



JOHN L. GROVE COLLEGE OF BUSINESS

2013-14 Annual Report



SHIPPENSBURG
UNIVERSITY



“A Tradition of Excellence”

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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 held the most prestigious international accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International. We offer a Master of Business Administration (MBA) and a Bachelor of Science in Business Administration (BSBA), as well as numerous certificate programs. Our business programs are relevant and challenging. We ask corporate executives, as members of the Grove College of Business Advisory Board and Councils, to help us plan programs that offer the output that executives want and expect in their employees.

In the 2013-14 academic year, there were 230 MBA students enrolled in our four locations—Shippensburg, Harrisburg, York, and East Stroudsburg—and 1,406 undergraduate students enrolled within our three academic departments: Accounting, Management Information Systems, and Information Technology for Business Education; Finance and Supply Chain Management; and Management and Marketing.

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

The university participates in two major employment consortia each year and the college hosts the Career Expo where students can talk to representatives from various businesses about career opportunities. Students have an opportunity to gain firsthand job experience by completing a business internship. Our internships give students a blend of academic learning with real-world experience, which increases job opportunities upon graduation. Internships are available in a variety of businesses here in south-central Pennsylvania, in metropolitan areas like Philadelphia and Baltimore, as well as nationally and internationally.

The goal of our Grove College of Business faculty is to provide students with a knowledge base and skills for a lifetime of learning in a professional career of their choice. All College of Business faculty hold a doctorate in their field of instruction and pride themselves in offering a highly personalized learning environment. Equally important, the educational experience of our students is guaranteed to be state of the art because our faculty members continue their professional growth through research and their work as consultants. In addition, our modern classroom building, Grove Hall, was designed with a twenty-first century education in mind. Our small classes enable students to interact on a one-on-one basis, and this allows our faculty to help students develop strong communication, interpersonal, and teamwork skills that are vitally important in today's business world.

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

DEAN'S MESSAGE

For nearly forty-five years, Shippensburg University's John L. Grove College of Business has centered on its students, quality, value, and professionalism. This focus, along with the dedication of our faculty, administrators, and staff, embodies the mission of our college—to provide a quality, high value, comprehensive education that prepares students to excel as leaders in today's global business community. We provide exceptional undergraduate and graduate programs that are taught by highly qualified faculty in small classroom settings, allowing students to take advantage of countless academic and practical experiences.

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

Grove graduates continue to succeed in their careers, despite below normal economic growth. Students gain real-world experience through internships that successfully place them in positions based on their academic background and interests. The Grove College Office of Internships has been proudly offering internship opportunities for more than forty years.

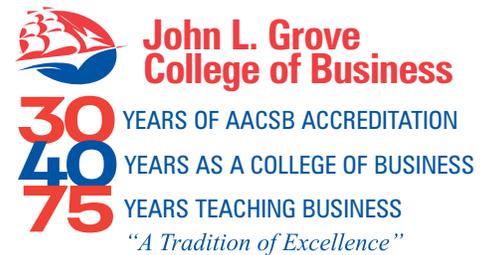
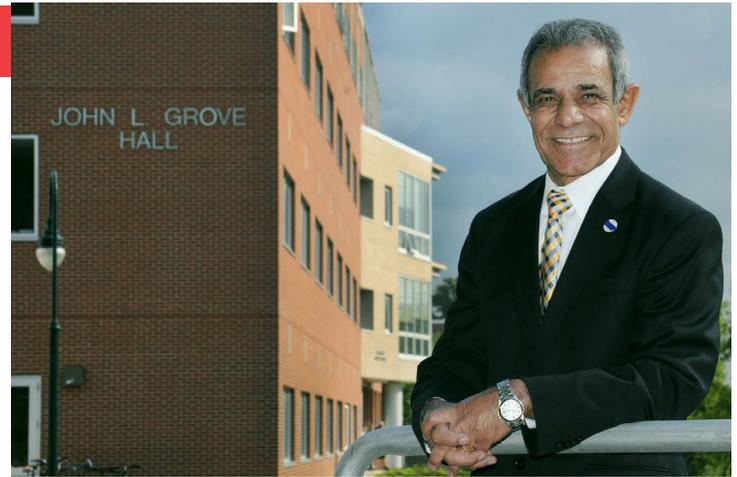
The college also works closely with the university's Career Center to prepare students for internship and job placement. The college's annual career exhibit is highly attended by employers seeking students for internships and employment. Twenty different business organizations offer students on-campus leadership opportunities. We also believe that the college's highly engaged advisory board has been instrumental in developing strategies to

continually enhance our student's professional and academic preparedness. Strong academic programs, application of business theories, student/faculty research opportunities, and involvement outside the classroom also have helped more than 88 percent of business alumni to obtain full-time employment in their major or related field within six months of graduation.

