



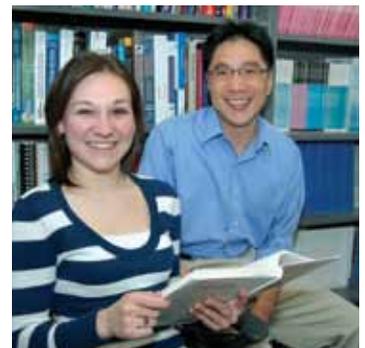
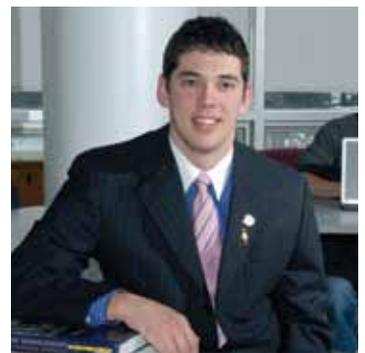
SHIPPENSBURG
UNIVERSITY

John L. Grove

College of Business

“A Tradition of Excellence”

2009-2010
Annual Report



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Mission Statement

The John L. Grove College of Business of Shippensburg University is committed to being an outstanding business school in the Mid-Atlantic region by providing a quality teaching and learning environment for undergraduate and graduate students. The dynamic curriculum and related professional activities are coordinated to prepare our students for a technologically advanced and global business environment, to engage in life-long learning, and to become productive and ethical members of a diverse society. Excellence in teaching and high standards of intellectual contribution are supported by providing faculty with professional development and research opportunities to create and share knowledge for the benefit of our students, the University, and academic and professional communities.

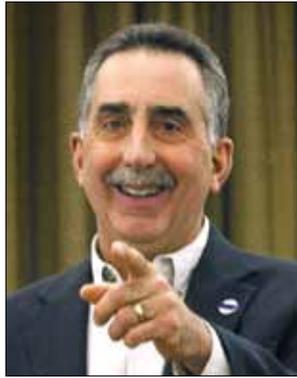


“Our Goal is Your Success”

The articles for this report were prepared by the faculty and staff responsible for each area, and were coordinated by Anthony S. Winter, interim dean 2009-2010, and Debra K. Booz, administrative assistant.

Dean's Message

Our focus during the 2009-10 academic year was on building relationships within the College, across the University, and throughout the regional, national, and international business community. As you take the time to review some of the highlights from this past year, I am confident that you will appreciate how engaged our students, faculty, and staff were in building relationships while positively impacting the University and community at large.



Our students worked together throughout the year in applying their classroom knowledge and skills in a wide variety of practical settings. Over fifteen professional organizations offered our students an opportunity to work collectively on professional development programming for our students, sponsoring service projects to meet the needs of our community, and competing as team members in regional and national student competition. In fact, for the first time ever, Shippensburg University hosted the 2010 Northeast Regional Society for Human Resource Management (SHRM) Conference and HR Games competition for seventeen different colleges/universities and twenty-one competing teams. The event was a tremendous success and resulted in our SHRM team eliminating Penn State University in the semifinals and coming in a close second to Cornell University in the finals. Our students also applied their knowledge and skills through our regionally acclaimed Business Internship Program and by working in cooperation with our Small Business Development Center (SBDC) and new Entrepreneurial Leadership Center (ELC).

Our faculty and staff also forged new relationships throughout the year both on and off campus. We successfully hosted the 2009 Middle Atlantic Association of Colleges of Business Administration Regional Conference in Harrisburg, our SBDC,

ELC, and our new Environmental Management Assistance Program (EMAP) provided support throughout the regional business community, and we developed a new student and faculty exchange program with the University of Wroclaw in Poland.

During the course of the year, our faculty continued to do an outstanding job preparing our students for a challenging global business economy while enhancing their level of expertise by engaging in continuous professional development activities. Our “Faculty Features” section in this report highlights only a small portion of our faculty professional development engagement and impact at the regional, national, and international levels. Our faculty are the foundation of our success and for the first time in more than a decade, we are fully staffed with tenure and tenure-track faculty as we move into the 2010-11 academic year.

All of these efforts and more are highlighted in our 2010 AACSB International Maintenance of Accreditation Report and position us favorably as we prepare for our AACSB International accreditation review this fall. Our collective efforts as a college continue to enable us to be recognized at the national level with the most recent recognition of being listed as one of the best business colleges nationwide in the *U.S. News and World Report's* “Best Colleges Specialty Rankings: Best Undergraduate Business Programs.”

Our relationship-building efforts enhanced our reputation and impacted our university and business communities in a variety of ways throughout the year. In turn, during this past year, the business community, our alumni, and friends provided a record level of financial support through our Shippensburg University Foundation/Grove College of Business Associates program. As we look to the future, we are excited about continuing to build relationships and to enhance our “Tradition of Excellence” under the leadership of Dr. John G. Kooti, our new dean of the Grove College of Business.

Dr. Anthony S. Winter
Interim Dean, Grove College of Business, 2009-2010



John L. Grove College of Business

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 been internationally accredited by the most prestigious business-accrediting agency in the world, AACSB International - The Association to Advance Collegiate Schools of Business. We offer a Master of Business Administration (MBA) degree and a Bachelor of Science in Business Administration (B.S.B.A.) degree as well as a number of certificate programs. The business programs at Shippensburg 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 preparation executives want and expect in their employees.

In the 2009-10 academic year, there were 134 MBA students enrolled across our three locations (Shippensburg, Harrisburg, and Hanover), and 1,433 undergraduate students enrolled within our three academic departments:

- Accounting, Management Information Systems, and Information Technology for Business Education
- Finance and Supply Chain Management
- Management and Marketing

Our B.S.B.A. 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 with no 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 opportuni-

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

Our Grove College of Business faculty's goal is to provide students with a base of knowledge and skills for a lifetime of learning in a professional career of their choice. The faculty, over 95 percent of whom have 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 21st century education in mind. Our small classes enable students to interact on a one-to-one basis and this allows our faculty to help students develop strong communication, interpersonal, and teamwork skills which are vitally important in today's business world.



The John L. Grove College of Business is accredited by the AACSB International, which puts it in exclusive company. Only 15 percent of the business schools in the United States and 5 percent worldwide have earned this prestigious designation.

Shippensburg University of Pennsylvania

Shippensburg University is a public comprehensive university offering bachelor's and master's degree programs in three colleges: Arts and Sciences, Business, and Education and Human Services. There are approximately 1,300 graduate students enrolled at Shippensburg University. Undergraduate enrollment is more than 7,200.

The 200-acre campus is located in Cumberland County, forty miles southwest of Harrisburg. It is readily accessible from the Carlisle and Blue Mountain interchanges of the Pennsylvania Turnpike and from exits 24 and 29 of Interstate 81.

Shippensburg University is one of fourteen universities of the Pennsylvania State System of Higher Education. Founded in 1871 as the Cumberland Valley State Normal School, it graduated its first class in 1874.

Shippensburg University is accredited by the Middle States Association of Colleges and Schools, 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 the Accreditation of Teachers.



Grove College of Business Advisory Board

Aji Abraham, Esq.
Director, Capital Blue Cross

Richard C. Atkinson '79
Executive VP & CEO
HDH Byerly

Edward L. Buchanan, IV '71
Managing Member
Smith Elliott Kearns & Co., LLC

Chris C. Bushey '79
CFO, The Quandel Group

Charles H. Diller, Jr.
Retired CFO
Independent Consultant

Edward Ehret '87
Controller, Atlas Minerals &
Chemicals

Patrick Evans
Franklin Advisory

Bradley S. Everly '73
Senior VP, Orrstown Bank

Randy L. Fackler '86
PricewaterhouseCoopers LLP

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President, Exel

Ronald Gipe '71
V. P. of Finance & Administration,
Martin's Famous Pastry Shoppe, Inc.

Nora Habig
Administrative VP, M&T Bank

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Retired CIO

Craig Hill '77
Executive V.P., Director of Human
Services, Fulton Financial

Marsha A. Hoy, CPA '89
Chief Financial Officer
Kenworth of Pennsylvania

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Retired, Genstar Capital, L.P.

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Managing Member
Smith Elliott Kearns & Company, LLC

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Keefer Wood Allen & Rahal, LLP

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President, R. H. Sheppard Co.

John C. Leidy '70
Broker/Realtor, Central Penn Real
Estate

Anthony Leo

Michael Murray '86
President/Owner, Direct Mail
Processors, Inc.

Charles R. Nebel, Jr. '84
Partner, Boyer & Ritter, CPA

Robert (Nick) Nicholson '84
Director, Employee Relations
Harsco Corp.

Michael Palm '86
V.P. of Marketing
CRP Industries, Inc.

Gerald E. Piper '86
V.P. and General Manager,
Pennsylvania and New Jersey
Operations, CenturyLink

Ronald J. Points '86

Frederick D. Potthoff '70
Co-founder, Kroff, Inc.

Chris Pruitt '84
Senior VP Finance, East Penn
Manufacturing Co., Inc.

Colette Raebiger '95
Sr. Project Manager/Global Supply
Manager, Pfizer, Global Logistics &
Supply

J. R. Raebiger '95
V.P. and Personal Financial Manager,
Pitcairn Trust Company

Thomas Ramsburg '69
President, TMR, Inc.

John H. Riester '72-'74MBA
President, Discovery Works, Inc.

William F. Rothman
Partner, RSR Realtors

Jill C. Sheffer
Owner, Right Management
Consultants

P.J. Soto '77
U.S. Department of Labor

Curt Spicher '85
Spicher's Appliances

Frank Stearn
Retired

Cindy Stewart '75
President, Family Health Council of
Central PA

Lamar R. Stoltzfus '77
Chairman, ParenteBeard LLC

Jim Thompson
President, Operations Americas &
General Mgt., Volvo Construction
Equipment

Jill J. Walmer '82
Vice President Operations, Highmark

Robert Ward '77
Director, Desktop Services Delivery,
Computer Aid, Inc.

Joseph Zimmerman
Executive VP, Valley Quarries



At the October 30, 2009 meeting of the John L. Grove College of Business Advisory Board, board members, Grove College administrators, faculty, and honors students, along with representatives of the Shippensburg University Foundation, participated in an exercise designed to aid the College in its planning efforts as part of the development of the University's Academic Master Plan. The exercise, facilitated by faculty members Louise Hatfield and William Oberman, employed the established technique of "SWOT" analysis to draw upon the diverse knowledge and experience of the participants. The purpose was to identify factors that could be classified as strengths and weaknesses in the internal environment of the Grove College of Business and opportunities and threats in the external environment, as well possible strategies to exploit or mitigate these factors.

New College Advisory Board Members

Gerald E. Piper

Gerald, a 1986 Ship graduate with a BSBA in finance, is vice president and general manager for CenturyLink's Pennsylvania and New Jersey operations. CenturyLink is a leading provider of high-quality broadband, entertainment, and voice services over its advanced communications networks to consumers and businesses in 33 states. Gerald has been with CenturyLink and its predecessors since 1987 where he has held a variety of executive positions in sales, marketing, and operations. He is on the board of directors of the Carlisle Area Chamber of Commerce and is a member of the Newville Lions Club. He resides in Newville with his wife Laura and has two children who attend college in North Carolina.



Frederick D. Potthoff

Fred, a 1970 graduate of Shippensburg with a B.S. in Business Education, is the co-founder and co-owner of six specialty chemical companies under the holding company of Kroff, Inc. The Kroff companies are primarily involved with boiler, cooling, and wastewater treatment. Their customers range from office buildings and universities to steel plants, refineries, and gas companies working in the Marcellus shale. Kroff's research lab has developed a number of patented products. Fred has been active in many facets of the industry. He has been a two-time chairman of the International Water Conference (IWC), a board member of the Association of Water Technologies, and a ten-year member of the Executive Board of IWC. After graduating from college and doing his active service in the U.S. Marine Corps Reserve, Fred worked in sales for Burroughs Wellcome Company. Then he had a sixteen-year career with Nalco before starting his own company in 1988.



Supply Chain Management Advisory Council

The Supply Chain Management Advisory Council, comprised of professionals in logistics and distribution industries in south central Pennsylvania, has become an important part of the Supply Chain Management Department's effort to provide an enriched educational experience for SCM majors.

