities, collecting more than four gallons of soda tabs across campus for a great cause. Members also participated in Shippensburg’s first Mini-Thon, which benefits pediatric cancer patients, and helped with the Boys and Girls Club in Chambersburg.

During the state competition, five of fifteen members placed within the top three in their respected fields.

Shippensburg’s PBL-FBLA hopes to continue growing and furthering its impact on the community and campus life.



Members of the Investment Club at the Quinnipiac Game Forum in New York City.



## Organizations Cont.

Champions of the 2013 SHRM Northeast Regional Case Competition are (from left) Caitlin Guindon, Meghan Walsh, Cheryl Strenger, and Karli Wagner.

## SHRM

The Society of Human Resource Management Club had one of their best years to date. With numerous guest speakers, philanthropy, fundraising, and regional competitions, students gained real-world knowledge and experience within the field of human resources. Each month, SHRM students scheduled speakers to discuss a variety of information such as changes in health care, the Family and Medical Leave Act, graduate school, strategic human resource management, leadership, implementation, and effective employment practices.

Students volunteered their time at senior centers and worked diligently to raise money for their selected charity, The Cystic Fibrosis Foundation.

Last March, four seniors traveled to the University of Delaware to participate in the Northeast Regional Case Competition. This two-day conference and case competition consisted of multiple teams from undergraduate and graduate programs. Caitlin Guindon, Cheryl Strenger, Karli Wagner, and Meghan Walsh competed both written and orally in a succession planning case for the grand prize of \$2,500 cash and complimentary registration to the 2013 SHRM Annual Conference and Exposition. The teams were evaluated based on their ability to examine the information presented in the case and effectively present a solution and alternatives. These Ship students were the first to win the SHRM Northeast Regional Case Competition. They participated in the Annual SHRM Conference in Chicago this past June.

# Student Spotlight Cheryl Strenger



As a senior management major, Cheryl Strenger has taken full advantage of all the opportunities the College of Business offers. During her first year at Shippensburg, she took part in, and successfully graduated from, the Emerging Leaders Institute. She became a general member on the Activities Programming Board and participated in the women's chorale. Strenger joined the Society for Human Resource Management (SHRM) Club and was elected to serve as the public relations chair for the 2011-12 and 2012-13 academic years. In this role, she managed and directed fundraisers, arranged for guest speakers to attend chapter meetings, and has participated in many Grove College of Business socials. Additionally, she was a part of the winning SHRM team, which represented Shippensburg in the 2013 Northeast Annual Case Competition. Strenger is a member of Beta Gamma Sigma and received the 2013 APSCUF-SU student award in management.

Strenger also contributed to the Management and Marketing Department by working as the department's undergraduate research assistant.

She is particularly proud of the research she and a fellow student completed for the Grove College of Business in her implementation course. They worked with students, faculty, and staff to develop strategies to yield higher application rates for the Grove College of Business. The process taught her what makes the university so special and what peers believed was most important for prospective students to know about the Grove College of Business and university. As a result of their research, they presented three strategies to the Grove College of Business Advisory Board that will benefit the university and current and prospective students.

Strenger applied her education and skills to acquire and successfully complete a human resources internship with NMS Labs during her junior and senior year. She believes the knowledge she gained from her internship allowed her to excel in the classroom and better understand her coursework. She said her experience will provide her with the knowledge she needs to be successful in her career.

Strenger will attend graduate school in the fall of 2013 to complete her master's in business administration and is continuing to work at NMS Labs. Within the next two years, she plans to complete her master's degree and hopes to find a career in human resources near her hometown of Chalfont.



# Seth Wiles

During his four years as a supply chain management and management information systems dual major, Seth Wiles has been involved in both curricular and extracurricular activities. He's been active in the Supply Chain Management Professionals Club as vice president his junior year and as president his senior year. He also served on the Dean's Student Advisory Board, the Grove College of Business Advisory Board, and the Supply Chain/Logistics Advisory Board, and he regularly participated in university Open House Events to talk with prospective students about the John L. Grove College of Business.

Wiles was very involved in student life as vice president and later president of Lackhove Hall. During this time he worked to create a strong community through events and volunteer activities. For his service, he was inducted in the National Residence Hall Honorary Association. He also was an active participant in SUTV and WSYC Radio.

While in college, Wiles worked as a safety intern at International Waxes Inc. in Smethport, an assistant systems engineer intern at American Refining Group in Bradford, and a materials intern at Volvo CE in Shippensburg.

In his free time, he enjoys spending time with family and friends, lifting weights, running, kayaking, pottery, traveling, movies, rock climbing, and hiking. After graduation, he will work in global procurement and supply chain as a new product development buyer with the JLG Industries division of Oshkosh Corporation.

By Alexandra Capecci '14

One of the best experiences of my life came from my decision to study abroad for a semester. I was lucky enough to spend January through May of 2013 in Madrid, Spain. I went through a program provider called CEA, which connected me to the Universidad Antonio de Nebrija. My professors were wonderful. My international politics course really challenged me to look at current events with a neutral attitude. I also took a Spanish art history course, which was great because my teacher taught us about the great Spanish painters such as Greco, Velasquez, and Picasso, but also gave us the history behind it so we understood how Spanish religion evolved.

The university had students from all over the world. In my classes I heard how other countries viewed the United States and how they have similar or different values. This outside perspective, I believe, is one of the most valuable things I gained from study abroad. I lived in the center of Madrid with eight other study abroad students from all over the country and coming from various universities. We took our courses at the Nebrija Monday through Thursday then traveled on weekends to see the rest of Europe. Living in the Spanish capital was truly unique. I ate at all sorts of tapas restaurants and tasted some awesome paella. I also got to go see my favorite futbol team play in their home stadium, Real Madrid. One of my roommates and



*"I would encourage any student who has interest in going abroad to take the opportunity."*

## Study Abroad: Madrid, Spain

I decided to work as English tutors to a family during our semester. This turned out to be such a good decision, because I had a blast. The kids were fun, and they taught me probably more than I taught them.