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

We are fortunate to be ranked among the top AACSB-accredited undergraduate business programs by the 2014 *US News & World Report*. Our graduate program also is ranked by *Princeton Review* as one of the top 296 AACSB accredited graduate programs. Enrollment in the Professional, Emerging Leaders, and Online MBA programs has reached more than 230.

This year's annual report covers the success of the Investment Management Program (IMP) in managing more than \$100,000 of funds, Investment Club, Business Plan Competition, the American Marketing Association, the Accounting Club VITA program, the success of the Shippensburg's Human Resource Management (SHRM) chapter, and the achievements of Shippensburg's Enactus



Club. Also, faculty received twelve awards during the 2013-14 academic year for their accomplishments in teaching, research, and service made possible through generous donations.

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

Best Regards,
John G. Kooti, Dean

John L. Grove College of Business

SHIPPENSBURG UNIVERSITY

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

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

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

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



BOARD MEMBER FOCUS

Nora Habig is a firm proponent of state school systems of higher education. Although she didn't attend one of Pennsylvania's fourteen state schools, the native New Yorker did graduate from The University at Albany, State

University of New York. "Education is important, and I'm glad I went to college. From where I sit today, I understand why it's important to get a good education."

Habig is the group manager in commercial banking at M&T Bank in Carlisle. She works with mid-sized businesses in

Cumberland and Franklin counties and the Pittsburgh market.

She first joined the Grove College Advisory Board in 2007. A former board member recommended her to Dr. Steve Holoviak, then-dean, saying she would be an asset to the board. She hasn't disappointed.

Over the past year, Habig described the board's activities as "invigorating." Recently, she was a key player in organizing subcommittees that allowed board members to take a more active role in the college. The three subcommittees focus on the objectives of Grove College—engaging students, retaining students, and improving the overall student experience.

While faculty strengthens the classroom experience, Habig said the board will work on developing "soft skills" with students. She stresses that students should focus on discipline, hard work, and creating a solid network.

"The people you get to know are very important. You have to take the opportunity to build your network."

She also encourages students to contact people in the field they want to enter to determine how they can get involved. "If I were to do something different, I would've done that sooner." As the advisory board continues to rebuild, Habig looks forward to what lies ahead.



COLLEGE OF BUSINESS ADVISORY BOARD

Aji M. Abraham

Capital Blue Cross

Richard C. Atkinson '79

HDH Byerly

Douglas K. Besch '95

KPMG LLP

Edward L. Buchanan IV '71

Smith Elliott Kearns & Co., LLC, Retired

Chris C. Bushey '79

Quandel Group

Charles H. Diller Jr.

JLG Industries, Inc., Retired

Timothy J. Drabic '84

Citi

Edward F. Ehret '87

Atlas Minerals & Chemical

Robert L. Engle '73

TE Connectivity

Bradley S. Everly '73

Orrstown Bank, Retired

Randy L. Fackler '86

PwC, LLP

Lee Fortenberry

Northwestern Mutual Financial Network

James A. Gehr '83

Exel

William Gindlesperger

eLYNXX Solutions

Ronald G. Gipe '71

Martin's Famous Pastry Shoppe, Retired

Sean Glennon

Volvo Construction Equipment

Nora Habig

M&T Bank

Craig H. Hill '77

Fulton Financial

Brad E. Hollinger '76

Vibra Healthcare

Marsha A. Hoy '89

Hoffman Ford

Michael L. Hurt

TB Woods, Inc., Retired

Robert S. Jones '88

RBS Capital Markets

Ronald S. Kearns '64

Smith Elliott Kearns & Co., LLC, Retired

Stephanie Kleinfelter '84

PNC Wealth Management

Paul E. Longenderfer '93

American Express Cards

Charles R. Nebel, Jr. '84

Boyer & Ritter

Robert P. Nicholson '84

CRP Industries, Inc.

Michael M. Palm '86

CenturyLink

Gerald E. Piper '86

CenturyLink

Ronald J. Points '69

Kroff Chemical Company, Inc.

Christopher E. Pruitt '84

East Penn Manufacturing Co., Inc.

Thomas M. Ramsburg '69

TMR, Inc.

William C. Rodruan '76

Armstrong Flooring Production, Retired

William F. Rothman

RSR Realtors

Jennifer S. Schwalm '89

Masonic Village

P.J. Soto '77

US Department of Labor

Curt E. Spicher '85

Spicher's Appliances

Frank Stearn

Sunrise Computers & Electronics, Retired

Cindy Stewart '75

Family Health Council of Central PA

Lamar R. Stoltzfus '77

ParenteBead Company, LLC, Retired

Jill J. Walmer '82

Highmark

Robert E. Ward '77

Computer Aid, Inc.