This year the members of the council, through contributions to the SU Foundation, provided funds for scholarships to SCM majors and a variety of Supply Chain and Logistics Club activities. Council members have made presentations at SC & L Club meetings and at the department's SCM Information Expo for freshman and sophomore students. Several Council members have given lectures in junior and senior level SCM courses. Council activities also became an integral part of the warehousing course offered by Dr. I. Langella this spring. Council members helped Dr. Langella arrange four plant visits during the spring semester. Touring the facilities and interactions with warehouse management gave students an opportunity to see real world application of classroom lectures and textbook theory.

In addition to supporting the SC & L Club with funds, council members have directly interacted with club officers during our council meetings. Discussions involved appropriate use of funds and suggestions for formal planning processes through responsible budgeting.

Thus, council meetings provide an opportunity for the exchange of ideas among faculty, students, and supply chain and logistics management practitioners. The council has become an invaluable resource to the department, providing guidance, knowledge, and experience. The council's active support has been an instrumental factor for the rapid growth of SCM majors and the department, formed just three years ago.

Dan Altomare
World Kitchen, LLC.

Carol Baer
Exel

Ray Boldosser
Keen Transport

Edward Botchie

Jodi Buhrman '97
Target Corporation

Bill Burke
Allen Distribution

Doug Bushong '84
The Jay Group

Lee Ann Christy

Ed Gallagher
Menlo Worldwide Government Services, LLC

Peter Hamilton '84
Worley Parsons

Scott Hile
Exel

Rick Howenstine
Clark Distribution Systems, Inc.

Gary Kelley
D.M. Bowman, Inc.

John Kessler
Staples

Chris Malone '86
The Hershey Company

Scott Martin
ABF Freight System

Doug McLaughlin
Exel

Dave Metzler
Carlisle Carrier Corp.

Phil New
ABF Freight System, Inc.

Colette L. Raebiger '95
Pfizer

Bob Riegler
Roadway Express

James W. Runk
Pennsylvania Motor Truck Assoc.

David Santeusaniou '80
Tyco Electronics Corporation

Michael Sibbel '91
Uchiyama America, Inc.

Richard Stone
Shippensburg University

Erik Thompson '94
Daily Express, Inc.

Keith Walborn
Cumberland-Keuka

Jim Ward
D.M. Bowman, Inc.

Jake Wimmer
World Kitchen, LLC

New SCM Advisory Council Members

H. Douglas Bushong

Doug earned his BSBA in Marketing from Shippensburg in 1984, where as a member of the track and field team, he was named an All American Athlete. In October 2007 he was inducted into the Shippensburg University Athletic Hall of Fame.



Upon graduation, Doug began a career in the supply chain management industry. Since 1985 his business acumen and knowledge of corporate processes has been critical in the strategic management and growth of The Jay Group, an integrated marketing services organization that supports the execution of multi-channel marketing efforts. The core services offered are fulfillment distribution, contact center, point of sale collateral, and reverse logistics.

Doug has held various positions within The Jay Group, including Controller, VP of Operations, and CFO, and has served as the company's President and Chief Operating

Officer since 2002. His expertise has earned him several accolades including being a finalist for Central Penn Business Journal's Executive of the Year award in 2005.

Doug resides in Lititz, PA with his wife, Sally, and two children.

Michael Sibbel

Michael is a 1991 graduate from Shippensburg with a B.S. in Public Administration. He began his career in Nebraska as a production manager with VanCol Industries, a beverage distributor.

In 1994, he became a regional leader for Primerica Financial Services. After achieving several regional and national achievements, Michael was asked to head up a production manager position with DCS Management. His work experience and training landed him a position with Uchiyama America Incorporated in North Carolina. He has worked there as Facility Manager & Shipping/Receiving Coordinator since 2000.



Finance Advisory Council Changes Leadership

Serving as the President of the Finance Advisory Council for the past five years has been an honor and a privilege. The dedicated professionals that serve faithfully on the Finance Advisory Council have worked hard to improve the educational experience of business students and particularly those majoring in finance. They have each given of their time, talent, and finances to support the programs and students of the Finance Department.

One of the main areas of emphasis has been integrating current trends and issues within the business world into the classroom and curriculum. A particular area of emphasis has also been in supporting and working to improve the Investment Management Program (IMP). This capstone course in finance allows students to manage an actual portfolio of stocks on behalf of the Shippensburg University Foundation with the goal of growing the portfolio so that it can provide scholarships to deserving students. With the very challenging market we have experienced over the past decade, students gained valuable experience in learning to manage risk and make investment decisions in real time.

In addition to working closely with the IMP Class as well as Finance faculty, the

council has also hosted an annual Career Night, and brought in a number of quality professional speakers from the Investment Community. Working closely with the SU Foundation, the Council has also provided support and funding for the annual RISE Symposium where SU students compete against other schools who also manage live portfolios. This past spring, we reached two of our long-term goals of hosting a full-fledge Finance Career Fair, with ten businesses represented, as well as holding a "Women in Business" seminar with speaker Stacey Sears, CFA from Emerald Advisors.

While I will continue to serve on the board, James Dailey will be stepping in to president's role. James has faithfully served on the council since its inception and will bring his energy and expertise to help take our initiatives to the next level. The entire council along with the faculty, staff and the SU Foundation are looking forward to an exciting future for the finance program and the students of Shippensburg University.

Chris Jackson
VP & Portfolio Manager
Orrstown Bank

Finance Advisory Council

Donald Butler '92
Vanguard Group

Phil J. Carrasco, CFP
Cornerstone Wealth
Mgt. Group

Christine Cheng '99
Penn State

James L. Dailey, CFA '97
TEAM Financial
Managers

Ralph J. Fetrow
Members 1st Credit
Union

**Lee Fortenberry, CLU,
ChFC, CFP**
Northwestern Mutual

Dr. Ralph T. Hocking
Professor Emeritus, SU
Finance

Chris Jackson '97
Orrstown Bank

Ron Kearns '64
Smith Elliott Kearns &
Company, LLC

Anne E. Kingsborough '01
Wells Fargo

Louise Lovell
FEMA

Orlando Maldonado
Merrill Lynch

Greg McMullen
Tower Financial Mgt.

John R. Raebiger '95
Pitcairn Trust Company

Dr. Herbert J. Roth
Professor Emeritus, SU
Finance

Jennifer Sassani '93
Lehigh University

Brian Walsh '80
Oppenheimer & Co.
Inc.

Christopher Weber '03
M&T Bank

David Webster '03
MBA Student, Oxford
University

Sarah Wolf '04
Davis Construction

New Finance Council Member

Don Butler

Don, a 1992 graduate of Shippensburg with a BSBA in Finance, is a principal for the Vanguard Investment Group responsible for the daily trading and portfolio management of 11 index funds totaling over 134 billion in assets. He joined Vanguard in 1992 and has been on the Equity Trading Desk since 1996. Don earned the Chartered Financial Analyst (CFA) certification in 2000, and is a member of the CFA Society of Philadelphia. He resides in Chester Springs with his wife Pam, and two daughters Emma and Elise.

Giant Food Stores Named Company of the Year

Faculty of John L. Grove College of Business selected Giant Food Stores as "Company of the Year." During the year faculty create student assignments built around the company's current events, information from the company's website, or presentation by a company executive in the Forum auditorium.

On November 18, business students heard from two Shippensburg alumni from Giant Food Stores. Stacey Silliman, communications manager for Giant, and Taylor Bittinger, associate learning & development specialist, spoke of the current business environment and strategies surrounding Giant Food Stores.



Contributions Benefiting the Grove College of Business

College of Business Endowments

The John L. Grove College of Business has a number of special endowments that provide continuing support to college programs and activities which otherwise might not be funded, nor 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, please call the Shippensburg University Foundation at (717) 477-1377 or visit our website at www.sufoundation.org.

Fred C. Archer Memorial Award

This award established in 1974 is presented in memory of Fred C. Archer who served as a professor of business education from 1970-1974. It is presented annually to a business education student, as a second semester junior, has a 3.0 or better overall academic average 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. A renewable scholarship 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 the 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, Accounting '72, in honor of his mother and in memory of his father. For an incoming freshman business major from Tri-Valley High School.

Gerald R. Fetrow Scholarship Fund

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

The Fogelsonger Scholarship Fund

Established in honor of alumnus Ned R. Fogelsonger. One-year scholarship awarded to upper-division students intent on pursuing a career in the insurance industry.

Harry R. Frehn Research Fellowship Endowment

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

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 fund is used to attract and retain academically talented and needy students pursuing studies leading to a career in business.

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

Funds from this endowment 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

Provides 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

Dr. Edwin L. Herr, Business Education '55, is an Overseas Fellow of the National Institute for Careers Education and Counseling in

Cambridge, England. Awards 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 30 years as a professor in the John L. Grove College of Business.

Hunt Endowment

Established in honor of Dr. Joseph W. Hunt, Jr., the longest serving dean of the college, the endowment seeded the student investment program. It is now seeding money for a study abroad scholarship program.

Dale E. Kann Endowment

Established by Dale E. Kann, Business Education '63. Funds joint research by faculty and students.

The Norman E. King Fund

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

The Frederick L. Peters Memorial Scholarship Fund

Established in memory of Mr. Peters, who earned his bachelor's and master's degree in business administration from Shippensburg and was employed by Shippensburg as an accountant for more than 20 years. Awarded to students entering the College from Shippensburg Area and Big Spring school districts.

Michael and Nancy Pinkowicz Business Scholarship

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 first preference given to qualified minority students.

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

Established by John L. Prokop, '57-'73. For entering freshmen pursuing an information technology for 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 and Robin Pruitt who graduated in 1984 with degrees 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 incoming freshman students graduating from Harrisburg City School District with second preference given to applicants from Steelton-Highspire School District. Recipients must demonstrate financial need.

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, this scholarship is to be awarded to a Parkland High School graduate enrolled in an undergraduate degree program in the John L. Grove College of Business who participates in Shippensburg University's intercollegiate athletic program.

The Brooke Ashley Weaver Memorial Scholarship Fund

Established by her parents Jim and Karen Weaver to remember Brooke, a student at the College who passed away in her sophomore year. Provides a full-tuition scholarship to a student in the College.

Ursula F. Wiegand Endowment

Given by Ursula Wiegand, a longtime member of the Economics Department. Used by the department to fund research, classical music concerts, and provide tutors for economics students.

The Wisman Endowment

Established in memory of Mr. Frank Wisman, whose vision led to the creation of the Investment Management Program. Used as a vehicle for giving finance majors experience in actual 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 entering freshmen pursuing an Information Technology of Business Education degree with priority given to students from Cumberland, Dauphin, Lancaster, and York counties.

Student Awards and Scholarships

John L. and Cora I. Grove Scholars

Nathan Bonner
Cari Butler
Jesse Carberry
Kathryn Casswell
Erin Conners
Amanda Dubs
Richelle Groff
Timothy Hauer
Emily Kerstetter
Gage Koster
Katie Marshall
Benjamin Miller
Maggi Miller
Edward Quirke
Arthur Votta, Jr.

Fred C. Archer Memorial Award

Dana L. Delewski

Jacobson Companies Scholarship/Internship Program

Lindsay Minguez

Reva Hoback Brubaker Scholarship

Kathryn Casswell
Jeffrey Riedy

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

Clinton McClure
Nicholas Thompson

The Dr. Max G. Cooley Scholarship

Jordan Brouillette, Fall '09
Dana L. Delewski, Spring '10

Harold U. & Helen F. Crouse Business Scholarship Award

Jonathan Moats

Cumberland Valley Society for Human Resource Management Scholarship

Alisha Rohrbaugh

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

Evan Wabrick

The Dinger Scholarship

Maria Harner

Gerald R. Fetrow Athletic Scholarship

Ben Miller

The Fogelsonger Scholarship

Michael Hartman
Brittany Kandler
Emily Kerstetter

The Giant Food Stores Business Administration Scholarship/Internship Program

Jared Bradley
Adam Williams

The Dr. Edward S. Goodhart Endowment Scholarship

Devin Miller

Renetta F. Heiss Award

Morgan Patterson, Fall '09
Robert Shank, Jr., Fall '09
Nicholas Thompson
Lisa Wimer, Spring '10

Edwin L. Herr Study Abroad Scholarship

Amy Peteritis

The Dr. Ralph T. Hocking Scholarship

Timothy Hauer

The Frederick L. Peters Memorial Scholarship

Charles Naughton

Michael and Nancy Pinkowicz Business Scholarship

Ryan Connolly

The Ignatios and Anastasia Prokop/John L. Prokop Scholarship

Maria Carbone

The Chris and Robin Pruitt College of Business Scholarship

Neil Lennon

Rager, Lehman & Houck, P.C. Scholarship

Adria Lehman

The William F. and Susannah M. Rothman Scholarship

Bobby Price

The Scotland School – College of Business Scholarship

Taajudeen Cousin

The Smith Elliott Kearns & Company, LLC Scholarship Program

Benjamin Boyer
Ryan Grigg

The Jack & Mildred Prince Squires Scholarship

Kali Antolik
Courtney Brown
Alisha Rohrbaugh

Wall Street Journal Award

Grace E. Burkholder

Robert E. "Bucky" Ward Athletic Scholarship

Meghan Herr

The Brooke Ashley Weaver Memorial Scholarship

Lindsay Berkstresser

The Zumbrun/Korkuch Family Scholarship

Adrienne Henke

Student Learns about Leadership and Self at Beta Gamma Sigma Conference



In February, senior finance major Jonathan Moats participated in the four-day Beta Gamma Sigma Leadership Conference 2010 in Tampa. Jon was serving as Shippensburg University BGS Vice President at the time.