My program took us on some trips to other parts of Spain, including Segovia and Cadiz. Segovia had ancient Roman aqueducts towering over the rooftops that were a spectacular site. One of my favorite places I visited in Spain was Sevilla. The city is beautiful, and Plaza de España is truly one of a kind. In Salamanca, I saw the oldest universidad in Spain. My roommates and I went to Morocco and rode camels, then had lunch while

witnessing the call to prayer throughout the hillside. In the Canary Islands, I tried some homemade goat cheese, and went paragliding over Las Palmas.

I would encourage any student who has interest in going abroad to take the opportunity. Besides spending a whole semester seeing the world, it looks great on a resume. I am a supply chain major, and I know employers have commented on how they like to see students with a global perspective. Studying abroad might be the most amazing five months I've ever had. Hopefully once I graduate I get the chance to go back and work in Spain.



## International Perspective: Chris Goldy

"Traveling has become my middle name," said Chris Goldy, the Finance Department's graduate assistant. It started in 1997 when he joined Song

and Dance Group Czestochowa. Spreading the Polish culture allowed him to visit many countries, including Hungary, Germany, Italy, Finland, Turkey, Austria, Lithuania, the Czech Republic, England, and the United States. In early 2009, he spent half a year studying management at the University of Primorska, in Slovenia; one year later, he was part of the summer academic exchange

program for students in Moscow, Russia.

A native of Poland, the twenty-five-year-old earned his bachelor's degree in finance and accounting as well as his MBA with a minor in finance at Wroclaw University of Economics, where half of his credits were taught in English. Currently, he is earning his second MBA at the Grove College of Business.

In 2010, he worked in the editor's office of the largest financial and investment web portal for investors in Poland, similar to Bloomberg.com. After more than two years as an analyst of foreign markets, he had published approximately 1,500 market newswires and more than eighty economic articles, commenting on real-time financial events from around the world.

During his tenure at the Wroclaw University in Poland, Goldy co-founded the

e-business/consulting student organization where he became the first CEO, responsible for strategic management and coordinating projects within this thirty-person group.

Not only has he traveled around the world, he also traveled throughout the United States. During winter break, he took a thirty-day road trip with three classmates from Ship to Chicago, Colorado, Utah, San Francisco, Los Angeles, San Diego, Las Vegas, Arizona, New Mexico, Texas, New Orleans, and Baltimore. During several weekend trips, he also visited Boston, Washington, Florida, New Jersey, and New York City with friends.

Goldy plans to graduate in December 2013 and work in the United States for the next few years.