Bryan P. Wright '88

Exelon

NEW MEMBERS JOIN COB ADVISORY BOARD

Brad Hollinger '76 graduated with a degree in marketing and finance. He is chair, founder, and chief executive officer of Vibra Healthcare, LLC in Mechanicsburg and is responsible for strategic direction, operational execution, and profitability.

Vibra was founded in 2004 and operates more than fifty specialty acute care hospitals that deliver either long term acute critical care or acute inpatient medical rehabilitation. Hollinger also is founder and CEO of The Hollinger Group, a senior care company with seventeen facilities in six states.

Prior to founding Vibra Healthcare, he co-founded and served as Chair and CEO of Balanced Care Corporation. In addition, he served as chief development officer and executive vice president of the contract services group of Continental Medical Systems, a NYSE \$1.5 billion dollar company.

Hollinger has participated in Big Brothers-Big Sisters of Central Pennsylvania and has served on the board of directors for the past ten years.

Rob Jones '88 is managing director and head of US and European Conduits for RBC Capital Markets. Jones runs RBC's non-Canadian conduit efforts, including the asset backed commercial paper conduit businesses in the US and Europe.

This business includes three multi-seller ABCP vehicles (Old Line Funding, Thunder Bay Funding, and White Point Funding) with aggregate commitments approaching \$22 billion. He manages a group of more than twenty-five based internationally. He has been with RBC since 2001. Jones has worked in the asset backed conduit business for the past twenty-five years.

Prior to joining RBC, Jones was managing director and head of the conduit business at JP Morgan. He worked at JPM for fifteen years and was associated with the conduit business since JPM's first conduit launched in



1990. He has a strong track record executing some of the most complex structured transactions over several decades of direct transactional ABS experience.

Jones has a BS in finance and minored in economics. His MBA is from the University of Delaware.

Bill Rodruan '76 is the CFO at Clair Global. Previously, he had a thirty-seven year career with Armstrong World Industries, starting just two weeks after graduating from Shippensburg with a BSBA in Management Science.

At Armstrong, he had many different responsibilities, including within his last fourteen years the positions of the chief accounting officer and interim CFO for the company and vice-president finance for the Worldwide Flooring organization. He retired from Armstrong in May 2013.

While working for Armstrong, he completed the Advanced Management Program at Wharton in 2004. He is married and lives in Lititz.

SUPPLY CHAIN MANAGEMENT ADVISORY COUNCIL

Dan Altomare
Staples Distribution Center

Ray Boldosser
Keen Transport

Edward Botchie
Cressler Trucking Retired

H. Douglas Bushong '84
Peter Kleine Company

Lee Ann Christy
Rite Aid

Peter J. Hamilton '84
Jacobs Engineering Group

Rick Howenstine
Clark Distribution Systems, Inc.

Christopher A. Malone '86
The Hershey Company

Douglas McLaughlin
Exel

Colette L. Raebiger '95
McNeil Consumer Healthcare

David Santeusaniou '80
TE Connectivity



Allison L. Shirley '08
Wawa, Inc.

Michael A. Sibble '91
Uchiyama America, Inc.

Dr. Richard Stone
Professor Emeritus, Shippensburg University

Reid Terch
Staples

Erik D. Thompson '94
Daily Express, Inc.

Keith Walborn
Cumberland-Keuka Company

Jim Ward
D.M. Bowman, Inc.

Jake Wimmer
World Kitchen, LLC

FINANCE ADVISORY COUNCIL



Donald M. Butler '92
The Vanguard Group

James A. DeGaetano '99
First Command Financial Services, Inc.

Justin J. Ellsesser '11
Lepercq Lynx Investment Advisory

Ralph J. Fetrow
Members 1st Federal Credit Union

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

Dr. Ralph T. Hocking
Emeritus SU Finance Professor

Christopher J. Jackson '97
PNC Wealth Management

Anne E. Kingsborough '01
PNC Financial Services Group

Louise Lovell
US Nuclear Regulatory Commission

Greg McMullen
RedRock Investment Management

David A. Rosen '91

Jennifer L. Sassani '93
Lehigh University

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

Christopher S. Weber '03
Mid-Atlantic Utilities, Inc.

David C. Webster '03
Conning Asset Management Limited

DEGAETANO JOINS COUNCIL

Jim DeGaetano '99

graduated with a BS in accounting from Shippensburg and an MBA from Widener University. He is a Certified Public Accountant and a Certified Financial Planner™.