The conference focused on the power of influence, teambuilding in leadership, ethical business leadership, and personality in leadership. Jon along with seventy other students from other BGS chapters around the world participated in daily teambuilding activities, leadership exercises, and interactive learning sessions. The guest speakers were Dr. Alyssa Groom from Duquesne University, Dr. Debra Arvanites from Villanova University, and Dr. Tim Climpson from Austin State University.

"It was a great experience and not at all like I thought it would be. I thought it would most likely be long, boring, sitting sessions in front of a PowerPoint presentation. The BGS staff and speakers went above and beyond to fill every session of every day with fun, videos, activities, and exercises. It was a highly interactive experience. We did a lot of group discussion and open sharing. I met some of the most amazing business students from all walks of life I have ever come across. I would highly recommend to any student who has the possibility of going to one of these conferences to jump at the chance. I learned an enormous amount about myself and my own leadership style as well as varied approaches to a number of different situations. I appreciate our business school's continual dedication to financially support opportunities like this one for students."

Jon graduated in May and is employed with Volvo CE.



Chapter Honored for Membership

The John L. Grove College of Business has been honored with the Premier Chapter Award for the 2009-2010 academic school year due to a membership acceptance rate of 96 percent. The chapter received a certificate of recognition and awarded a \$1,000 scholarship to junior Erin Thompson to be used in the 2010-11 academic year. The top 7 percent of juniors and 10 percent of seniors are eligible for membership in Beta Gamma Sigma. Graduate students (MBAs) are eligible when in the top 20 percent of their graduating class.

Beta Gamma Sigma (BGS) is the only scholastic honor society recognized by the AACSB International - The Association to Advance Collegiate Schools of Business. This organization includes in its membership collegiate schools of business that meet high standards of eligibility required of accredited member institutions with respect to curricula, teaching staff, teaching loads, library and laboratory facilities. Beta Gamma Sigma restricts the installation of new chapters to collegiate schools of business that are accredited members of AACSB International.

The mission of the International Honor Society Beta Gamma Sigma is to encourage and honor academic achievement in the study of business, to foster personal and professional excellence, to advance the values of the society, and to serve its lifelong members.

Chapter President:
Dr. Anthony Winter
Faculty Advisor:
Dr. April Bailey



BGS Chapter Honoree

Mr. Lee Fortenberry, CFP
NorthwesternMutual
Financial Network

Beta Gamma Sigma Inducts Newest Members



Only those students attending universities and colleges accredited by the AACSB International are considered for membership. In addition, membership is extended only to those seniors ranking in the top 10 percent of their class who maintain a minimum 3.4 cumulative GPA or those juniors ranking in the top 7 percent of their class that maintain a 3.5 GPA. MBA students must maintain a minimum 3.6 GPA.

2009-2010 Inductees

Juniors

Katherine Bardales
Ethan Baskin
Benjamin Boyer
Kristen Brooks
Amanda Collier
Levi Crouse
Lindsay Deibler
Alison Dowdrick
Amanda Dubs
Amanda Greenawalt
Christine Guenther
Laura Henzy
Samuel Huber
Stuart Keeler
Kaitlin Kliner
Neil Lennon
April McCafferty
Andrew Miller
Katherine O'Flaherty

Cory Roth

Andrea Roux
Nathan Shearer
Drew Snyder
Erin Thompson
Kristin Toth
Arthur Votta
Janelle Weaver
Alyssa Yatron

Seniors

Lindsay Berkstresser
Amanda Drake
Christopher Eby
John Kolb
Gregory Lawson
Aaron McMahan
Kristie Nicholas
Samantha Phelps
Scott Polsky

Jason Sullivan

Anita Weaver
Anne Whiteley
Danielle Zeilger
MBA
Melissa Campbell
Craig Cooper
Emily Hockensmith
Laura Huggins
Isaac Keebaugh
Cristy Lentz
Ronald Redding

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The John L. Grove College of Business would like to thank Community Banks as the Corporate Sponsor of the Beta Gamma Sigma Student Induction Ceremony & Award Dinner.



Student Professional Organizations

Student Professional Organization Leadership

Accounting

Advisor: Deborah Hocking
President: Amy Klinedinst

Alpha Kappa Psi

Advisor: Ronald Taylor
President: Travis Laub

APICS Student Affiliate Chapter

Advisor: Robert Setaputra
President:

Beta Gamma Sigma

Advisor: April Bailey
President: Tony Winter
Co-VP: Kali Antolik, Jonathan Moats, Charles Vaughn

Financial Management Association

Advisors: Sarah Bryant and Paul Chiou
Officers: Andrea Gyurisin

Institute of Management Accountants

Advisor: Jay Mackie
President: Neil Lennon

Investment Club

Advisor: Mu-Sheng Chang and Ming-Shiun Pan
President: John Kolb

Investment Management Program

Advisor: Ming-Shiun Pan and Hong Rim
President: John Kolb

Logistics Management

Advisor: Jonathan Kohn
President: Mark Messick

Marketing Professional Association

Advisor: Angela Chang
President: Greg Lawson

Management Information Systems

Advisor: Azim Danesh
President: Nicholas Thompson

National Association of Black Accountants

Advisors: Allison Watts
President: Walter Brown

Phi Beta Lambda

Advisor: Michael Coolsen
President: Andrew Lentz

SHRM Student Affiliate Chapter

Advisors: Vickie Taylor and Nathan Goates
President: Alisha Rohrbaugh

Students in Free Enterprise

Advisors: Robert Stephens and Mike Unruh
President: Tyler Schmidt

Supply Chain Management

Advisory: Jonathan Kohn
President: Lindsey Miguez

Alpha Kappa Psi

Alpha Kappa Psi continues to grow its chapter at Shippensburg adding twenty new members this year, including an honorary faculty member, Dr. Vicki Taylor. Throughout the year, members of Alpha Kappa Psi have coordinated the 9th Annual Etiquette for Success Academy which featured a wide array of sessions on professionalism and career development, as well as their annual Blue & Gold Banquet to honor their favorite Grove College professors. They sponsored and set up the Dean's List Social in the spring, and attend the Principled Business Leaders Institute in Philadelphia.

Etiquette for Success Academy

Social Grace for the Workplace

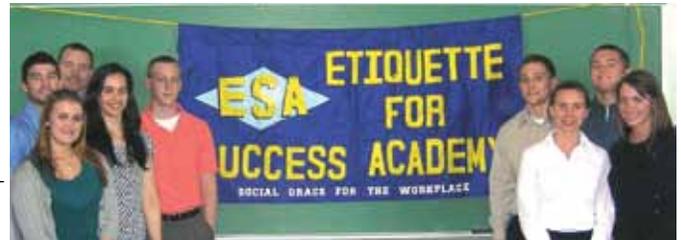
Etiquette for Success Academy has become a spring tradition put on by the brothers of Alpha Kappa Psi, the Co-Ed Professional Business Fraternity, and the John L. Grove College of Business. The 9th Annual Etiquette for Success Academy held Thursday, April 8, 2010 in the Ceddia Union Building, was designed to enhance and complement the knowledge gathered inside the classroom. Etiquette for Success Academy encourages exploration of topics that students may often wonder about but are not taught about directly.

This year's topics included: Interview Etiquette, Networking Etiquette, Social Media in the Workplace, First Year Dos and Don'ts, Economic Development, and Leadership Skills and Styles. The topics were selected to provide valuable information to students looking to stand-out and excel when leaving Shippensburg University.

Principled Business Leaders Institute

In February, eighteen brothers from the Xi Tau Chapter of Alpha Kappa Psi attended the Principled Business Leaders Institute, an event to encourage ethical practices in business, put on nationally by Alpha Kappa Psi. Held in Philadelphia for the Northeast, the weekend gave the brothers the opportunity to build leadership and professional skills individually and the opportunity to network with brothers from other chapters as well as national and regional directors of Alpha Kappa Psi.

Throughout the year, they also hosted many individual speakers to give presentations on such things as *Résumé Building*, *Networking*, *Dressing for Success*, and *First Year Dos and Don'ts in the Workplace*. Additionally, Alpha Kappa Psi participated in many philanthropic events at the university and in the community. The fraternity logged five hours of community service per brother while participating in events such as Relay for Life, the MS Walk, Highway 81 Cleanup, and The Benjamin Chambers Elementary School Harvest Fair. Members also contributed to the Haiti Relief effort and donated to the Suitcase Drive for children in foster care. For more information on the Xi Tau Chapter of Alpha Kappa Psi visit www.ship.edu/~akp.



Student Professional Organizations

Financial Management Association (FMA)

Service Project

Students in the FMA and Investment Club had the opportunity to participate in a community-service project coordinated by Dr. Hong Rim and the University Counseling Center.

Students talked with under-privileged families from the community regarding their financial concerns. They answered questions and referred larger issues to the Counseling Center. Because more than half of family conflicts are related to financial issues, this was a great opportunity for students to use their finance knowledge and skills to serve the community and broaden their résumés.

National Conference

Travis Laub and Alex Andrussier, two FMA (Financial Management Association) members, went to the annual National FMA Conference in Chicago in March. The conference had informative presentations such as *The Secrets to a Successful Job Search*, *Fraud & Finance*, *Finance Certifications*, and *Portfolio*



Management. There were breakout sessions including fundraising and chapter involvement. The students networked with chapters from all across the United States as well as one chapter from Mexico. The event, which was only a few hours each day, allowed for visitors

to tour Chicago and see places such as Millennium Park and the John Hancock Observatory. Another great thing about the trip was the tasty authentic Chicago deep-dish pizza and Italian beef sandwiches.

Investment Club/Investment Management Program (IMP)

The SU Investment Club and Investment Management Program (IMP) took home a ninth place and tenth place, respectively, at RISE X (Redefining Investment Strategy Education) Global Investment Forum March 18-20. The competition was sponsored by the University of Dayton in association with the United Nations Global Compact.

With 302 universities from 73 countries represented, 50 of the top performing student-managed funds entered their portfolios in the RISE X portfolio competition. The award came in the undergraduate division of the growth-style equity portfolio. The Investment Club and the IMP had returns of 29.01 percent and 26.36 percent, respectively, in 2009 versus 26.46 percent for the S&P 500 index. On a risk-adjusted basis (annual return/monthly standard deviation), the Investment Club and the IMP reported risk-adjusted returns of 5.68 percent and 5.61 percent, respectively, versus 4.11 percent for the S&P 500 index. The IMP has been attending the RISE portfolio competition since 2003, winning fourth place in both 2004 and 2005.

RISE is a student investment strategy forum hosted by University of Dayton. Mod-



eled after the World Economic Forum, RISE connects students and faculty with Wall Street professionals in interactive discussions. RISE X includes student workshops geared toward learning investment strategies and the annual student-managed investment portfolio competition. RISE X hosted twenty-three keynote panelists from companies such as Hewlett-Packard, Moody's Investors Service,

Merrill Lynch, Wells Fargo, Russell Investment and many more.

IMP was created in 1995 with the intention of providing students with an educational experience in managing a real dollar portfolio. The portfolio is valued at about \$67,000 as of April 2010.

For further information on the IMP, visit their website at webspace.ship.edu/imp/.

Student Professional Organizations

National Association of Black Accountants (NABA)

The Shippensburg Chapter of the National Association of Black Accountants, Inc. (NABA) had an exciting 2009-2010 year, its first full year in operation. The goal of NABA, Inc. is to expand the influence of minority professionals in the fields of accounting and finance. In June 2009, SU's NABA, Inc. chapter was officially recognized. The executive team includes Walter Brown, president; Lance Robinson, vice-president; Jonnay Triplin, secretary and Sean Smith, treasurer. Jamia Brown and Jennings McBride III served as reporting chair and corporate liaison, respectively.