# College of Business

## Student Academic Internships

**Richard Abel**  
MIS  
Quarryville  
NAVSUP Business Systems  
Center

**Charles Adams**  
Finance  
Carlisle  
PennDOT, Bureau of Public  
Transportation

**Kayla Arigo**  
Accounting/MIS  
McSherrystown  
ParenteBeard, LLC

**Douglas Baker**  
Entrepreneurship  
West Chester  
Queen Appliance Wholesale

**Lauren Bealer**  
Marketing  
Pottstown  
Volvo Construction Equipment

**Brandon Bear**  
Accounting  
Carlisle  
Cohick & Associates

**Dylan Bensinger**  
SCM  
Narvon  
Giant Foods

**Nicholas Breon**  
Accounting  
Hershey  
Rotz and Stonesifer

**Brandon Bulka**  
MIS  
Chambersburg  
The Manitowoc Company

**Johnna Buska**  
HR  
Chambersburg  
Carlisle Construction Materials,  
Inc.

**Catherine Clark**  
Management  
Newport  
Rubber Sheet Roll

**Andrew Collier**  
Finance  
Chambersburg  
Raymond James Financial

**Trevor Corsi**  
Management  
West Chester  
Classic Kitchens, Inc.

**Sean Dunn**  
Marketing  
Thorndale  
American Freedom Assurance

**Savanna Eckenrode**  
Marketing  
York Springs  
MenuDrive

**Paul Elliott**  
Marketing/Management  
Orefield  
Pacesetter Enterprises, Inc.

**Chelsea English**  
Management  
Camp Hill  
Small Business Development  
Center

**Tyler Geib**  
Marketing  
Lancaster  
Rubber Sheet Roll

**Lindsey Gemmell**  
HR  
Drums  
New Penn Motor Express

**Briana Giovenco**  
MIS  
Pompton Plains, New Jersey  
Morris County School of  
Technology

**Abby Gruber**  
Marketing  
Myerstown  
Members 1st FCU

**Cheyenne Gulden**  
Accounting  
Gettysburg  
Sturgill & Associates LLP

**Erin Halterman**  
Accounting  
Boyertown  
Volvo Construction Equipment

**Trevor Harman**  
Business/Personal Finance  
Mechanicsburg  
Wilhelmina

**Kate Henninger**  
Marketing  
Shippensburg  
Volvo Construction Equipment

**Kaitlin Hillegass**  
Finance  
Schellsburg  
Bard Townhouses

**Colby Jury**  
Accounting/SCM  
Elizabethville  
Outsourcing of Millersburg

**Justin Keech**  
Accounting  
Dover  
Smith Elliott Kearns & Company,  
LLC

**Shelby Keefer**  
HR  
Palmerton  
Volvo Construction Equipment

**Mariah Landis**  
Finance  
Lancaster  
Collegiate Advisors

**Ryan Luckenbaugh**  
Accounting  
New Oxford  
Reinsel Kuntz Leshner LLP

**Lindsey Maclay**  
Accounting  
Shippensburg  
Smith Elliott Kearns & Company,  
LLC

**Gary Malone**  
HR  
Wilmington, Delaware  
Hershey Entertainment & Resorts

**Matthew Maser**  
Management  
Lancaster  
Hershey Entertainment & Resorts

**Ryan McCabe**  
MIS  
Mechanicsburg  
Schreiber Foods, Inc.

**David McKolosky**  
SCM  
Johnstown  
Penske Truck Leasing

**Kelsey McTague**  
Marketing  
Chalfont  
Lehigh Valley Iron Pigs

**Kim Nguyen**  
Accounting  
Chambersburg  
Rotz & Stonesifer

**Sean Obetz**  
Accounting  
Lancaster  
Ross Buehler Falk & Company,  
LLP

**Samantha Olewiler**  
MIS  
York  
Capital Blue Cross

**Brian Palmer**  
SCM  
Warfordsburg  
Letterkenny Army Depot

**John Polek**  
SCM  
Downingtown  
Volvo Construction Equipment

**Stephen Reilly**  
Management  
Gilbertsville  
Lehigh Valley Iron Pigs

**Eric Rife**  
Accounting  
New Oxford  
Smith Elliott Kearns & Company,  
LLC

**Megan Ritchey**  
Accounting  
Martinsburg  
MSC Services

**Jeremy Rivers**  
Finance  
Mechanicsburg  
Kennedy-Catalano Advisors Key  
Financial Group, LLC

**Peter Rosenberger**  
Accounting  
Birdsboro  
Volvo Construction Equipment

**Eric Russell**  
Accounting  
Forest Hill, Maryland  
Volvo Construction Equipment

**Christopher Russell**  
Management  
Frackville  
PA Office of the Budget

**Christopher Savage**  
Marketing  
Stroudsburg  
Savage Financial Group, Ltd

**Thomas Schanz**  
Marketing  
Langhorne  
Volvo Construction Equipment

**Lindsey Schneck**  
Marketing  
Pottsville  
Chartwells

**Nicholas Shearer**  
Accounting  
Hanover  
SF & Compnay

**Katelynn Shoop**  
MIS  
Shippensburg  
JLG

**Joseph Slessinger**  
Accounting  
Westminster, Maryland  
MOSAIC Technologies Group

**Maeghan Sondermann**  
Finance/Personal Financial  
Planning  
Downingtown  
CMG Capital Management Group

# 2012-13 Student Awards and Scholarships

## John L. and Cora I. Grove Scholars

Jacob Alexander, Nathan Bonner, Allyson Bowers, Dave Carney, Shawn Cheng, Lindy Gemmell, Andrew Hansrote, Cheyenne Hess, Jacob Landis, Colby NcNew, Maggi Miller, Stephanie Miller, Kiley Petro, and Sara Sermarini

## Fred C. Archer Memorial Award

Missie L. Grove

## Reva Hoback Brubaker Scholarship

Eric Prior and Scott Serfass

## Capital Blue Cross—John L. and Cora I. Grove Business Information Systems Scholarship/Internship

Samantha Olewiler

## The Dr. Max G. Cooley Scholarship

Alexa Line

## Harold U. & Helen F. Crouse Business Scholarship Award

Isabel Scott

## Cumberland Valley Society for Human Resource Management Scholarship

Caitlin Guindon

## The Charles H. Diller, Jr. and Jane E. Diller Scholarship

Annabelle Lopez

## The Dinger Scholarship

Open

## Distinction of Academic Excellence Award

Erik Deardorff and Ashley M. Elder

## Gerald R. Fetrow Athletic Scholarship

Lauren Barnett, Thomas Bush, David Craig, Briana Giovenco, Marcus Shippey, and James Spanos

## The Fogelsonger Scholarship

Hilary Lyons, Samantha Pollick, and Becka Watson

## The Giant Food Stores Business Administration Scholarship/Scholarship/Internship Program

Dylan Bensinger and Jonathan Nace

## The Dr. Edward S. Goodhart Endowment Scholarship

Erin Wolfe

## Renetta F. Heiss Award

Danielle Borisovsky, Chelsea Manthey, and Angela Tobash

## Edwin L. Herr Study Abroad Scholarship

Lindy Gemmell

## Highmark, Inc. Scholarship

Hilary Lyons

## The Dr. Ralph T. Hocking Scholarship

Sara Molnar

## The Frederick L. Peters Memorial Scholarship

Justin Peterman

## Michael and Nancy Pinkowicz Business Scholarship

Lisa Robbins

## The Ignatius and Anastasia Prokop/John L. Prokop Scholarship

Alexander Strickler

## The Chris and Robin Pruitt College of Business Scholarship

Jacob Alexander

## Rager, Lehman & Houck, P.C. Scholarship

Hilary Lyons

## The William F. and Susannah M. Rothman Scholarship

Bobby Price

## The Smith Elliott Kearns & Company, LLC Scholarship Program

Justin Keech, Lindsey Maclay, and Eric Rife

## The Jack & Mildred Prince Squires Scholarship

Ashley Elder

## Robert E. "Bucky" Ward Athletic Scholarship

Matt Gillette

## The Brooke Ashley Weaver Memorial Scholarship

Gwendolyn Hartung

## The Zumbrun/Korkuch Family Scholarship

Adrienne Henke

## COB Student Internships Continued

### Katie Troutman Management

Herndon  
Northern Dauphin County Branch  
YMCA

### Benjamin Valentine Management

Waynesboro  
Volvo Group

### Kyle Varner Accounting

Shippensburg  
Destiny Image Inc.

### Becka Watson Finance

Shippensburg  
Orrstown Bank

### Jillian Weik Marketing

Mohnton  
University Directory

### Katie Wentzel Marketing

Reading  
Conference Center at  
Shippensburg University

### Seth Wiles SCM

Roulette  
Volvo Construction Equipment

### Daneisha Williams-Villega Management

Shippensburg  
Destiny Image Inc.

### Christopher Winters Accounting

York  
Johnson & Johnson-McNeil

### Zac Woodall History/Business Minor

Hanover  
ESAB Global

### Adam Zigner Finance

Elizabethville  
Upper Dauphin Area High School  
and Mid Penn Bank

## On-Campus Recruitment

ABF Freight System, Inc.  
Avon Recruiting  
Boyer & Ritter  
Brown Schultz Sheridan & Fritz  
Cumberland Valley Hose Co  
Daily Express, Inc.  
Deloitte  
Enterprise Holdings  
Exel  
Fastenal Company  
Frito Lay  
Girl Scouts of America  
Herbein+Company, Inc.  
KPMG LLP  
McKonly & Asbury, LLP  
NHS Human Services  
Northwestern Mutual  
Office Depot  
Pennsylvania State Police  
Padden, Guerrini & Associates, PC  
ParenteBeard  
Peace Corps  
PA Higher Education Assistance Agency (PHEAA)

PwC  
Prudential Insurance  
Reinsel Kuntz Leshner LLP  
Rotz & Stonesifer  
Rubino & Company  
Ryan and Wetmore  
SF & Company  
Smith Elliott Kearns & Company, LLC  
Squire Lemkin + Company, LLP  
Stambaugh Ness PC  
T.W. Ponessa and Associates  
Counseling Services  
Target Corp.  
TE Connectivity  
Techtronics Industries (TTI)  
The Prudential Insurance Company of America  
TNT Fireworks  
United States Army  
United States Marines  
UFinancial  
Unisys Corporation  
Vector Marketing  
WTAS

# College of Business Endowments

## **Fred C. Archer Memorial Award**

Established in 1974, this award is in memory of Fred C. Archer who was a professor of business education from 1970-1974. It is presented annually to a business education student, as a second semester junior, who has a 3.0 or better overall GPA and has excelled in the major subject area.