DeGaetano is president of JD Financial Services, Inc., dba First Command Financial Planning. He started his business in June 2007 to help clients pursue their financial goals and lifetime dreams. He currently manages more than \$160 million in assets for more than 400 clients.

Recently, DeGaetano was recognized by the university with the 2013 Outstanding Young Alumnus Award. In 2011, he was named one of Central Pennsylvania's "Top Forty under 40" by *Central Pennsylvania Business Journal*, and was voted "Best of Carlisle—Financial Advisor" for the last three years.

He and his wife Jen '00 live in Mechanicsburg with their daughter Anna. He is president-elect of the Rotary Club of Carlisle, Junior Achievement teacher, Finance Park volunteer, and frequently volunteers his time to educate the community on various personal financial topics.



GROVE COLLEGE NAMED ONE OF THE BEST

Two national publications recognized Grove College as a top business school last fall.

The *Princeton Review* named Grove College to its list of "The Best 295 Business Schools." According to Robert Franek, *The Princeton Review* senior vice president-publisher, "We recommend Grove College as one of the best institutions a student could attend to earn a business school degree. We chose the schools we profile in this book based on our high regard for their academic programs and our reviews of institutional data we collect from the schools. We also solicit and greatly respect the opinions of students attending these schools."

An eighty-question survey asked business school students about their school's academics, student body, and campus life as well as about themselves and their career plans.

The publication does not rank the schools on a single hierarchical list or name one business school best overall. Institutions were rated in five categories: academic

experience, admissions selectivity, careers, how interesting professors are, and accessibility of professors.

This honor came on the heels of the college once again receiving recognition from *US News & World Report* in its "Best Undergraduate Business Programs" category. The college was ranked 342 out of 681 undergraduate programs accredited by the Association to Advance Collegiate Schools of Business. The ranking was determined in a survey last spring of deans and senior faculty at all AACSB accredited undergraduate business programs.

In addition, *US News* recognized the college in its 2014 "Best Online Business Programs" ranking. Grove's online program ranked 131st, tying with six other institutions. Nearly 1,000 distance education programs completed a survey as part of the process. According to the publication, all rankings include peer review data based on schools' evaluations of each other. The rankings include student engagement, admissions selectivity, peer reputation, faculty credentials and training, and student services and technology.

SPOTLIGHT ON RETIREES

TUCKER AND BARD

Dr. Joanne Tucker

is looking forward to the next chapter of her life, but she will miss all that makes Shippensburg University special.

"I will miss everything. I will miss all the friends I made among the staff and faculty. I will miss the students."

Tucker retired in May after twelve years as associate professor in the Department of Finance and Supply Chain Management.

She holds bachelor's, master's, and doctoral degrees from the University of North Texas. She was a full-time lecturer at the University of Texas in Arlington for twenty years, then taught at Millersville University before coming to Ship.

Although the university has grown, she said "it has managed to retain its personality, small classes, and academic reputation."

"I think Shippensburg is the best-managed university in the PASSHE system," she said. "I've seen presidents and deans come and go, but the place continues to run like a clock. I attribute this to the very dedicated people who do the everyday staff work, plus faculty who feel loyal to the institution."

Tucker taught undergraduate classes in business statistics, operations, and supply chain management as well as graduate courses in supply chain management. Her field has been transformed by the "mega-trends" of globalization and technology since she first started teaching, she said.

"It always has been about managing more and more products through fewer intermediaries. But businesspeople have figured out how to dramatically increase economies of scale and efficiency at the same time, and this has resulted in more goods available to consumers at a lower relative price than ever before."

Tucker plans to stay busy in retirement. She loves to garden, wants to learn to make quilts and other textiles, and hopes



to teach part time if an opportunity arises.

Tucker and her husband, Dr. Victor Massad, an associate professor of business administration at Kutztown University, live in Elizabethtown. She has two sons, William and Caleb, and a stepdaughter, Monica.

When **Jill Bard** started working as secretary for the Department of Finance and Supply Chain Management at Shippensburg in 1980, the institution was not yet a university.

Bard witnessed many changes during her nearly thirty-four years here, including the change from Shippensburg State College to university, new technology, and campus growth. She retired in May after nearly thirty-eight years in the Pennsylvania State System of Higher Education.

"The duties of a department secretary are wide ranging. To name just a few things, we complete a variety of work for faculty, and we assist students with scheduling and other questions or concerns they might have. We keep the office running."

While Grove College has been in Grove Hall since the building opened in 1997, Bard's first office was in Shippen Hall. "I was happy to see an IBM typewriter on my desk. Times certainly have changed," she said.