Highlights from the year include the executive board attending a workshop in Philadelphia; six members attending the Eastern Region Student Conference in Virginia with Dr. Allison Watts; Jessica Glass of the Entrepreneurship Center (SU) speaking to NABA members about various aspects of starting a business; Patricia Gochenauer of the Career Development Center conducting a résumé and cover letter workshop; and Dia Harris of KPMG presenting on internship programs for minorities. In November, with support from the Multicultural Student Affairs (MSA), the group hosted a "Food for the Soul and Mind"

dinner, with alumnus Jason Brown, business account manager with Enterprise Holdings, as the guest speaker.

The group hosted their First Annual NABA Week February 2-6, 2010. Each day featured an event including an etiquette dinner, poetry slam, open panel, a corporate fashion show, and a mini-conference. The original date for the fashion show and conference were postponed until March 19 due to a snow storm. The keynote speaker at NABA's etiquette dinner was Marvin Worthy, CEO of Worthy Consulting and Training, LLC. NABA also honored students for their scholarly achievements and efforts in the community.

More than 100 students attended the NABA Walk Like a Millionaire Fashion Show with clothing provided by the Bon-Ton Department store in Chambersburg. Special thanks to Ms. Kathleen Schally and her staff at the Bon-Ton for all their assistance and to the MSA for their sponsorship.

NABA's First Annual Mini Conference "Professionalism at its Finest" (3/20) show-



SU NABA members front row (l-r): Ubi Ubokmfon, Jamia Brown, Jonnay Triplin, Walter Brown; Back row (l-r): Jennings McBride, Rich McClung, Lance Robinson, Earl Griffiths, advisor Dr. Allison Watts

cased speakers from SU, Villanova, Temple, and KPMG. The conference was very interactive and beneficial for students that attended.

As NABA enters into its second full year of operation the goals are growth in membership, continued informational presentations, conference attendance, and service to the SU community.

Marketing Professional Association (MPA)

The Marketing Professional Association (MPA) takes the marketing concepts and ideas learned in class and applies them to real-world projects and cases. The association's faculty advisor is Dr. Angela Chang.

This year was a year of substantial growth for the MPA. Early in the year members took part in planning and executing events such as the Etiquette Dinner and the Cut-O-Thon for Holiday Hair, as well as participating in fundraising efforts at the event "A Walk to Remember." They worked with the Chambersburg Youth Soccer Association and developed a business plan to further youth involvement and membership in the Chambersburg area.

In the spring the MPA assisted Marketing/Management Chair Dr. Coolsen in an online research project, as well as set up the March Madness 3-on-3 Basketball Tournament and the Benching Competition. Members also volunteered their time with the American Red Cross, Relay for Life, the Children's Fair, and the Rock 4 Drew Concert.

During 2009-10, MPA membership more than doubled and with this growth came a larger national recognition. The MPA is proud to announce that as of the end of the school year they are now a recognized chapter of the American Marketing Association. The MPA has elected fourteen officers for 2010-11 and is excited to see what the future has in store for the organization.

Phi Beta Lambda (PBL)

This past school year was a great success for the Shippensburg University chapter of Phi Beta Lambda with a membership increase of nearly 150 percent!

Our early fall Sheetz Coupon fundraiser raised money to attend the State Leadership Conference in the spring. Phi Beta Lambda (PBL) also brought a team and helped set up the 5k race for "Colleges Against Cancer." Randy Taylor came on behalf of the Drew Michael Taylor Foundation to speak about fundraising options.

In the spring semester, PBL set up a table at the Admissions Open House with two members to provide club information. Talking

to prospective students and future PBL members turned out to be a great success. PBL also helped out with the Down on the Farm Children's Fair.

In the interest of giving back to local chapters, Shippensburg PBL members spoke to the Waynesboro High School FBLA chapter students on ways to improve the organization and competition performances.

The State Leadership Conference in Harrisburg was a fantastic experience for Shippensburg PBL members. Three members (Aaron Barth, Allison Mays, and Andrea Guida) placed third in their respective competitions. We attended workshops designed to fine tune our skills in the world of business in the areas of money management, public speaking, and advertising.

Student Professional Organizations

Society for Human Resource Management (SHRM)

A team from Shippensburg University's student chapter of the Society for Human Resource Management (SHRM) placed second during the 2010 SHRM Northeast Regional Student Conference and HR Games competition.



Andrew Miller, Alison Foster and Erin Thompson discuss a question.

The Shippensburg chapter hosted the March 5 and 6 event that involved 17 universities and a total of 21 teams, including two teams from Shippensburg. More than 150 students, faculty advisors and human resource professionals attended the conference and participated in the HR Games.

In addition to the competition, graduate and undergraduate students from throughout the region attended career and networking workshops conducted by human resource

management professionals from SHRM National and Cumberland Valley SHRM.

Shippensburg team members Alisha Rohrbaugh, Lauren Fritz, and James Badorf entered the semi-final round of the competition in fourth behind first-place Penn State and two teams from Cornell University. The team beat Penn State in the semi-finals and finished second in the finals to Cornell.

Rohrbaugh, Shippensburg chapter president, "Words can't describe how I felt during the finals competition. I was still so excited that we made it to the semifinals that it hadn't set in yet that we were competing to win the whole thing!"



James Badorf, Alisha Rohrbaugh, and Lauren Fritz prepare to answer.

According to Dr. Vicki Fairbanks Taylor, associate professor of management and marketing and advisor of the university's SHRM chapter, "Both teams are to be commended for their hard work in hosting the SHRM

student conference and for preparing for the HR Games competition. 'Ship happened' this weekend because a group of dedicated students committed themselves to be part of an important educational enhancing event. I could not have been prouder of our teams and of Shippensburg University!"

Dave Elliott, vice president of human resources for The Herald-Mail Company and the club's SHRM chapter liaison, said the event was "truly a wonderful weekend, and a showcase not only for the Ship HR club members, but the university as a whole. In addition to the great work done by club members and Dr. Taylor in preparing for the weekend, I'd also like to thank all members of the Cumberland Valley SHRM who volunteered their time on March 6. They helped the games run smoothly, and also presented some very helpful and constructive breakout sessions."

In addition to the second place team, Erin Thompson, Andrew Miller, Levi Crouse and Allison Foster participated in the HR Games competition which is designed to foster friendly competition between universities and provide a positive and exciting way to prepare students for the human resource management profession and the Professional in Human Resources certification exam.

The university received a second place plaque that will be on display in the Department of Management and Marketing in the John L. Grove College of Business along with plaque honoring the university for hosting the event.

Students In Free Enterprise (SIFE)

The Shippensburg University SIFE (Students In Free Enterprise) team returned to Shippensburg as winners after participating in the New York City SIFE USA Regional Competition on April 3, 2010. The event was one of sixteen SIFE USA Regional Competitions being held across the United States in March and April. This win sent the SU SIFE the national competition, which took place in Philadelphia in May.

Twenty-one members of the SU SIFE team participated in regional competition and won against schools from Pennsylvania, Maryland, and New York, including Penn State, Princeton, Bloomsburg, and Siena Col-



Sookti Tankala, Tracy Brenner, Caitlin Flannery, and Michael Kilpatrick.

lege. SU SIFE began four and a half years ago, and this marks the fifth time in a row that SU SIFE has won a SIFE Regional Competition.

Katie McDade, the SU SIFE chief operating officer, stated, "I'm really proud of each

of our team members. Everyone voluntarily put a relentless effort forward. It's no wonder we've had such successful results."

Bob Stephens, the SU SIFE faculty advisor was also complementary of the team's efforts. "The SIFE students have worked really hard and have really raised the bar with their presentation skills this year. This is an excellent group of students that have represented the College of Business and the University very well. They are a great example of what our students are capable of accomplishing."

During this academic year, the SU SIFE team organized thirteen projects in the Shippensburg community, including working hard to raise money to donate 100 laptops to Anh Linhs Free School in Vietnam. To make donating easier, SU SIFE made door-to-door visits, provided pamphlets with donation information, and created a website asking for \$5 or more.

Internships Fall 2009, Spring 2010, and Summer 2010

STUDENT	HOMETOWN	MAJOR	FIRM
Colin Albright	Mechanicsburg	Marketing	Letterkenny Army Depot
Troy Badman	Selinsgrove	Marketing	L/B Water Service Inc.
David Barron	York	Supply Chain Management	Fastenal Company
Nicholas Bertino	East Greenville	Supply Chain Management	TNT Fireworks
Courtney Best	Hanover	Management	Letterkenny Army Depot
Benjamin Boyer	Carlisle	Accounting	Smith Elliot Kearns and Company
Jacob Brendle	Denver	Marketing	Pepsi Bottling Group
Laura Broney	Harleysville	Fin/MIS	Harleysville Savings Bank
Kelsey Bugaile	Harrisburg	Finance	Dauphin County Ind. Dev. Authority
Erin Buksa	Chambersburg	Marketing	Chambersburg Chamber of Commerce
Luke Burnside	York	Marketing	SC&H Group
Chelsea Carson	Shippensburg	Management	Letterkenny Army Depot
Michael Cashdollar	Hanover	Marketing	Campus Painters
Kathryn Casswell	Woodbine	Human Resource Management	Social Security Administration
Joseph Cefali	Swiftwater	Finance	Savage Financial
Heather Churchey	Lewisburg	Human Resource Management	Fairview Township
Jennifer Coccagna	Chambersburg	Finance	Letterkenny Army Depot
Lauren Cook	Chambersburg	Finance	Letterkenny Army Depot (2)
Michael Cookerly	Manchester	Marketing	Universal Counseling
Levi Crouse	Littlestown	Human Resource Management	F&M Trust
Kasilee Curcio	Bethlehem	Management	Dorney Park & Wildwater Kingdom
Emily Darrell	Finksbury	Management	Darrell Financial Services
Kevin Donnelly	Reading	Marketing	Volvo Construction Equipment
Alison Dowdrick	Lebanon	Accounting	Ellis Lee Hostetter & Co, PC
Ryan Drzewiecki	Selinsgrove	Management	Real Estate Appr. & Marketing Assoc.
Amanda Dubs	Dover	Accounting	KPMG, Inc.
Sean Ehrlich	Southampton	MIS	Devnuts LLC
Justin Ellsesser	Harrisburg	Finance	Volvo Construction Equipment
Alison Foster	Shellington	Human Resource Management	Volvo Construction Equipment
Katherine Freeman	Kennett Square	Marketing	Conference Center at Shippensburg Univ.
Margaret French	Mechanicsburg	Finance	Rite Aid Corporation
Michael Fry	Mechanicsburg	MIS	Global Data Consultants LLC
Scott Gardner	Sewell	Marketing	Dubois' Spring Brook Farms
Tara Giarratana	Mifflintown	Management	Volvo Construction Equipment
Karen Good	Terre Hill	Marketing	Giant Food Stores, LLC.
Amanda Greenwalt	Landisville	Accounting	Hempfield School District
Stephen Grosso	Coatesville	Management	Unisource Converting
Andrea Guida	Douglassville	Management	SEDA-Council of Government
Ty Haas	Oley	Management	Harrisburg Stampede
Michael Hartman	Leesport	Finance	1st Fin. Group/Park Ave. Securities
Deron Henry	Mifflintown	Accounting	Kern and Company, P.C.
Laura Henzy	Langhorne	Supply Chain Management	Letterkenny Army Depot
Lindsey Hollenshead	Ft. Loudon	Human Resource Management	Sierra Nevada Corp
Rebecca Howland	Shippensburg	Management	NETCONN Solutions
Cody Hutchinson	Honey Grove	MIS	Giant Foods Stores, LLC
Daniel Isenberg	Mechanicsburg	Marketing	Harrisburg Stampede
Jennifer Jacobs	Mechanicsburg	Human Resource Management	Hershey Entertainment & Resorts
Vincent Jones	New Tripoli	Marketing	Livin' the Dream Foundation
John Kolb	Shippensburg	Finance	Diversified Transport, Inc
Gayle Kuntzmann	Hatboro	Marketing	Shippensburg Univ. Dept. of Athletics
Gregory Lawson	Ephrata	Marketing	Drew Michael Taylor Foundation
Neil Lennon	Lancaster	Accounting	KPMG
Clinton McClure	Shirleysburg	MIS	Capital Blue Cross
John Patrick McIntyre	Hollidaysburg	Management	New Enterprise Stone and Lime
Lawrence Mitchell	Nazareth	MIS	Cruzstar