## **Reva Hoback Brubaker Scholarship Fund**

Established by Ronald C. Brubaker in memory of his wife Reva Hoback Brubaker, the renewable scholarship is for an incoming freshman majoring in business and demonstrating a financial need and academic promise. Recipient must be a resident of Pennsylvania, Maryland, West Virginia, or Ohio.

## **The Dr. Max G. Cooley Scholarship Fund**

Established in honor of Dr. Cooley at the time of his retirement from Shippensburg University to fund scholarships for students in business education.

## **Harold U. and Helen F. Crouse Business Scholarship Award Fund**

Awarded annually to a business student who has demonstrated the potential for future leadership in business and in society by virtue of his or her academic achievement, participation in student activities, and promotion of the aims and objectives of the college.

## **The Charles H., Jr. and Jane E. Diller Scholarship Fund**

Established by Mr. Diller, member of the College Advisory Board and retired executive of JLG Industries, a full-tuition scholarship awarded to a full-time freshman business major.

## **The Dinger Scholarship Fund**

Established by Dennis L. Dinger '72, accounting, in honor of his mother and in memory of his father, for a freshman business major from Tri-Valley High School.

## **Gerald R. Fetrow Scholarship Fund**

For a student-athlete enrolled in an undergraduate degree program in the Grove College of Business who intends to become a student in good standing in baseball, softball, men's basketball, or women's basketball.

## **The Fogelsonger Scholarship Fund**

Established in honor of alumnus Ned R. Fogelsonger, a one-year scholarship awarded to upper-division students pursuing a career in the insurance industry and/or financial services industry.

## **Harry R. Frehn Research Fellowship Endowment**

This fellowship supports research in business and economics by faculty in the College of Business.

## **The James A. Gehr Family Scholarship Fund**

Established by James A. Gehr '83, this four-year scholarship is for freshmen who live in Pennsylvania and are entering an undergraduate degree program in the College of Business.

## **The Ronald G. and Arlene M. (Beiler) Gipe Scholarship Fund**

This scholarship is for upper division students from Franklin or Lancaster counties who are majoring in accounting in the John L. Grove College of Business. Preference will be given to students from Greencastle-Antrim High School, Franklin County, or Lancaster Mennonite High School, Lancaster County.

## **The Dr. Edward S. Goodhart Endowment Scholarship Fund**

For incoming full-time freshmen entering an undergraduate degree program administered by the Accounting Department. A four-year scholarship with minimum GPA and credit requirements.

## **John L. and Cora I. Grove Scholars Program Endowment**

This scholarship is used to attract and retain academically talented and needy students pursuing a business career.

## **John L. and Cora I. Grove Endowment for Faculty Research and Development**

Funds are used to promote basic and applied research as well as professional development activities.

## **John L. and Cora I. Grove College of Business Endowment**

Provides funds for such areas as resource material, equipment, faculty recruitment, and faculty projects.

## **Renetta F. Heiss Scholarship Fund**

Scholarship assistance to an incoming student enrolled in business education or office administration based upon academic excellence and promise of success.

## **Edwin L. Herr Study Abroad Scholarship Fund**

Established by Dr. Edwin L. Herr '55, this scholarship funds annual study abroad scholarships.

## **The Dr. Ralph T. Hocking Scholarship Fund**

Four-year scholarship for a student majoring in finance established by Dr. Ralph Hocking who served thirty years as a professor in the John L. Grove College of Business.

## **Dale E. Kann Endowment**

Established by Dale E. Kann '63, business education, for joint research by faculty and students.

## **The Norman E. King Fund**

Established through contributions in honor of a retired accounting faculty member and used to purchase current professional materials for the accounting faculty.

## **The Frederick L. Peters Memorial Scholarship Fund**

In memory of Mr. Peters, who earned his bachelor's and master's degree in business administration from Shippensburg and was an accountant at Shippensburg for more than twenty years. Awarded to students from Shippensburg Area and Big Spring school districts.

## **Michael and Nancy Pinkowicz Business Scholarship Fund**

Four-year scholarship, established by Michael Pinkowicz '76 and his wife, Nancy, in appreciation of his academic and extracurricular experience at Shippensburg. Awarded to incoming freshmen from Philadelphia, Montgomery, or Delaware counties with preference given to qualified minority students.

## **The Frederick and Ann Reddig Potthoff Scholarship Fund**

This scholarship, established by Frederick and Ann Reddig Potthoff '70-'72 in 2011, is for freshman entering the College of Business or students who are English majors in the College of Arts and Sciences.

## **The Ignatius and Anastasia Prokop/John L. Prokop Scholarship Fund**

Established by John L. Prokop '57-'73 for freshmen pursuing information technology for a business education degree with priority given to students from Cumberland, Dauphin, Lancaster, and York counties.

## **The Chris and Robin Pruitt College of Business Scholarship Fund**

Four-year freshman scholarship, established by Chris '84 and Robin '84 Pruitt who graduated in accounting and elementary education, respectively, to help deserving students further their education and share the "Ship" experience.

## **The William F. and Susannah M. Rothman Scholarship Fund**

Four-year scholarship for freshmen graduating from Harrisburg City School District with second preference to applicants from Steelton-Highspire School District. Recipients must demonstrate financial need.

The John L. Grove College of Business has several special endowments that provide continuing support to college programs and activities that otherwise might not be possible.

If you are interested in creating an endowment through the Shippensburg University Foundation for the benefit of the John L. Grove College of Business, call SU Foundation at (717) 477-1377 or visit the website at [www.sufoundation.org](http://www.sufoundation.org).