Bard, who holds an associate's degree from Central Penn Business School (now Central Penn College), said she has fond memories of her years at Shippensburg. Now, however, she is ready for a change of her own. "Ship provides a great environment to work in. I enjoyed working with the friendly faculty, administration, staff, and student body throughout my career.

"I will miss my Ship family, but I am looking forward to a more relaxing schedule."



ETIQUETTE DINNER

The Grove College of Business offers two Etiquette Dinners to the students each year. Both dinners featured guest speakers Lynne and John Breil of The Professional Edge. The Breils have a longstanding relationship with the university that provides an outstanding experience to students, faculty, and staff.

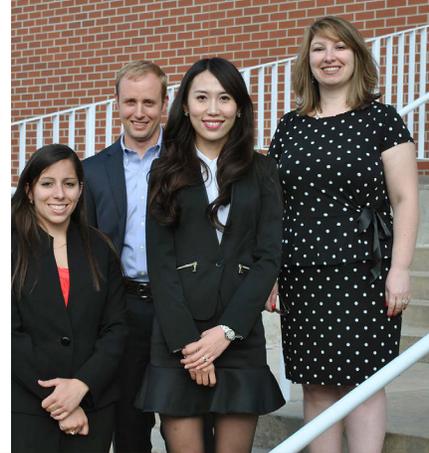
The dinner and presentation explained the importance of proper dining whether at a job interview, business meeting, or in other professional settings. The Breils discussed the proper way to dine—from simply offering left and passing right to the difficulty of operating a pair of chopsticks. The menu included dishes that should not typically be ordered when in a professional setting, such as spaghetti or French onion soup, and explained why those foods are inappropriate.

The Breils also discussed etiquette abroad, explaining why students must be willing to accept food in other cultures.

The first Etiquette Dinner was sponsored by Northwestern Mutual Financial Network in November 2013 and was open to all business students. Approximately 100 students attended. The Grove College of Business extends their sincere gratitude for Northwestern Mutual's continued support of such a rewarding experience for our students!

The second dinner was in March 2014 and was geared toward accounting majors. Students had an opportunity to network with the accounting firms attending. Special thanks to the following firms who made this event a success: Arthur Bell; Boyer & Ritter; Ernst & Young, LLP; McKonly & Asbury; PwC; Reinsel Kuntz Leshner; SF & Company; Squire Lemkin & Co.; BDO; CliftonLarsonAllen; Herbein & Company; ParenteBeard; Rager, Lehman, & Houck; Rotz & Stonesifer; and Smith Elliott Kearns & Company.

"I think Shippensburg is the best-managed university in the PASSHE system. ...I've seen presidents and deans come and go, but the place continues to run like a clock."



BETA GAMMA SIGMA YEAR REVIEW

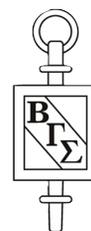
Beta Gamma Sigma is an international business honors society that represents the top 10 percent of students in AACSB-accredited colleges and universities. To be considered for membership, students must attend a university or college accredited by AACSB International, must be a senior in the top 10 percent of their class with a minimum 3.4 cumulative GPA; or a junior ranking in the top 7 percent of their class with a minimum 3.5 GPA. MBA students must maintain a minimum 3.6 GPA.

This year, the Shippensburg chapter of Beta Gamma Sigma

sent two student representatives, Dylan Bensinger and Danielle Prior, to the fall 2013 Student Leadership Forum in Tampa, Florida. The students found that this unique event provided more than an average business conference. They participated in a variety of workshops that strengthened their leadership styles and taught other styles of leadership by being a teammate. Participants also strengthened their communication skills through creative group activities. One of the most rewarding aspects of the conference was the opportunity to meet and interact with

peers from around the world.

In May, Beta Gamma Sigma held its annual induction ceremony and College of Business Awards Banquet. This year, forty-one members were inducted in the society, and numerous faculty members were honored for their contributions in their fields of study. The new officers of the Beta Gamma Sigma Chapter at the university also were recognized for the upcoming school year.



OFFICERS

Chapter President
Dr. John G. Kooti

Vice Presidents
Dylan Bensinger
Danielle Prior

Faculty Advisor
Dr. Irma Hunt

Chapter Advisor
Deb Booz

INDUCTEES

Juniors: Tyler Cappellett, Ravone Cornish, Nicholas Diller, Lauren Ellsworth, Dwight Flasher, Benjamin Hayhurst, Brian Hoertz, Matthew Hoffman, Jessica Hughes, William Murtley, Elizabeth Parkins, Kathleen Rooker, Morgan Sigmund, Maryann Simmons, Shelby Stachel, Robert Steger, Corene Tate, Gregory Whitcomb, Eric Wickens, and Tara Yohe.