STUDENT	HOMETOWN	MAJOR	FIRM
Alex Mosher	Honesdale	Management	Completed in summer
Nathan Neil	Willow Hill	MIS	Path Valley Farm
Benjamin Pokorny	Mansfield	Marketing	Cruzstar
David Pollock III	Shippensburg	Supply Chain Management	Letterkenny Army Depot
Justin Rabe	Orefield	MIS	Air Products and Chemicals
Kate Reigle	Lewisburg	Finance	SEDA-Council of Government
Kali Renninger	Newburg	Management	Volvo Construction Equipment
Adam Runkle	Carlisle	Supply Chain Management	Pyroteck Inc.
Joseph Savage	Bartonsville	Marketing	Savage Financial Group
Andrew Schell	Camp Hill	Human Resource Management	Holy Spirit Hospital
Shawn Schlusser	Carlisle	MIS	Carlisle Construction Materials
Kayla Schmuck	Red Lion	Management	WellSpan
Kevin Scholly	State College	Finance	Letterkenny Army Depot (2)
Mark Schubauer	Elizabethtown	Management	T.J. Rockwell's Am. Grill & Tavern
Zach Scott	PA Furnace	Finance	Patriot Federal Credit Union
Lacey Shearer	Fayetteville	Marketing	Ace Distributing
Sandra Sigel	Exton	Marketing	Shippensburg Univ. Dept. of Athletics
Ashley Sledzinski	New Bloomfield	Marketing	Harrisburg Stampede
Jeremy Straw	Dillsburg	MIS	Straw's Auto Center Inc.
Ashleigh Swarner	Plainfield	Finance	H&R Block
Jeremy Taylor	Enola	Accounting	Letterkenny Army Depot
Richard Tralewski	Rosemont	Management	Electrical Motor Repair Co. of N.J.
Allen Trimmer	Shippensburg	Marketing	Walmart #1850
John Vanderzell	Leola	Management	University Directories
Matthew Vazzana	Budd Lake	Finance	Brightgrid Leasing
Leigha Voigt	Shippensburg	Finance	Hollywood Tans
Jennifer Wall	Broomall	Marketing	WITF
Alyssa Yatron	Sinking Spring	Management/SCM	Volvo Construction Equipment
Craig Yorkgitis	Carlisle	Management	Net World Technology

On-Campus Recruitment by Industry

Accounting

Arthur Bell
 Beard Miller Company
 Boyer & Ritter
 Brown Schultz Sheridan & Fritz
 Clifton Gunderson LLP
 KPMG LLP
 Padden, Guerrini & Associates, PC
 PricewaterhouseCoopers
 Rager, Lehman & Houck, PC
 Reinsel Kuntz Leshar LLP
 Rotz & Stonesifer, PC
 Rubino & McGeehin, Chartered
 Ryan and Wetmore
 SF & Company
 Smith Elliott Kearns & Company
 Squire, Lemkin & O'Brien, LLP
 Stambaugh Ness PC
 WTAS – Wealth Tax Advisory
 Services, Inc.

Banking

Fulton Financial Corporation

Education/Human Services

Peace Corps

Financial Services

Northwestern Mutual Financial
 Network*
 First Commonwealth Financial
 Group

Government

Defense Contract Audit Agency
 (DCAA)
 PA State Police*
 United States Army
 United State Marines*
 United States Census Bureau

Insurance

Erie Insurance
 Prudential

Manufacturing

Martin Sprocket
 OshKosh Corporation
 Techtronic Industries North
 America (TTI)*
 Tyco Electronics

Retail/Sales

Enterprise-Rent-A-Car
 Greenstar Pest Control*
 Hooters
 Target Corporation
 Penske
 Pepsi Beverages Company
 TNT*

Services

UPS*

Supply Chain

Daily Express
 Exel

*Indicates
 Multiple Visits



Faculty Features

Wendy S. Becker

Wendy S. Becker, associate professor of management, earned her Ph.D. in industrial-organizational psychology from the Pennsylvania State University. Her dissertation, "Field of Dreams," analyzing project team start-ups was a Newman Award finalist at the Academy of Management and is published in *Team Performance Management*.



Wendy Becker with Honors students Ally Morgan and Grace Burkholder.

Editor Responsibilities

In July 2010 Becker completed a three-year term as editor, *The Industrial-Organizational Psychologist (TIP)*, the official publication of the American Psychological Association. *TIP*, listed in *Cabell's Directory of Publishing Opportunities* in management, has a circulation of 6,500 to industrial-organizational psychologists worldwide. Wendy continues to serve on the editorial board of the *Journal of Business and Psychology* as well as an ad hoc reviewer for international management and psychology journals and conferences.

Leadership Training in Crime Labs

One of Becker's interests is helping to improve our nation's crime labs. With former MBA student W. Mark Dale, Becker published the textbook, *The Crime Scene: How Forensic Science Works*. Their article, "Forensic science in transition: Critical leadership challenges" has just been accepted in the *Forensic Science Policy & Management: An International Journal*. The article is based on four leadership workshops Wendy taught for the NorthEast Regional Forensic Institute in upstate New York in spring 2010. More than forty crime lab directors from around the country took part in Wendy's training. These classes, "all expenses paid," are sponsored by the National Institute of Justice (NIJ). Wendy recently spoke to the American Society of Crime Lab Directors (ASCLD) in Anaheim CA about the intransigent challenges of our nation's crime labs. Becker and Dale's research was

cited in the 2009 National Academy of Science report, "Strengthening Forensic Science in the United States: A Path Forward." Over the summer Wendy toured crime labs around the country.

Teaching in Austria

The year 2010 marks the sixth year Wendy has been invited to teach International Human Resource Management and Personnel Development at the MCI Management Center Entrepreneurial School in Innsbruck, Austria. MCI offers graduate, non-graduate and post-graduate educational programs to senior and junior managers at all management levels in the fields of business, management, law, IT, social sciences, health, tourism and engineering. Becker loves teaching MCI's international students who come from Austria, Germany, France, Spain, Italy, Czechoslovakia, Romania, South Korea, India and many other nations.

Research Interests

In June, 2010 Becker's research, "Beyond self-interest: Integrating social responsibility and supply chain management with human resource development" (with colleagues Jerry A. Carbo, II, Esq. and Ian M. Langella) was published in *Human Resource Development Review*. During the summer of 2010 Becker visited her son Matthew in Montana to continue her research into team learning and self-efficacy in the Great Bear Wilderness aviation disaster, first published in *Organizational Dynamics*.

Pizza at the Prof's House

At the College of Business, Wendy loves teaching undergraduate students in Business and Society and International Human Re-

source Management as well as Human Resource and Development and Ethics in Organizations and Business in the MBA program. In Spring 2010, she invited all of her classes (over 120 students!) to come to her house for "Pizza With A Prof." Many graduating seniors had never been to a professor's home and they enjoyed interacting with their professor outside of the classroom. Becker is very proud of the research writing that her students do in her classes. Honors students Grace Burkholder and Ally Morgan won 2010 Editor's Choice for their research paper written in Becker's Business and Society class; it was published in *Write the Ship*.

Wendy's hobbies include remodeling her Shippensburg home, hunting for antiques, and hiking with her white German Shepherd, Lucy. Her biggest passion is spending time with her two sons: Matt in Montana and David in New Hampshire.

Sarah Bryant

Dr. Sarah Bryant, professor of finance, as a senior consultant with Plexus Consulting Company, conducted economic scenario planning sessions for the Kingdom of Jordan in October 2009. The contract was under the USAID-funded Economic Development Program (SABEQ) in its overall economic cooperation with the Government of Jordan. These sessions were used to explore possible outcomes in response to potential challenges that may arise. By formulating and conducting discussions around these scenarios among stakeholders, the objective was to uncover potential opportunities and threats that could enhance or undermine Jordan's continued development. The expectation was that Jordan would develop a range of potential actions leading to response plans.



Faculty Features

Most scenario planning is expressed as stories, in the form of overall situations. After discussing current economic conditions with many high-level stakeholders, several scenarios were developed to be used in discussion with groups of senior government officials and business leaders from various sectors of the Jordanian economy. In this report, three scenarios were developed, using several external variables and internal variables, concurrently. The first, "Same Path Scenario," sets the stage for a continuation of current Jordanian development amid continued global economic volatility. The second scenario, "Filling the Well," is more optimistic. The third, "Empty Well Scenario," pictures Jordan having to respond to another downturn in the global economy. After these inclusive scenarios were presented, several shorter ones were included to present changes in the economy using one variable at the time to aid in narrowing discussion and solution finding.

Participants in each of the groups reviewed the key findings of the economic scenario report. They were asked to identify any issues within this report or any other issues taken from their own experiences that they felt merited consideration as a strategic issue under one or more of the three scenarios.

The program was carried out with Jordan's Social and Economic Council, whose mandate is to help bridge the gap between the public and private sectors. The council formed the first planning group session, which was very successful. In fact, the council head plans to use the strategic planning methodology to develop the council's internal business plan.

Deborah Hocking

Deborah Hocking, assistant professor of accounting, began a service learning experience in 2007 with her accounting students and now, students throughout the college are engaged in the program. Any student, regardless of year or major, is welcome to participate in the SU Volunteer Income Tax Assistance Program (VITA). Volunteers have included students in marketing, management, and finance, as well as accounting. During their winter break, students take tax exams online through the IRS to become certified in basic through advanced levels of tax knowledge. They work with the Money in Your Pocket campaign, a coalition of community members working to help low-income families prepare and e-file their tax returns free of charge.

Volunteer Income Tax Assistance (VITA)

Students under the direction of Dr. Hocking, a Certified Public Accountant with many

years as a tax professional prior to her involvement with VITA, train in and reflect skill in interviewing clients, tax research, problem solving, quality control, and team work as they work four hours each week with low to moderate income individuals and families in the community under the federal Volunteer Income Tax Assistance (VITA) program. In addition, experienced students who have worked in the program in prior years are selected for leadership roles as site coordinators, administering, reviewing returns, and monitoring quality control.

The SU VITA partners with the Shippensburg Area Chamber of Commerce and the Coyle Free Library in Chambersburg who provided their facilities free of charge for our services. The support of these organizations is instrumental to our success. We operate the Shippensburg site twelve hours and the Chambersburg site four hours each week from January to April.

In the fall 2009 semester a new tax and technology training program was developed and taught by students in Dr. Hocking's Advanced Taxation course to prospective VITA participants. As a result of a partnership with the Accounting Club, more than fifty students participated in the training. This training enabled students to prepare returns including basic to more complex small business returns.

Additionally, in the fall 2009 semester, the Students in Free Enterprise (SIFE) Team in the John L. Grove College of Business began a marketing campaign for our VITA program that included print distribution and online marketing. This campaign was instrumental in reaching our target population of low to moderate income families qualifying for Earned Income Tax and Child Tax credits. This was evidenced in an increase in total dollar tax refunds from tax returns prepared by our VITA participants by more than 32 percent. SIFE is currently expanding their work with VITA to develop and incorporate financial literacy resources into the program.

Many students who participated expressed benefits of the experience reflected in the following quotes:

I am so GRATEFUL for the experience! I can't say enough times how much this whole experience has really taught me. I even ended up enjoying going in on Saturdays. It was nice to help people that had low incomes. I am seriously considering moving to the tax department sometime because of this experience.



Taxation in practice was nothing like what it is in our textbooks. I was so excited by the fact that I could competently file individual returns that I found myself eagerly awaiting my next Saturday . . . my company is a strong supporter of community service and was pleased to hear in my mid-semester report that I had been participating in our VITA program.

The opportunity to work with clients individually and in teams is, in my opinion, just as valuable as the coursework we did at Shippensburg University. I also think that being able to gain experience and to help the community simultaneously is nothing but beneficial to the people of Shippensburg and the surrounding area, to the students, and to the reputation of the university. The program is also a great confidence builder in terms of working with people, which I think may have been the greatest benefit to me. Finally, I would have to note, being me, that the opportunity to learn a bit more about tax research was a delight.

The Volunteer Income Tax Assistance program (VITA) is a national program providing free assistance to low to moderate income, elderly, limited English proficient, and disabled individuals who require assistance in preparing their tax returns. Students are eligible for the service as well.

Ian M. Langella

Only in Magdeburg!

Dr. Ian M. Langella, associate professor of supply chain management, spent most of his summer in Germany as a visiting professor at his old home, the University of Magdeburg. During most of the summer, he could be seen wearing green Crocs and one of several Ship Happens t-shirts, all of which were bought in the University Store. (Several students complimented the t-shirts with the unofficial motto of our school.)