## **The Jack A. and Mildred Prince Squires Scholarship Fund**

Mr. Jack A. Squires, business education '49, owned and operated Squires Electronics and Appliances, Inc. in Shippensburg and Chambersburg. Provides for a student with junior standing and academic excellence.

## **Robert E. "Bucky" Ward Athletic Scholarship Fund**

Established by Robert E. "Bucky" Ward '77, it is awarded to a Parkland High School graduate enrolled in an undergraduate degree program in the College of Business who participates in the university's intercollegiate athletic program.

## **The Brooke Ashley Weaver Memorial Scholarship Fund**

Established by her parents, Jim and Karen Weaver, to remember Brooke, a business student who passed away her sophomore year, it provides full tuition to a business student.

## **Ursula F. Wiegand Endowment**

Given by Ursula Wiegand, a long-time member of the Economics Department, to fund research, classical music concerts, and tutors for economic students.

## **The Wisman Endowment**

In memory of Mr. Frank Wisman, whose vision led to the creation of the Investment Management Program, it provides finance majors with experience in investment management.

## **The Zumbrun/Korkuch Family Scholarship Fund**

Established by Jean Zumbrun Korkuch '49 and husband Frank Korkuch '50, and endowed by them and other family members, for freshmen pursuing an information technology of business education degree, with priority given to students from Cumberland, Dauphin, Lancaster, and York counties.

# College of Business Welcomes New Faculty



## Dr. William Bealing Accounting

Dr. William Bealing received a BSBA from Shippensburg University, an MBA from the University of Montana, and a PhD in accounting from Penn State. Bealing researches accounting regulations, specifically SEC regulation of the profession, as well as the relationship between a student's personality profile and their success in accounting. Previously, he taught at Bloomsburg and James Madison universities. Prior to teaching, he worked in the public accounting area. Bealing has earned his Certified Public Accountant and Certified Fraud Examiner designations. He enjoys shooting for sport recreationally and competitively. He also enjoys fly fishing and watching Brittany spaniels work in the field.

promoting positive organizational behavior, preventive stress management, business ethics, and psychometrics. He has taught at the college level for ten years at McLennan Community College and the University of Texas at Arlington. Prior to his academic career, Hargrove owned and operated a wood recycling business in Dallas, Texas, with more than thirty employees. He is an active real estate investor. He also served in the US Navy Submarine Force as a sonar technician aboard the USS Stonewall Jackson.

Pennsylvania and taught at public schools. She will be certifying business teachers in the ITBE program. She earned her doctorate at Penn State in fall 2012. Hunt is an avid baseball fan and enjoys reading, cooking, and spending time with her family.



## Dr. Irma Hunt Information Technology for Business Education

Before coming to Shippensburg, Dr. Irma Hunt taught at Rutgers, Iowa State, and Drake universities. She received both a bachelor's and master's degree in library and information science from the University of Texas at Austin. She worked as a librarian for ten years, then obtained her MBA from American University in Washington, D.C. She worked at IBM and at Fannie Mae as a project manager. Hunt also is a certified teacher in



## Dr. Fan Liu Finance

Dr. Fan Liu received a BA from Tongji University in China, an MS in statistics and MS in financial engineering from Katholieke Universiteit Leuven in Belgium, and a PhD in risk management and insurance from Georgia State University. She researches insurance economics and risk management. She has built on her technical background by conducting research projects using a variety of methodologies, including empirical and theoretical modeling. Her teaching interests include corporate finance, risk management techniques, financial institutions and services (especially the operation of private insurance industry), and personal financial planning.



## Dr. Sunhee Choi Marketing

Dr. Sunhee Choi earned a BA from Chunbuk National University in South Korea, an MBA from Marshall University and a PhD in marketing from Texas Tech University. Her research interests include the financial success of corporate social responsibility (CSR) using scanner data, the strategic reactions to nontariff barriers, and the method diversity. Her research centers on the long-term and short-term price promotion impacts on sales and taxonomy of CSR. Her teaching interests include international marketing, consumer behavior, and introduction to marketing. She enjoys watching soccer and likes cooking, watching movies, and traveling.



## Dr. M. Blake Hargrove Management

Dr. M. Blake Hargrove received a BA from Regents College of the University of the State of New York, an MA in management from Webster University, and a PhD in management from the University of Texas at Arlington. His research interests include

## Faculty Awards and Grants



### Faculty Awards

Northwestern Mutual Financial Network Advising Award  
Edward F. Ehret, Jr. Teaching Award  
Christopher Pruitt Service Award  
Volvo Construction Equipment Dean's Award  
Capital Blue Cross Dean's Award  
Gary Overly Dean's Award  
Gerald Piper Dean's Award  
Diller Dean Award

Dr. Robert Neidigh  
Dr. Allison Watts  
Dr. Shelley Morrisette  
Dr. Joseph Catanio  
Dr. Susan Sadowski  
Dr. Ronald Taylor  
Dr. Joanne Tucker  
Dr. M. Blake Hargrove

### Faculty Research Grants

Dale Kann Research Award  
Harry R. Frehn Faculty Research Fellowship  
Harry R. Frehn Faculty Research Fellowship  
Grove Summer Fellowship Award

Dr. Irma Hunt  
Dr. Sunhee Choi  
Dr. Fan Liu  
Dr. Viet Dao

# Faculty Accomplishments and Research

## Faculty

**Dr. April Bailey**  
Associate Professor of Information Technology for Business Education



### Academic Degrees

BSBA, MBA, and EdD, Shippensburg University

### Presentations

Bailey, A. E., & Laird, P. (2012). "Engaged Learning in a First-Year Seminar Business Class." Academy of Business Disciplines National Conference.

**Dr. Wendy S. Becker**  
Associate Professor of Management



### Academic Degrees

BA, MS, and PhD, Pennsylvania State University

### New Position

Becker will serve as assistant to the associate provost, focusing on graduate school self-study and other projects.

### Publications

Becker, W. S. & Zappala, S. (in press). "The EuroPsy specialist certificate in work and organizational psychology." *The Industrial-Organizational Psychologist*.