Seniors: Jennifer Bankert, Aaron Barth, Errol Bender, Chelsea English, Elizabeth French, Stephanie Jones, Jacob Landis, Sean Minford, Eric Rife, and Chelsea Viglione.

MBA: Deema AlQurashi, James Hunt, Kellan Lowe, Carl Martino, Ashley Taylor, Qian Wang, and Eugenia Zharichenko.

Faculty: Ian Langella, William Oberman, and Robert Stephens.



LEADERSHIP FORUM

Seniors Danielle Prior and Dylan Bensinger attended the 2013 Beta Gamma Sigma Leadership Forum in Tampa, Florida, representing Ship's BGS chapter in workshops and networking sessions. The pair returned enlightened to share their experience with fellow students.



CHAPTER HONOREE

(From left) Dr. John Kooti, chapter honoree Dr. Ronald Gipe, and Dr. Anthony Winter.



SCHOLARSHIP WINNER

(From left) Dr. Anthony Winter, scholarship recipient Kathleen Rooker, and Dr. John Kooti.

TOP HONORS AT STATE SYSTEM COMPETITION

Three student projects nabbed top honors at the third annual Pennsylvania's State System of Higher Education Student Business Plan Competition last spring.

A team of three Ship students who developed and successfully began marketing an all-natural fly repellent for horses won first place. Oak Hill Farm Naturals, created by Dustin Lowry of Shippensburg and Daniel Machlanski and Chris Goldy, both of Cranford, New Jersey, and originally from Poland, combined focused marketing with a high level of customer service to gain recognition in the local markets and achieve profitability in the first year of operation. Their product is an alternative to chemical sprays, which can have a negative impact not only on the horses, but also on their human owners and handlers and the environment. The spray is targeted for horses that are ridden for recreational purposes as well as those that participate in equestrian competitions.

Lowry, Machlanski, and Goldy received a \$10,000 prize to further develop their business plan. The first-place prize was donated by event sponsor, Pennsylvania State Employees

Credit Union (PSECU).

Noah Kline of Mechanicsburg and Zach Britcher of Stewartstown, took second place with their development of new recreational facility management software. "Reccelerator" is a scalable, cloud-based management system that supports university recreation departments and facilities with membership, equipment tracking, and analytical reporting for active members and employees. Internal data can be collected and submitted through mobile applications for fast, convenient reporting requiring nothing but a web browser. Further development will open the software up to club sports teams as well intramurals and fitness classes.

Justin Grosz of Greentown won the Student Choice award for his proposal, "Help Just in Time," a personalized online tutoring service that provides information via e-mail, video, or live-feed tutoring. Students can purchase the service per question, page, or session, or buy a subscription.

(Top) Noah Kline (left) and Zach Britcher receive a prize for their recreational facility management software Reccelerator. (Bottom) Dustin Lowry displays his award-winning product, Oak Hill Farm Naturals.



DARE THE DEAN AND SPRING SOCIAL

To raise money for Susan G. Komen for the Cure, the university's American Marketing Association (AMA) dared Dr. John Kooti, dean of Grove College, to color his hair pink and walk around campus for a day. The goal was to raise more than \$500, with half of the donations benefiting Komen for the Cure and half benefiting AMA. Thanks to generous donations from faculty, staff, and students the AMA exceeded their goal, raising \$544. Kooti graciously sported hot pink hair to the College of Business Spring Social in May. To watch the fun, visit www.darelicious.com/dares/details/166/dare-the-dean#.

Fastenal Inc. sponsored the Grove College of Business social. Their generous donation of refreshments were appreciated along with the "Catch the Ship Spirit" sunglasses. Fastenal representatives also joined the faculty/staff kickball team (left) in competition against the students, but the students took home the trophy. Students enjoyed Goose Bros. Ice Cream and other snacks provided by Grove College. A big thank you to Fastenal for sponsoring the social!

STUDENT ORGANIZATIONS YEAR IN REVIEW

ACCOUNTING CLUB

During this past academic year, students in the Accounting Club participated in networking events and meetings with guest speakers.

The club hosted a variety of speakers from regional and Big 4 accounting firms, along with a variety of private accounting positions. Represented firms included PwC, Smith Elliot Kearns & Company, BDO, ParenteBeard, Boyer & Ritter, and Financial Outsourcing Solutions.

The club also held Public Accounting Night and an etiquette dinner that allowed students to network and seek full-time and internship positions.

Public Accounting Night hosted nineteen public accounting firms. Students submitted their resume for a resume booklet that was distributed to each participating firm. Students were able to personally connect with firms and exchange information for internships and full-time employment.