Faculty Features

During the stay, he taught a class on Global Operations Management to seventeen graduate students. The class was concerned with additional complexities in conducting demand fulfilling functions in several countries. The theory and content was enriched with the experience of students hailing from Germany, China, Taiwan, Syria, and Brazil, something not uncommon in Magdeburg. (During graduate studies there in 1999-2000, Langella's classmates included students from many countries, which complements the theoretical classroom learning and allows for a plethora of multicultural experience. The University of Magdeburg has approximately 12,000 students, of whom 10 percent are foreign nationals.)

On a sunny day, Langella's lecture was interrupted by a fire alarm so he continued the lecture in the North Park, a park adjacent to the university campus (the show must go on!). When grades were finished, he met with students for an informal debriefing followed by a visit to the Student Club *Die Barracke* (German for The Barracks).

Also a good summer for research, Langella collaborated with colleagues on a new article on dealing with random yield modeling in production systems. This research was facilitated by the geographical proximity of the co-authors, allowing for good progress in a short amount of time. The paper is to be presented at an important conference in September and a paper will be submitted to a journal soon thereafter. Magdeburg was flush with visiting scholars, such as Peter Kelle (LSU), Gil Souza (Indiana University), and Lucio Zavanalla (University of Brescia, Italy). Langella was able to present recent research on Sustainable and Responsible Supply Chains (coauthored with Ship COB colleagues Wendy Becker, Jerry Carbo, and Viet Dao) during a department research colloquium.

Outside of research and teaching, Langella enjoyed the summer with family and friends. Alongside visiting friends in Magdeburg, his family enjoyed spending time with his wife's family in Ostwestfalen, a family vacation on Ruegen (an island in the Baltic Sea) and short trips to Hamburg and Berlin. He felt lucky and honored to be able to attend the wedding of Jana Tuchen, the department secretary, with his former colleagues. Germany generally, and Magdeburg specifically, provides an unbeatable infrastructure and atmosphere for enjoying the World Cup soccer matches, which occurred during the trip.

Michael Marsh

Computer Security Training



It is rare to read, listen to, or watch news media without seeing some reference to identity theft, an organization's computer system being hacked, a phishing scam, or a computer virus attack. In response to the increasing number and sophistication of attacks, both public and private institutions are continually enhancing and updating their information systems security.

Last year, after an intensive review of the nation's cyber-infrastructure, the federal government created the United States Cyber Command to respond to the already significant and growing digital threat from what the command identifies as "foreign actors, terrorists, criminal groups and individual hackers." In addition, the new Department of Defense Directive 8570 requires that all military, government civilian, and contractor IT personnel, both technical and managerial, have nationally recognized Information Assurance certifications.

More IT security professionals are needed to meet the demands. At a recent Senate Committee Hearing, Professor Eugene H. Spafford, Executive Director of the Center for Education and Research in Information Assurance and Security (CERIAS) stated, "Of the thousands of degree-granting institutions throughout the U.S., perhaps only a few hundred have courses in computer security basics. This needs to change or we will continue to graduate students who do not understand the basics of the area but who will nonetheless be producing and operating consumer computing artifacts."

In February, the House passed the Cybersecurity Enhancement Act of 2010 (HR4061) detailing a wide range of funding opportunities "to strengthen cybersecurity education and training programs" for individual students, faculty, and academic institutions. The bill is expected to pass quickly in the Senate.

At Shippensburg's Admissions Open House programs, prospective Management Information Systems (MIS) students and their parents often ask about the computer security offerings and in exit interviews, graduating MIS majors frequently comment that prospective employers inquire about their computer security training. Shippensburg has not offered courses in computer security, primarily because faculty have not had adequate background and training in the field. The John L. Grove 2010 Summer Fellowship has been key to the process that will enable us to incorporate practical cyber-security concepts into the MIS curriculum.

Developing Computer Security Curriculum

Starting last summer, with funding from CFEST and the College of Business, Dr. Michael Marsh participated in computer security training at technical levels attaining professional certifications as a Network Defense Architect (the new, more socially acceptable term for Ethical Hacking) and as a Computer Forensic Examiner. The John L. Grove 2010 Summer Fellowship allowed him to continue training at the IT managerial level and become Security+® Certified. While all the "book learning" has been useful, networking with security practitioners this summer led to opportunities to explore real-world issues of information systems security and practical hands-on experience. Marsh has or intends to travel locally and to Philadelphia and Washington, D.C. to meet with security professionals. Once the Cybersecurity Enhancement Act of 2010 is enacted and fully funded, Marsh plans to visit the NSF to gain a thorough understanding of opportunities that may be available.

Finally, the training received thus far, along with a \$4,000 technology fee funding for specialized security software, have made it possible for the MIS faculty to offer a computer security-oriented course this fall as a Special Topics course. This course offering is a solid start towards implementing curriculum improvements to increase students' knowledge and skill sets in cyber security.

Faculty Features

Hong Rim

During his Spring 2010 sabbatical leave, Dr. Hong Rim, professor of finance, had a great experience teaching at Bangkok University (BU), the first private university in Thailand. BU has a student enrollment of more than 30,000 on two campuses—Bangkok University International College (BUIC, the city campus in Bangkok), and Rangsit campus. It offers courses both in English and Thai in business administration, economics, communication arts, laws, humanities, computer science, fine and applied arts, and engineering.

The BUIC program, taught in English, has been well received by those students who need to improve their English for the international business world and/or for their future studies abroad. Students at BUIC represent more than forty different nations including the U.S., Australia, Austria, Finland, Germany, Sweden, Korea, Japan, and Russia.

To meet ever-increasing demand for high-skilled workforce after the disastrous Asian economic crisis (June 1997), BUIC programs have been expanding to various fields of study, particularly for Thais who are not daily users of English. Their graduates have become successful business executives, owners of advising agencies, journalists, writers and social workers, and other prominent positions that contribute to the development of the nation.

Dr. Rim also had time to visit Stock Exchange of Thailand (SET) to acquire data for his research on inter-industry relationships. With the help of the BU research director, he was able to acquire a five-year data set of Thai financial



Dr. Rim at Bangkok University's Rangsit campus, one of the most beautiful campuses in Thailand with imposing diamond-shaped buildings. The diamond, which is used in BU's logo, symbolizes confidence, integrity, and valor.

markets and then shared the data with other BU faculty members for scholarly activities and class assignments. In an effort to help Thai faculty in research activities, he recommended that BU purchase the SET and other financial data.

Thai people as a whole are very kind and polite, especially to foreigners according to Dr. Rim. He encourages people to visit the country to enjoy its natural beauties. Some must-see places are: Bangkok with its many examples of historic architecture; islands with exotic beaches (Koh Chang, Phi Phi, Phuket, Samui, Phang Nga); and Kanchanaburi, featured in the movie *Bridge on the River Kwai*. Travelers may also appreciate the Grand Palace, temples (Ayutthayah, Sukhothai, Wat Pho), and historic sites in Chiang Mai and the Golden Triangle.

Vicki Taylor

On April 29, 2010, Alpha Kappa Psi inducted Dr. Vicki Taylor as an honorary faculty member of their fraternity. Dr. Taylor has not only supported Alpha Kappa Psi in a large way over the years, but she has also helped and encouraged many student members of AKPsi personally, as well as many other business students. She was recognized for her continued support of Alpha Kappa Psi and its members with a membership certificate and a recognition pin.



Dr. Taylor is also advisor to the Shippensburg Society for Human Resource Management (SHRM), which hosted over 150 students, faculty advisors and human resource professionals at the 2010 Northeast Regional Student Conference and HR Games competition in March. Taylor said, "Both teams are to be commended for their hard work in hosting the SHRM student conference and for preparing for the HR Games competition. I could not have been prouder of our teams and of Shippensburg University!"



The Grand Palace.

Faculty Features

Joanne Tucker



Shippensburg University is the primary sponsor of *ABD Journal* which publishes research in all business disciplines and invited editorials. Since 2008, Dr. Joanne Tucker has been the journal's editor-in-chief. The journal is listed in *Cabell's Directory* with a 20 percent acceptance rate and has a strategic alliance with Academy of Business Disciplines Conference. She manages the review board and processes associated with submission, review, and online publishing of accepted manuscripts. The journal enjoys a good reputation for excellent service to submitting authors and publishing quality manuscripts for its readers.

Tucker also chairs the college's Integration Committee, which manages the "Company of the Year" honor the college bestows on a local business. During the year, faculty create student assignments built around the company's current events, information from the company's website, or presentation by a company executive in Grove Forum. The Integration Committee manages the process for selecting the company, makes arrangements for executive guest speaker, and collects samples of student assignments. Companies honored in the past are The Hershey Company and Ahold's Giant/Martin's.

John L. Grove College of Business Faculty Awards

Northwestern Mutual Financial Networking Advising Award	Dr. Vicki Taylor
Edward F. Ehret, Jr. Teaching Award	Dr. Shelley Morrisette
Christopher Pruitt Service Award	Dr. Mary Myers
Volvo Construction Equipment Service Award	Dr. Thomas Verney
Martin D. Babinec Research Award	Dr. Michael Coolsen
Valley Quarries, Inc. Research Award	Dr. Jonathan Kohn
Dale Kann Faculty Student Research Award	Dr. Mu-Sheng Chang Students – Jennifer Hoover & Alyssa Yatron
Faculty Research Grants	
Harry R. Frehn Faculty Research Fellowship	Dr. Viet Dao
Harry R. Frehn Faculty Research Fellowship	Dr. Ian Langella
Harry R. Frehn Faculty Research Fellowship	Dr. Patricia Patrick
Harry R. Frehn Faculty Research Fellowship	Dr. Michael Coolsen & Dr. Vicki Taylor
John L. Grove Summer Fellowship	Dr. Michael Marsh

Learning about Etiquette



The Grove College of Business hosted two etiquette dinners for students this past year. The fall social/etiquette dinner was sponsored by Northwestern Mutual Financial Network and the spring etiquette dinner was sponsored by more than a dozen accounting firms.

Students Explore Careers at Public Accounting Night



Seventeen accounting firms participated in Public Accounting Night, held September 29, 2009 in the CUB. Nearly 100 students attended the event, sponsored by the Accounting & Institute of Management Accountants student organizations. The evening provided students with an opportunity to explore careers in accounting. Each firm received a booklet with student résumés.



Business Alumni Receive University Awards

James L. Dailey '97

Outstanding Young Alumnus Award

James Dailey, Camp Hill, served with Fulton Bank as a financial advisor before he joined niche with TEAM Financial Managers in Harrisburg in 1999 as a financial advisor and quickly moved to portfolio manager in 2001. In 2005 he was named co-owner and chief investment officer where he is actively involved in the day-to-day management and strategic planning of the firm and is responsible for the overall investment philosophy, portfolio management, and research and trading for client investment accounts. He earned the prestigious Chartered Financial Analyst designation in 2003 and he recently introduced his own mutual fund, TEAM Asset Strategy (TEAMX).



He is a member of the John L. Grove College of Business Finance Advisory Council and the Big Brothers Big Sisters of the Capital Region board including the finance committee and volunteering as a Big Brother.

Rebecca Quinter Finkenbinder '97

Outstanding Young Alumnus Award



Rebecca Finkenbinder, Palmyra, was elevated into some exclusive ranks in 2008 after being named a Rising Star by Law and Politics. Only 2.5 percent of lawyers in the state receive this honor that is published in Phila-

delphia and Pennsylvania Super Lawyers—Rising Stars Edition magazines. She is an associate with McNees Wallace & Nurick, LLC and practices in its intellectual property and food industry practice groups. She focuses on all aspects of trademark and copyright law and extends into franchise matters and advertising.

She is a member of Woman of Wardrobe, Dress for Success of South Central Pennsylvania, Women in the Profession committee of the Pennsylvania Bar Association, and serves on the board of Sales & Marketing Executives International Central Pennsylvania Chapter. She earned a master of business administration degree from Temple University and a law degree from Dickinson School of Law. She is married to Travis Finkenbinder '97. Together they own Rothermel Funeral Home & Cremation Services in Palmyra.

Frederick D. Potthoff '70

2010 Jesse S. Heiges Distinguished Alumnus Award



Fred is co-founder and partner of Kroff Chemical Inc. in Pittsburgh, an innovative water treatment specialist company. He parlayed eighteen years experience in various positions into a company that is known for providing custom, innovative solutions to its customers. During the past twenty years, Kroff has expanded and evolved its services to include materials reprocessing and outsourcing of water treatment services while posting an average 24 percent a year growth rate since 1990.