Becker, W. S. (with MBA student Rick Smith). (in press). "Social and environmental responsibility, sustainability, and human resource practices." In, *Sustainable Value Chain Management: Analyzing, Designing, Implementing, and Monitoring for Social and Environmental Responsibility*. Adam Lindgreen, Sankar Sen, Francois Maon, and Joëlle Vanhamme (Editors), Gower Publishing.

Becker, W. S. (2013). "Starting new team operations: Lessons from greenfield managers." *Team Performance Management*, 19, 1/2, 72-86.

Becker, W. S. (2013). "Socially responsible and sustainable supply chains." In, *Greening Organizations: Driving Change with I-O Psychology*, Ann H. Huffman and Stephanie R. Klein (Editors), Taylor & Francis.

### Presentations

Becker presented "Extending the Staff Ride for Qualitative Research in Organizational Psychology" at the European Association of Work and Organizational Psychology in Münster, Germany, on May 24, 2013.

Becker's master tutorial "Qualitative investigation of context: The staff ride for research and practice," was presented at the Society for Industrial and Organizational Psychology in Houston, Texas, on April 13, 2013 and was selected as an exemplar for the 2014 program.

Becker and undergraduate student Nicole Campana presented "Revisiting the historic staff ride for understanding situated action" at the 84<sup>th</sup> Annual Meeting of the Eastern Psychological Association in New York City on March 2, 2013.

### International Class

Becker taught the class "Personnel Development" at the MCI Management and Law Center, Innsbruck, Austria, from March 18-22, 2013.

### Student-Faculty Research

Becker supervised three business Honors senior projects, which were presented at the Shippensburg University Student Research Conference on April 23, 2013: Karli Wagner. "The importance of interviews on candidate-company relations;" Isabel A. Scott. "Can small and medium enterprises practice corporate social responsibility?" Isabel Scott's project was also published in "Write the Ship" and received an Award from the Provost for her outstanding research; and Ryan Schweikert. "Earning their millions? CEO compensation package effectiveness."

### Honors and Awards

Executive Board, Metropolitan New York Association of Applied Psychology (METRO), elected 2012.

**Dr. Sarah Bryant**  
Professor of Finance Education



### Academic Degrees

BS, University of South Carolina; MBA-level, International Finance, Loyola College, Baltimore; MBA-level, Intermediate Finance Indiana University of Pennsylvania; PhD, University of South Carolina

### Publications

Bryant, Sarah K. and Jonathan Kohn (2013), "A Housing Bubble Debate Resolved," *Journal of Applied Finance and Banking*.

Hogan, Eileen A., Sarah K. Bryant, and Leslie E. Overmyer-Day (2012), "Relationships Between College Students' Credit Card Debt, Undesirable Academic Behaviors and Cognitions, and Academic Performance." *College Student Journal*.

**Dr. Joseph Catanio**  
Associate Professor of Management Information Systems



### Academic Degrees

BS, Rutgers University; MS and PhD, New Jersey Institute of Technology

### Publications

Catanio, J., Armstrong, G., Tucker, J., (2013).

"Project Management Certification and Experience: The Impact on the Triple Constraint," *Journal of Advances in Information Technology*, 4(1), 8-19.

Catanio, J., Armstrong, G., Tucker, J., "The Effects of Project Management Certification on the Triple Constraint," *International Journal of Information Technology Project Management*, 2012.

### Honors and Awards

Recipient of the 2013 Volvo Construction Equipment Dean's Award Shippensburg University, College of Business.

**Dr. Viet Dao**  
Associate Professor in Management Information Systems



### Academic Degrees

BSc, Hanoi University of Technology; MSc, University of Leeds; PhD University of Oklahoma.

### Publications

Dao, V., Zmud, R. (2013) "Impacts of Innovating Firms' Strategic Signals on Market Participants along the Innovation Life Cycle," *Journal of Engineering and Technology Management*.

Langella, I., Carbo, J., Dao, V., (2012) "An Examination of the Symbiosis between Corporations and Society with Lessons for Management Education and Practice," *Global Virtue Ethics Review*, 6(3), 51-82.

### Conference Proceedings

Carbo, J., Langella, I., Dao, V., Hasse, S. (2013) "Breaking the Ties that Bind: From Corporate Sustainability to Socially Sustainable Systems," Academy of Management Annual Meeting (AoM), Orlando, Florida, August 9-13.

Dao, V., (2012) "Impacts Of Innovating Firms' Strategic Signals on Market Participants' Market Success in the Context of a Standards War," European Conference on Information Systems (ECIS), Barcelona, Spain, June 10-13.

**Dr. Irma Hunt**  
Assistant Professor of Information Technology for Business Education



### Academic Degrees

BA and MLS, University of Texas at Austin; EdD, Pennsylvania State University

### Refereed Proceedings from Presentations

Hunt, I. L. (2012). Moving business education courses online. Academy of Business Disciplines National Conference.

### Refereed Book Chapters

Reviewer in John Wiley & Sons Boone & Kurtz's (14th Ed) *Contemporary Business: Chapter on Entrepreneurship*.

### Student-Faculty Research

Digital Citizenship: Information Overload and the Effects of Web Searching and Web 3.0 Technologies with Justin Eberly at Shippensburg University Faculty - Student Research Conference (2013).

### Honors and Awards

Academic Mentorship Award honored at Scholar/Athlete Faculty/Staff Luncheon, Spring 2013  
Faculty of the Month Award for Outstanding Support in Academics, Spring 2013 by Women's PanHellenic Council.

Dale Kann Faculty and Student Research Award, Shippensburg University of Pennsylvania (2013)

# Faculty Accomplishments Continued

**Dr. Ian M. Langella**  
Department Chair and  
Professor, Finance and  
Supply Chain  
Management



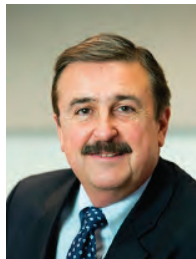
**Academic Degrees**

BS, Maine Maritime Academy; MA and PhD, University of Magdeburg

**Publications**

Carbo, J. Dao, V., Langella, I.M. (2012) "An Examination of the Symbiosis between Corporations and Society with Lessons for Management Education and Practice," *Global Virtue Ethics Review*, accepted and forthcoming.