The etiquette dinner included sixteen public accounting firms and guest speakers Lynne and John Breil of The Professional Edge Inc. The Breils discussed how students should conduct themselves during a meal in a business setting. Students also were able to network with firms before, during, and after the event.

Along with informational and networking opportunities, the club operates a Volunteer Income Tax Assistance (VITA) program that provides students with practical and volunteer

experience. This program trains students in individual income tax preparation and provides them with tax preparation software. Under the supervision of an advisor, the group met twice a week to provide local citizens the opportunity to have their income taxes prepared.

Club advisors are Dr. Mary Myers and Dr. Scott Cairns. The 2013-14 officers were Zach Artz, president; Kenny McHugh, vice president; Tyler Lucchese, treasurer; Justin Peterman, membership director; Jessica Hughes, secretary; and Josue Santoyo, webmaster. The 2014-15 officers are Jessica Hughes and Nicole Simensky, co-presidents; Spencer Haines, vice president; Justin Schneider, jr. vice president; Matthew Hoffman treasurer; Brooke Reeser, membership director; Kayla Brelje, secretary; and Jennifer Bankert and Kelsey McCabe, webmasters.

AMA

Ship's chapter of the American Marketing Association (AMA) attended the annual AMA conference in New Orleans last April. More than 1,300 students attended from 190 colleges and universities in the United States, Canada, and Puerto Rico.

The conference included speakers, networking sessions, and opportunities for students from other AMA chapters to interact. Speakers represented companies such as Facebook, Hershey Company, Coca-Cola, Converse Digital, and Wix.com. Presentation



topics included finding the invisible job, the Hershey way of marketing, and what it takes to get a job.

Seniors Ryan Sexton and Tyler Geib participated in a marketing strategy competition that gave them twenty minutes to develop a strategy for a product that they then presented to judges. Several students also participated in a Role Playing and Relationship Selling Certificate.

Before returning to Shippensburg, students attended the French Quarter Festival, which included local music, street performers, vendors, and artists. The event provided an opportunity to experience both business and fun along the Mississippi River.

DECA

DECA (Distributive Education Clubs of America) worked on several entrepreneurship projects this past year, including an attempt to



ALPHA KAPPA PSI

Alpha Kappa Psi (AKP) participated in several community service activities this past year.

Twice a year, AKP members contribute to the Adopt-a-Highway program (top left) by cleaning up a 1.6-mile stretch of I-81. Several members also participated in the university's Relay for Life to raise money for the American Cancer Society. (Bottom left) Members Shawn Cheng, Spencer Haines, Todd Hayes, and Matthew Darkow dressed in women's clothing for Miss Relay to raise money for cancer research during the event.

In February, the Xi Tau chapter of AKP attended the Principled Business Leadership Institute in Philadelphia. The two-day event included AKP members from across the country who attend professional presentations. The institute allows participants to build their professional knowledge, bond with each other, and network with CEOs, business owners, and other AKP members.

AKP also worked with the university's Career Center to present the Professional Pathways to Success Conference for students and alumni. The conference featured keynote speaker Christopher Jackson '97, a Q&A session facilitated by AKP members, and other panels with speakers.

Last spring, AKP held an event to recognize business students on the Dean's List. More than fifty students attended, as well as faculty from the college.

AKP also helped Grove College host its third annual spring social. Sponsors Fastenal and Goose Brothers Ice Cream supplied refreshments. The social featured a volleyball tournament and kickball game between students and faculty. The event provided a great way for students to destress during finals week.

launch a social media marketing company and a new food brand.

DECA members developed a new product called the Raider Rag. They also held the second annual Spring Expo, which invited entrepreneurs to rent tables to sell their products on campus.

Members participated in open houses and launched their first Finance for Food project, which collected monetary and food donations for Kings Kettle Food Bank. DECA also participated in the Target case competition and the first Ship Tank pitch competition.



The organization has officially become a part of DECA international and participated in its first international DECA conference. A group of students wrote a business plan and pitched their business “Rebottled” to angle investors at the DECA conference. The group developed, marketed, and sold products for profit.

The organization continues to give students real-life business experience and helps them grow as entrepreneurs and business professionals.

INVESTMENT CLUB

This past spring, Ship’s Investment Club sent four members to the three-day Quinnipiac GAME forum in New York City. Students included Michael Uehlein, Sarah Hansen, Michael Kuder, and Michael Cornell.

Students networked with more than 1,000 participants from 130 universities that represented forty-four states and forty-three countries. Presentation topics included the global economy, alternative assets, corporate governance, and global markets. Several breakout sessions allowed students to choose topics that appealed to them, such as when it’s time to buy or sell stocks.