He was the first two-time chair of the International Water Conference, the oldest and most prestigious water treatment conference in the world, and has been on its executive board for ten years. He is a board member

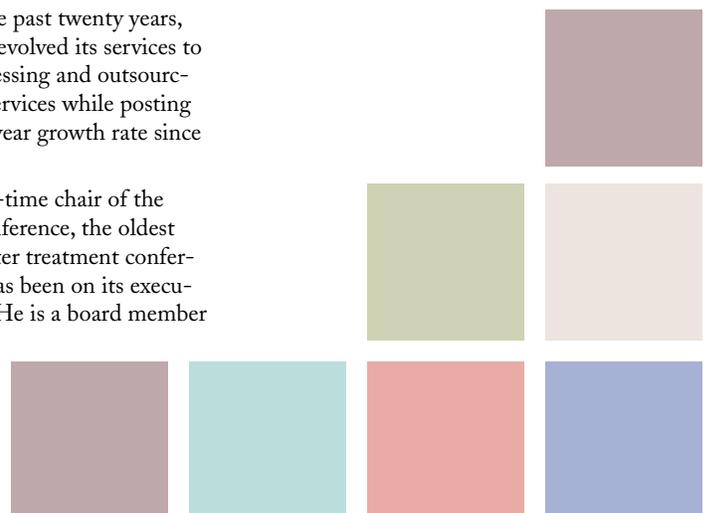
for the Association of Water Technologies and holds memberships in the Association for Iron and Steel Technology, Building Owners and Managers Association, International District Energy Association, and the Association of Water Technologies. He is also a member of the Shippensburg University John L. Grove College of Business Advisory Board.

Robert Ward '77

2010 Exceptional Service Award



Bob Ward, Wilmington, Del., has been an avid supporter of Shippensburg University for more than thirty years. He has been particularly involved with the John L. Grove College of Business and Ship athletics. During the years, he has shared his professional experience and insights with students in such programs as the Business Career Expo and the Alpha Kappa Psi Etiquette for Success program. He is a member of the John L. Grove College of Business Advisory Board and has provided funds for student scholarships. Bob will be increasing his engagement with the University this fall when he joins the Alumni Board of Directors. He is director of operations at the Delaware Valley Service Center of Computer Aid Inc.



SU, Wroclaw University Sign Exchange Agreement

Representatives from Shippensburg University and the Wroclaw University of Economics in Poland signed an intent agreement to begin work on development of exchange programs between the universities and to promote activities of mutual interest.

The agreement was signed by Shippensburg President Bill Ruud and Dr. Boguslaw Fiedor, rector of Wroclaw University. Rector is equivalent to a university president.

“We’re very happy to be able to continue our on-going relationship with Wroclaw University and look forward to expanding the program to give students and faculty from both universities the opportunity to learn from their colleagues,” said President Ruud. “We appreciate the cooperation from Dr. Fiedor and are grateful for his leadership in enabling our respective institutions to enhance their already well-respected programs.”

Shippensburg has been working with Wroclaw University for several years and the signing formalizes the intent of both institutions to cooperate and expand that relationship. The universities will continue to pursue an agreement to establish certain exchange programs to benefit the respective educational institutions and to promote the development of joint studies, research and training activities and other educational programs of mutual interest.

Programs to be considered by the universities include student and staff exchanges, participation in summer instructional activities, and live video-conferencing using instructional classes, student organizations and government, and faculty and administrative groups.

The signing came at the end of a two-week visit in spring 2010 by Dr. Fiedor. During his visit, he met with various members of the



(Seated from left) Dr. Bill Ruud and Dr. Boguslaw Fiedor sign the agreement. Standing from left are Dr. Tom Verney, acting associate dean of the John L. Grove College of Business; Dr. Barbara Lyman, provost and senior vice president for academic affairs; and Dr. Tony Winter, interim dean of Grove College.

Shippensburg campus community, gave a public presentation on the European Union and attended a meeting of the Board of Governors of the Pennsylvania State System of Higher Education.

Ship Business Students Study in Poland

In July 2009 undergraduate business students Alisha Rohrbaugh and Courtney Brown took a two-and-a-half week study abroad experience to Wroclaw, the fourth largest city in Poland. Shippensburg University has an exchange agreement with the Wroclaw University of Economics. What follows is their summary of their experience.

During the first week of our studies, we had the opportunity to see the true beauty of Wroclaw by taking a five-hour walking tour and a ferry tour on the Odra River, which divides the city into twelve islands. We had some interesting experiences while learning how to navigate and travel throughout the city on the tram. During our trip we got the chance to meet and study with twenty different students from twelve countries. The main theme of our studies was “Thriving in Uncertain Times.” We took classes in global finance, behavioral finance, business to business marketing and participated in a competitive business simulation game. We also took a weekend trip to Krakow, Poland. While there, we toured the Wawel Royal Castle and the Wieliczka Salt Mine.



Aside from airfare (~\$1000) and tuition (\$750), we spent a combined total of \$1,000 while in Wroclaw. Our favorite meals consisted of gyros at a local greek restaurant and all of the traditional Polish soups that we were served during lunch each day. One of our favorite activities was the local aqua park, which was only a few minutes walk from our dorm. It took a few days to get accustomed to the living arrangements during our stay. Our dorm rooms did not have air conditioning, nor did they have screen in the windows. Besides the bugs and the heat, we enjoyed living with all of the other students. Looking back, our trip to Poland was the experience of a lifetime and we truly made lifelong friends we each keep in contact with everyday.

Alisha, left, and Courtney, second from left, met and studied with students from twelve different countries during their studies at Wroclaw University of Economics in Poland.

MBA Students in Europe 2010

For the fourth consecutive year, students from the Grove College of Business MBA program traveled to Europe May 22-31, 2010 as part of the European Business Environment course taught by Dr. Robert Stephens. Participants included MBA students David Benfield, Stacey Zerbe, Amber Whitney, Sookti Tankala, Amber Stinebiser, Karim Foumakoye, and undergraduate student Hillary Addleman, as well as several spouses, friends, and other guests. The group arrived first in London, where they toured the Bank of England and learned about the British and European financial systems as well as seeing sites such as the Tower of London. An inconvenient flight cancellation resulted in an extra unplanned day in England, during which most of the class toured the Royal Pavilion in the beach town of Brighton. It was then on to



MBA group in front of flags at the EU Parliament.

Prague, Czech Republic where the class visited Aero Vodochodny, the top Czech aerospace firm, and Skoda Automotive, the Czech Republic's largest exporter. The next stop was Brussels, with a tour of the EU Parliament and Chocolatier Manon on the schedule.

The students were able to observe a live special session of the EU Parliament on the topic of identity theft, translated into all twenty-three of the official European Union languages. During the session, participants reported on successful strategies that individual

European nations are using to combat the problem—approaches that could form the basis of a joint EU anti-identity theft initiative.

Chocolatier Manon, a producer of specialty chocolates, has been a popular stop for the class each year. We witnessed a complete demonstration of the company's labor intensive hand production methods, with many free samples of products distributed along the way.

The last stop was Paris, where most of the group participated in a bike tour that emphasized Paris's rich history and vibrant modern culture. Further sightseeing excursions to the Eiffel Tower, Louvre Museum, and other popular attractions were conducted by students in their own small groups. The annual trip is open to students, alumni, and their guests. The 2011 trip is already in the planning stages and will take place May 21-30. Please contact Dr. Stephens, rdstep@ship.edu, for more information.



MBA students David Benfield (right) and Karim Foumakoye sample chocolate in Brussels.



Ship MBA students tour Paris on bicycles.

Grace Burkholder Receives FEI Outstanding Student Award



The Central PA Chapter of Financial Executives International selected Grace Burkholder, an accounting major and economics minor, as the Shippensburg winner of the 2010 Outstanding Student Award. Grace received a cash award and plaque at a dinner at the Hershey Co. Headquarters in March. The selection committee commended Shippensburg for the number of strong applications submitted.

Mid-Atlantic Association of Colleges of Business Administration

On October 11-13, 2009, the John L. Grove College of Business hosted more than 100 business school deans at the 59th annual meeting of the Mid-Atlantic Association of Colleges of Business Administration. The group met in Harrisburg and visited the Dixon University Center for a reception. Dr. William Ruud, Dr. Tony Winter, Chancellor John Cavanaugh, and Dr. Jim Mike addressed the attendees. Ship staff members Dr. Patti Wolf, Dr. Peter Gigliotti, and Ms. Patty Gochenauer served as panelists during the conference. Staff members Debra Booz, Cindy Stitt, and Melanie Lugo as well as graduate assistants Marc Dessell, Katrina Fulk, Amanda Morgan, and Christine Serkedakis assisted on site at the conference.

Small Business Development Center (SBDC)

The Shippensburg University Small Business Development Center (SBDC) serves Adams, Cumberland, Franklin and York counties in south central Pennsylvania and works collaboratively with partnering organizations across the region to maximize resources and avoid duplication of efforts. The SBDC provides accessible services to clients in reasonable proximity to their locations, when fiscally prudent, through the use of fourteen regional consulting sites.

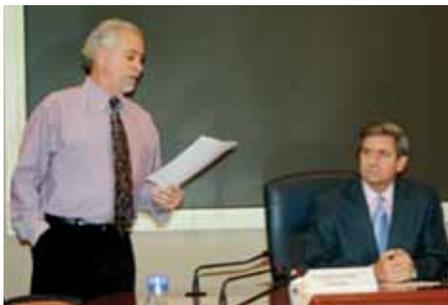
The SBDC is one of eighteen centers in the Pennsylvania Small Business Development Centers Network (PASBDC) with the state director's office based at the Wharton School, University of Pennsylvania. The SBDC is funded by state (Department of Community and Economic Development) and federal (Small Business Administration) appropriations as well as with cash and in-kind support from the university.

The SBDC provides pre-venture and general management consulting services and added an Environmental Management Assistance Program (EMAP) specialist in 2009. Specialized consulting services in International Business, Technology Commercialization and Government Procurement as well as product engineering services are available to SBDC clients through the state network of PASBDC specialty consultants.

Outreach Events

SBDC staff participated in the annual York Entrepreneurship Symposium hosted by York College during Global Entrepreneurship Week in November 2009. SBDC personnel presented two workshops on "Money and Funding Your Business" and served as facilitators at entrepreneur roundtable discussions.

On January 26 we hosted a business roundtable with Rep. Joe Sestak, vice-chair of the House Small Business Committee. Congressman Sestak used this opportunity to



SBDC Director Mike Unruh introduces Congressman Joseph Sestak at the Shippensburg Small Business Roundtable.

share key points of current legislation (Small Business Recovery Act of 2010) and to get feedback from area business owners. The session was attended by sixteen area business owners who challenged Rep. Sestak on many issues but also articulated several well-considered arguments that the congressman confirmed were very valuable to his consideration and understanding of the issues small business owners face.

In response to the challenging business climate, the SBDC partnered with the Capitol Region Economic Development Corporation (CREDC) and the Small Business Administration (SBA) and offered three "Small Business Solutions" programs in the region during spring 2010. The programs shared information on technical assistance available through the SBDC and on state and federal business financing programs.

On March 19 Shippensburg's EMAP Consultant participated in the Huntingdon Energy Expo at the request of Senator Eichelberger. The energy expo was provided as a part of the local Home and Garden Show.

On May 10 the SBDC hosted three representatives from the Internal Revenue Service and participated in a telephone conference with small business owners. Primary topics of the discussion were the implications of the new federal health care legislation, the "Hire Act" and energy credits. Congressman Platts' office also participated in the call.

The SBDC staff attended the PASBDC Network-wide professional development conference held in Harrisburg on June 15 and 16. This event provided staff the chance to attend valuable information sessions and to network with colleagues from the other seventeen SBDCs and our state director's office.

On June 28 the SBDC made a presentation and participated in a panel discussion at an event at Penn State York hosted by Congressman Platts' office titled, "Small Business Forum 2010." Other presenters/panelists included Steve Connor



Believe and Achieve Fitness Grand Opening



LBK Transport Grand Opening

(IRS), Dee Kaplan (DCED), Kenetha Hansen (YCEDC) and Sam Repragal (SBA). A "Networking/One-on-One with Panelists" session followed the formal presentation and panel discussion and offered an opportunity for more detailed questions and answers with the nearly one hundred attendees.