**Dr. J. Jay Mackie**  
Department Chair and  
Associate Professor,  
Accounting and  
Management  
Information Systems



**Academic Degrees**

BS, Bentley College; MBA Northeastern University; PhD, Texas A&M University

**Presentations**

Mackie, J. J., Holoviak, S., & Oss, M. E. (2012). "Moving to Pay For Performance in Health Care: Addressing the New Management and Cultural Issues." Academy of Business Disciplines National Conference, Fort Myers, Florida, November 2012

**Dr. Robert Neidigh**  
Assistant Professor of  
Finance and Supply  
Chain Management



**Academic Degrees**

BSBA, Shippensburg University; MMM and PhD, Penn State University

**Publications**

Neidigh, R. O. & Dunkelberger, J. (2012). "Using

Group Projects to Assess the Learning of Sampling Distributions," *Journal of Instructional Pedagogies*.

Neidigh, R. O. & Harrison, T. P. (2012). "Optimizing Lot Sizing with Nonlinear Production Rates in a Multi-Product Single-Machine Environment," *International Journal of Production Research*.

**Dr. Ming-Shiun Pan**  
Professor of Finance  
**Academic Degrees**

BA, Fu-Jen Catholic University; MA and PhD, University of Alabama

**Publications**

"REIT Stock Splits and Liquidity Changes" forthcoming in *Journal of Real Estate Finance and Economics*, with G.-C. Huang and K. Liano.



**Dr. Patricia Patrick**  
Associate Professor of  
Accounting  
**Academic Degrees**

BA, MBA, and PhD, Penn State Harrisburg

**Publications**

Trussel, J. M. & Patrick, P. A. (2013) "Predicting Fiscal Distress in Special District Governments," *Journal of Public Budgeting, Accounting and Financial Management*, 25, 3, forthcoming.

Trussel, J. M. & Patrick, P. A. (2012) "A Survival Analysis of US Municipalities in Fiscal Distress," *International Journal of Public Administration*, 35, 620-633.

Trussel, J. M. & Patrick, P. A. (2012). "Predicting Significant Reductions in Instructional Expenditures by School Districts," *Journal of Education Finance*, winter, 37, 3, 205-233.

**Funded Research Reports**

Patrick, P. A., & Trussel, J. M., An Analysis of Financial Condition Data, final report submitted to the Center for Rural Pennsylvania December 2012.

**Research Grants**

Patrick, P. A. & Trussel, J. M., A Financial Risk Ranking System for Pennsylvania Municipalities, Pennsylvania Department of Community & Economic Development (\$9,950).

Patrick, P. A. & Trussel, J. M., An Analysis of Survey of Financial Condition Data, Center for Rural Pennsylvania (\$10,955).

**Dr. Joanne Tucker**  
Associate Professor of  
Supply Chain  
Management



**Academic Degrees**

BBA, MBA, and PhD, University of North Texas

**Publications**

"Pirates, Mercenaries, Scouts, and Saints: A Segmentation Approach to Understanding Digital Downloading," *International Journal of Electronic Consumer Relationship Management*, co-authors Massad, V. J.; Risch, B., 2013.

"Project Management Certification and Experience: The Impact on the Triple Constraint," *Journal for Advances in Information Technology*, co-authors Catanio, J.; Armstrong, G. R., 2013.

"The Effects of Project Management Certification on the Triple Constraint," *International Journal of Information Technology Project Management*, co-author Catanio, J.; Armstrong, G. R., 2013.

"Comparing Exporters with Domestic Retailers on eBay: An Eclectic Paradigm Approach," *International Journal of Information and Communication Technology Research*, co-authors Massad, V. J.; Yi, G. J., 2012.

**Honors and Awards**

Gerald Piper Dean's Award College of Business, 2013.



## Blue and Gold Banquet

Each fall, Alpha Kappa Psi holds a Blue and Gold banquet to honor a professor in their respective departments, as elected by fraternity seniors. During this year's banquet in November, seniors honored Dr. Myers, accounting; Dr. Pan, finance; Dr. R. Taylor, marketing; Dr. Marsh, management information systems; Dr. Watts, management; Dr. Setaputra, supply chain management; and Associate Dean Winter as an honorable mention. After the awards, alumna Marcy Weyant, CE operations financial analyst at Volvo, discussed the different jobs she has held since graduating and the differences between working for a small company and a large company. In addition to honoring professors at the banquet, the fraternity's current executive board transferred all responsibilities to the new executive board: President Brother Danielle Landis, Vice President of Performance Brother Eric Griscorn, Vice President of Membership Brother Lindsay Biggans, Vice President of Alumni Relations Brother Jackie Hubbard, Treasurer Brother Lisa Robbins, Secretary Brother Amanda Snyder, and Master of Rituals Brother Nikki Heavrin. Pictured (clockwise from left) are Alpha Kappa Psi Brothers Evan Miller, Tyler Harris, Leeza Zhmurkin, Associate Dean Anthony Winter, Brandon Bowers, Greg Campbell, and Josh Mermelstein

In November 2012, more than one hundred students attended the annual Business Networking Social and Etiquette Dinner sponsored by Northwestern Mutual Financial. Lee Fortenberry, Northwestern Agency director and adjunct professor, expressed how important proper etiquette is from a business standpoint during even a casual evening out. Lynne Breil, president of the Professional Edge Company, along with her husband, John took the group through the trials of a hard-to-eat dinner and explained proper etiquette throughout the meal. Participants gained new business etiquette skills. Special thanks to Karen Kelly, secretary of the marketing and management department, the student leaders of the Financial Management Association and American Marketing Association for organizing the event, and all student professionals who attended. A big thanks to Northwestern Mutual Financial Network for their continued sponsorship of such a worthy experience for our students.



## Networking Social and Etiquette Dinner

## Fifth Annual Golf Outing



(Above, left) Winners of the fifth annual Grove College of Business Golf Outing, pictured with Dr. Anthony Winter are (from left) Phil Harnick '08, Eric Dezell '08, Kyle Rhoades '08, Winter, and Kevin Scholly '10.

## Student Human Resource Management Trip

Grove College of Business students from Dr. Vicki Taylor's human resource classes went on a field trip to the State Capitol in Harrisburg to visit with Pennsylvania State Rep. Glen Grell (far left, bottom row).



## Young Alum Award: James DeGaetano

James A. DeGaetano, of Mechanicsburg, spent his professional career in a variety of financial-related positions across many industries, taking him from China to Europe and North America for many business projects. A former audit manager and broker who is experienced running a \$50 million company, he started JD Financial Services (dba First Command Financial Planning) almost six years ago and serves more than 400 clients with more than \$115 million in assets.



He has won numerous awards for his work and was chosen for the Top Forty Under 40 award by the *Central Pennsylvania Business Journal*. He is a CPA, Certified Financial Planner, and earned his MBA in 2002.

He is a member of the Central Pennsylvania Financial Planning Association and Financial Services Institute and is active in his community, volunteering with the Rotary Club of Carlisle. His wife, Jen, graduated from Shippensburg in 2000.

# Shippensburg University Small Business Development Center

**H**oused within Shippensburg University's John L. Grove College of Business is a Small Business Development Center (SBDC) that serves Adams, Cumberland, Franklin, and York counties. It is part of the Pennsylvania Network of Small Business Development Centers (PASBDC), which was founded in 1980.

The Pennsylvania SBDCs play a unique and vital role in the Commonwealth's economic development initiatives by working with entrepreneurs in all stages of business:

- from pre-venture to start-up to growth to reinvention
- offering a comprehensive portfolio of business assistance services
- working with companies in all industry sectors
- providing access to the expertise and resources of Pennsylvania's universities
- participating as a member of Pennsylvania Department of Community and Economic Development's Partnerships for Regional Economic Performance; and
- maintaining an accredited membership with the Association of Small Business Development Centers as part of a national network of more than 1,000 centers.

The service philosophy of the SBDC is "to help build the management capacity of entrepreneurs and small business owners through providing education, guidance, feedback, information, and technical assistance." SBDC services are strategic in nature, with the goal of helping clients assure their long-term success.

In addition to our general management consulting, the PASBDC network also provides specialized programs to support our clients' business development needs. The Shippensburg SBDC hosts a consultant for the Environmental Management Assistance Program, a specialized service focused on

assisting businesses with environmental compliance and regulatory issues. Specialists from other centers are accessed as needed for client issues within our region.

The SBDC provides opportunities for campus and community members, including: **Applied Student Learning**—internships and student work opportunities that allow students to actively engage with business consultants and entrepreneurs where they help address real-world business challenges and pursue market opportunities. The SBDC also works directly with student entrepreneurs, assisting them in business planning and development activities.

**Classroom Contributions**—SBDC staff provide presentations and technical assistance to students in courses focused on entrepreneurial or small business development topics.

**Community Outreach**—the SBDC works out of outreach offices in the four counties it serves, maintaining collaborative relationships with economic development organizations, banks, chambers of commerce, legislators, and other stakeholders.

**Research Opportunities**—the SBDC engages in significant market research projects on the behalf of clients, including university students and staff, utilizing current industry and demographic databases to assist entrepreneurs in making data based business decisions.

The university provides funding, technical support, and facilities for the SBDC with additional funding provided by our program partners: the US Small Business Administration and the Commonwealth of Pennsylvania. The Shippensburg SBDC also received supplemental funding during the program year from the Small Business Jobs Act of 2010, the Economic Development Administration, and the Pennsylvania Department of Environmental Protection.

To support the economic development of Pennsylvania by providing entrepreneurs with individual consultation, comprehensive education, and information necessary to help their business start, grow, and prosper.

## Mission Statement

**428**

Clients

**2,950**

Consulting Hours

**42**

New Business Starts

**125**

Jobs Created

**\$11,882,653**

Increase in Client Sales

**\$2,272,862**

Client Capital Formation

**2**

Businesses Purchased

**30**

Jobs Saved

**29**

Workshops

**303**

Workshop Attendees

## SBDC Outcomes

Dr. Michael Unruh  
director

Robin Burtner  
budget/ed program coordinator,  
business consultant

Charles Haney  
environmental consultant

Cheryl Young  
consulting manager

April Ashway-Railing  
office coordinator

**Staff**

## PASSHE Business Plan Competition



Finalist Olusegun Adeboyege Edun '13, an art major, explains his business proposal Eden Studios during the Pennsylvania State System of Higher Education Student Business Plan Competition. Hosted at the Dixon University Center in Harrisburg, the competition drew more than two hundred submissions from students at PASSHE universities. Students developed business plans that could realistically be implemented. Edun's proposal helped individuals and businesses plan and develop web applications.



# Networking Social

(Below) To kick off the fall semester, incoming freshmen and transfer students are invited to the Grove College of Business Networking (Ice Cream) Social, sponsored by Northwestern Mutual Financial Network. Students met fellow classmates, deans, faculty, and staff and had the opportunity to explore many professional associations offered by the college.



# Homecoming Reunion

(Above) The college hosted its third annual Grove College of Business Homecoming Reunion in October at Grove Forum. Alumni gathered to visit and reminisce with former and current faculty, staff, and students.



## Send Us Your News

We'd love to hear from you. Please send your news to John L. Grove College of Business, Shippensburg University, 1871 Old Main Drive, Shippensburg, PA 17257-2299, e-mail us at [business@ship.edu](mailto:business@ship.edu), or fax us at (717) 477-4003.

Name \_\_\_\_\_

Degree and Class Year(s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

Phone (H) \_\_\_\_\_ (C) \_\_\_\_\_

(W) \_\_\_\_\_

Occupation \_\_\_\_\_

Employer \_\_\_\_\_

Address of Employer \_\_\_\_\_

Recent News \_\_\_\_\_

# COB Picnic

Grove College faculty and staff and their friends and family gathered during the annual picnic. (Below left) Dr. Joseph Beck, associate professor of management and marketing, with his wife; (below right) Dr. Viet Dao, associate professor of accounting/MIS, with his daughter.



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Give to the John L. Grove College of Business at [www.sufoundation.org/opportunities/funds](http://www.sufoundation.org/opportunities/funds).

Click on "College/Department" College of Business Associates Program Fund.