Consulting Services

One-on-one, confidential general management consulting assistance remains the primary service provided to area entrepreneurs. The SBDC is designed to be an educational resource to help entrepreneurs be successful by providing tools, resources and guidance in understanding small business management issues.

During the 2009-2010 year the SBDC served 322 clients in core services consulting, providing almost 2,700 hours of one-on-one assistance. The following chart provides an overview of clients served and consulting outcomes.

<i>Business Type</i>	
Retail	58
Service	110
Wholesale	3
Manufacturing	41
Construction	19
Other	91
<i>Business Ownership Gender</i>	
Male	161
Female	113
Male/Female	43
Unknown	5
<i>Client Milestones</i>	
Business Purchase	2
Business Expansion	5
New Product to Market	2
Business Starts	32
Jobs Created	86

Environmental Management Assistance Program

In addition to core consulting services the Shippensburg University Small Business Development Center (SBDC) provides one-on-one environmental consulting and seminars on environmental and energy topics. The environmental consulting services are provided through the SBDC Environmental Management Assistance Program (EMAP), which is funded in part by the Pennsylvania Department of Community and Economic Development (DCED) and the Pennsylvania Department of Environmental Protection (DEP). The region served by the Shippensburg SBDC EMAP Consultant includes Adams, Bedford, Blair, Cumberland, Dauphin, Franklin, Fulton, Huntingdon and York counties. This regional position is a part of a statewide network of EMAP staff who work as a team to address environmental and energy issues across the Commonwealth.

During this reporting period the Shippensburg University SBDC provided environmental assistance utilizing two Regional Environmental Consultants and two Air Compliance Consultants. Other resources, including staff assistants and training coordinators at the SBDCs, also assist the program. EMAP clients were counseled in environmental compliance and permitting issues, Occupational Safety and Health Administration (OSHA) health and safety compliance, energy efficiency and pollution prevention, environmental technology development, funding for environmental upgrades, and environmental aspects of business transactions.

Businesses served by EMAP save in energy, disposal, and other costs as a result of their energy efficiency and pollution prevention upgrades. A couple examples of client outcomes from EMAP within the Shippensburg SBDC service area include:

The Shippensburg EMAP Consultant assisted one client in developing a proposal seeking matching funding for energy upgrades from the Department of Environmental Protection (DEP) Small Business Advantage Grant (SBAG) program. This client, a Bed and Breakfast in the hospitality industry, installed a new 95 percent efficient furnace to replace a boiler that was only 65 percent efficient. In addition, they also installed a new Energy Star refrigerator. They were awarded \$2,996 towards the \$5,992 total project cost. The project is projected to save them \$1,369 annually in natural gas and electric costs.



“Doing Business with the Commonwealth” workshop at Murata Business Center in Carlisle.

A waste transporter contacted EMAP to get clarification on hazardous waste regulations as they apply to a mixture of spilled gasoline and the absorbent material used to clean it up. A representative from a non-hazardous waste management service stated that this mixture was not a hazardous waste, citing an exclusion in the hazardous waste regulations found in 40 CFR 261.4(b)(10). The waste transporter wanted to see if this interpretation was correct. EMAP determined that mixtures of gasoline and absorbent material would not fit this exclusion and thus would be regulated as hazardous waste. A representative of the DEP confirmed that the waste transporter would need to continue to treat this material as a hazardous waste. By contacting EMAP for clarification, the waste transporter was able to continue operating in compliance with environmental regulations.

Our EMAP consultant was also able to help clients receive rebates after they over-

paid for utility bills. One client was unaware that manufacturing processes are exempt from state utility taxes when the utilities, such as natural gas or electricity, are directly applied to the manufacturing process. In order to obtain a tax refund the client needed to provide calculations showing how much electricity was used for the manufacturing process. Once the EMAP consultant performed these calculations, a refund of \$2,421 was promptly issued by the state.

Discrepancies were observed in the electric bills when performing a utility bill analysis for another client. With the client’s permission, EMAP contacted the electric company to discuss the issue. When the problem was brought to their attention, the electric company credited the account \$3,906.

The chart below shows statewide activity by all EMAP staff and the Shippensburg EMAP Consultant activity across the south central region.

Statewide EMAP Consulting & Training Activity July 1, 2009 – June 30, 2010		South Central EMAP Consultant
Total Clients Assisted	482	53
Total New EMAP Clients	150	32
Total Client Consulting Hours	6,290	831
Total Number of On-Site Assistance Visits	127	22
Total Square Footage Assessed (buildings only)	1,837,578	294,835
Total Requests for Information (phone, e-mail, verbal)	724	79
Total Number of Environmental Workshops	3	1
Total Number of Environmental Workshop Attendees	71	10
Total Number of Grants Awarded to EMAP Clients	84	3
Total Grant Funds Awarded to EMAP Clients	\$1,128,659	\$13,785

Educational Programs

The Shippensburg SBDC offers educational programs on campus and at outreach locations across the service territory to provide entrepreneurs with current, practical information on a broad range of business topics. The SBDC partners with York SCORE to provide a business planning workshop series in York, with Adams County Economic Development to offer First Step and Business Planning workshops in Gettysburg and with the Murata Business Center, the Greater Chambersburg Area Chamber of Commerce and F&M Trust to offer First Step and Business Plan workshops in Franklin and Cumberland counties.

During the reporting period, the SBDC offered 32 workshops attracting 422 attendees. The following chart provides a breakdown of the educational programs offered.

Date	Title	Total Attendance
7/9/2009	First Step	19
8/18/2009	First Step	9
8/25/2009	Writing an Effective Business Plan	7
8/26/2009	Marketing on the Web	25
9/21/2009	First Step	13
9/22/2009	Legal Issues	11
9/29/2009	Doing Business with the Commonwealth	19
10/6/2009	First Step	5
10/8/2009	Business Planning I	16
10/15/2009	Business Planning 2	18
10/22/2009	Business Planning 3	14
10/29/2009	Business Planning 4	10
11/5/2009	Business Planning 5	11
11/9/2009	Tax Planning	6
11/10/2009	First Step	6
11/17/2009	Marketing on a Budget	10
1/14/2010	Small Business Solutions	17
1/14/2010	The First Step	7
3/2/2010	Marketing Plan	18
3/9/2010	The First Step	7
3/11/2010	EMAP	10
4/7/2010	Doing Business with the Commonwealth	29
4/14/2010	Small Business Solutions	13
4/14/2010	The First Step	9
4/19/2010	Basic Recordkeeping	6
4/22/2010	The Business Plan	3
5/12/2010	How to Do Business with the Federal Government	23
5/13/2010	First Step-Shippensburg	8
5/26/2010	Small Business Solutions	19
6/9/2010	Food for Profit	23
6/17/2010	Business Planning 1	15
6/24/2010	Business Planning II	16
Total	32 Programs	422 Attendees

Entrepreneurial Leadership Center

With a focus on promoting and supporting entrepreneurship across campus and in the community, an Entrepreneurial Leadership Center (ELC) was established in 2009 with a three-year start-up grant from PASSHE. Also located with the SBDC, the full-time ELC Coordinator focuses on developing programming for students, staff and community members utilizing SBDC, faculty and alumni expertise in program delivery. The ELC also serves as a pathway to one-on-one SBDC consulting assistance for active student entrepreneurs.

An official launch of the ELC was held in September 2009 with the support of the Extreme Entrepreneurship Tour. This event focused on encouraging students to make their entrepreneurial dreams a reality through an inspirational message from some of the top young entrepreneurs in the country. Following the Extreme Tour presentation eight regional alumni entrepreneurs participated in a roundtable discussion and addressed questions from students about business ideas and the challenges and potential rewards of entrepreneurship as a career.

During the course of the 2009-2010 academic year, eleven events (including workshops, lectures, and roundtable discussions) were attended by over 335 students seeking to become more aware of issues related to the entrepreneurial lifestyle. These events included an ethics roundtable focused on perspectives for framing and understanding the ethical considerations inherent in business ownership; a "Foundations for Success" seminar for undergraduate and graduate students desiring to learn more about the process of starting a new business in Pennsylvania; a "Dream It/Do It" panel of regional entrepreneurs event in Shippensburg in partnership with the Murata Business Center; a business pitch roundtable and alumni entrepreneur roundtables. The

ELC also presented lectures on entrepreneurship and business ownership in classes on the university campus and at Messiah College.

A highlighted spring 2010 ELC event featured an inspiring presentation on the history of successes in urban educational centers by nationally known "social entrepreneur" Bill Strickland. Strickland is the author of "Make the Impossible Possible" and founder of the Manchester Craftsmen's Guild, an innovative nonprofit agency in Pittsburgh that uses arts to inspire inner-city teenagers. His motivational message of social entrepreneurship opportunities, and the need for dedicated social entrepreneurs, strongly resonated with many students.



Shippensburg University alumni entrepreneurs share their experiences with students during a roundtable discussion at the September 2009 official launch of the ELC.

The ELC coordinator spent considerable time focused on developing relationships across campus and in the community, seeking to assess educational needs and seek support. The coordinator also serves as co-advisor to Students in Free Enterprise (SIFE) helping to coordinate community service projects and preparing for annual competitions.

During the upcoming year the ELC will continue to develop programming for students, campus and community members, including a campus-based business plan competition in the 2010-2011 academic year. Anyone interested in learning more or in supporting the programming or fiscal sustainability of the ELC is encouraged to contact us at 717-477-1935.

New Students Enjoy Networking Ice Cream Social

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115 Participate in 2nd Annual Golf Outing

The Grove College of Business held its 2nd annual golf outing on Friday, May 7, 2010 at Eagles Crossing Golf Club, Carlisle. The event is held annually for students, staff, faculty, alums, and other friends of the John L. Grove College of Business. Approximately 115 golfers enjoyed a day of golfing, networking, and laughter!



Advanced Business Certificate Program Receives Recognition

The Advanced Studies in Business (ASB) post-baccalaureate certificate program was honored with a regional award in fall 2009 for being both successful and innovative.

The University Continuing Education Association (UCEA) recognized the ASB with its Mid-Atlantic Region's Credit Program Development Award at the group's annual conference in Syracuse, New York.

The ASB program is designed to meet the professional development needs of a variety of continuing education students including working professionals and part-time students. It is a joint program of the university's Office of Extended Studies and the John L. Grove College of Business.

Dr. Christina M. Sax, dean of extended studies, said those involved with the program hope to build on its success. "We hope to apply this model to new programs that meet the needs of working professionals in south central Pennsylvania," she said.

Dr. Patricia Wolf, assistant dean of Grove College and director of the university's master in business administration (MBA) program, said the ASB program "is perfect for working professionals who want to expand their knowledge of business but do not want to commit to a full graduate degree program."

The program was launched in 2006 in response to a recommendation from the Association to Advance Collegiate Schools of Business (AACSB) to ensure consistent skill levels for students admitted to and enrolled in the university's MBA program. ASB courses may be used to fulfill the pre-requisites of an MBA program, to complete a 16-credit post-baccalaureate certificate or as stand-alone professional development courses.

The five four-credit courses are offered in an accelerated 10 to 12 week format via both evening face-to-face and online class work, allowing students to complete the ASB certificate in one year.

In an effort to meet the needs of a wide geographic area, the program uses video-conferencing technology to link students at three locations: Shippensburg, Harrisburg, and Hanover.

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 or e-mail us at business@ship.edu or fax us at 717-477-4003.

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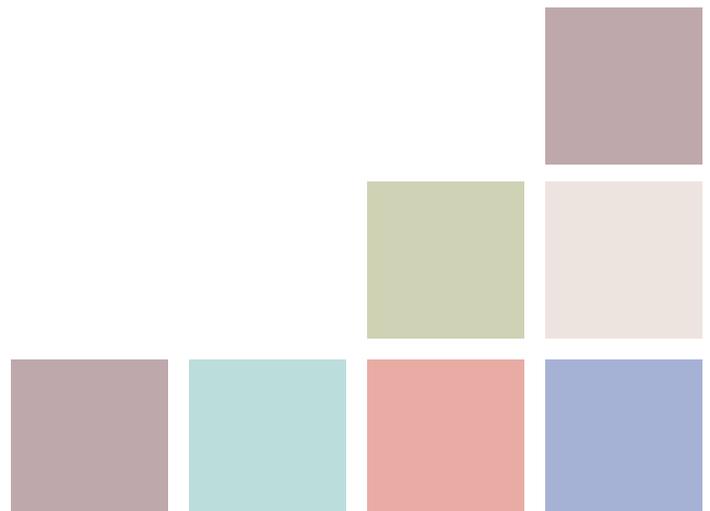
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