The club valued the experience and plans to send a group to future conferences.

PHI BETA LAMBDA

Phi Beta Lambda sent ten members to the State Leadership Conference in Gettysburg this past spring.

The conference provided opportunities

to network with students from other colleges across Pennsylvania, attend workshops, and compete in events that helped to develop leadership skills. Workshops included topics on true colors, personal branding, and behavioral based interviewing.

Keynote speaker Debbie Lestitian, chief administrative officer for the City of Pittsburgh, discussed hurdles that she faced in her twenty years of experience in law, finance, and public service.

Ship students competed in individual and team events, such as job interviewing, entrepreneurship concepts, emerging business issues, and business ethics. Steve Reilly, a junior management and marketing major, and Bobby Steger, a junior accounting major, received third place in the business ethics event. Kathleen Rooker, a junior management and marketing major, received second place in the entrepreneurship concepts event, which made her eligible to attend nationals in Nashville, Tennessee this past summer.

TOASTMASTERS

Ship Toastmasters met weekly to help students improve their communication and leadership skills.

The organization created a comedy night program encouraging students to be confident in their public speaking skills by using humor. Members also participated in Ship Tank, Pathways to Success, the Career Expo, and the Dean Student Advisory Council. The organization hopes to create more programs and participate in other community service projects with its new board members, along with continuing to help students to develop their confidence and speaking skills.



TARGET CASE COMPETITION

Target Corporation and Shippensburg University Career Center and Small Business Development Center sponsored the University Club Case Competition in February. The three-round competition provided each student team with a case and corporate issue. The top five teams presented before a panel of Target judges. First place was Shippensburg University Reach Out earning \$1,800, with students Jazmine Hall and Shelby Coghill each earning \$100. Second place was Enactus, winning \$850, with students Christin Gardiner and Alexandra Capecci each earning \$75. Third place was the American Marketing Association (AMA), earning \$500, with students Carrie Sheaffer, Ryan Wells, and Joshua Rudley. Fourth place was the AMA with students Ryan Sexton, Maria Bush, Shelby Stachel, and Ryan Boline. Fifth place was the Financial Management Association with students Nathan Sorresso, Jessica Gebauer, and Sherman Harris.



BEAUTIFUL BOTTLES

Sophomores (from left) Brady Udovich, Evan Landauer, and Zach Dolan with Dr. John Kooti celebrate the success of their new venture Rebottld. The business repurposes old liquor and beer bottles as decorative home goods. Products include handmade mugs, vases, and shot glasses, with plans for self-watering planters. The students participated in Grove College’s first Ship Tank competition, a play off ABC’s *Shark Tank*.



RISE CONFERENCE

During the annual Redefining Investment Strategy Education (RISE) Conference in Dayton, Ohio, students from Ship's Investment Management Program finished sixth with their project in the core investment style category. The conference included experts on panels ranging from economics to finance as well as breakout and networking sessions. Students saw how information from the conference related to their coursework and they appreciated the insight from featured speakers.



SOCIAL NETWORK

Northwestern Mutual Financial Network sponsored the Grove College of Business Networking Social for incoming freshmen and transfer students September 2013. Students had a chance to meet with representatives from Northwestern Mutual and interact with student professional associations within the College of Business. In addition, they all received a free T-shirt provided by Northwestern Mutual and enjoyed ice cream from Goose Bros, Inc. (Bottom) Dr. Anthony Winter, associate dean, speaks with students during the social.

STUDENT SPOTLIGHTS

During her four years at Ship, **Hilary Lyons** has been devoted to both academics and athletics. Lyons, who is captain of the university softball team, is completing her undergraduate accounting degree and her MBA in five years in order to have the 150 credits necessary to complete the CPA exam.

While balancing academics and athletics, she also served on the Student Athlete Advisory Committee (SAAC) as treasurer her junior year and vice president her senior year. During her three years with SAAC, she organized and participated in events for the Special Olympics and the Make-A-Wish Foundation. She also coached young student-athletes at camps and clinics and volunteered at the Central Pennsylvania Food Bank.

Lyons has been a member of the Accounting Club, a student member of the Pennsylvania Institute of Certified Public Accountants (PICPA), and served on the Microcomputer Lab Advisory Committee. She was recognized as the PICPA Outstanding Senior by the Grove College Accounting Department this year. She also participated in the Grove College of Business Advisory Board, Open House events, and represented the business college on Admitted Students Day to discuss the benefits of attending the university with prospective students. Lyons also is a work-study student in the Microcomputer Labs on campus, helping her peers with computer and printer issues.

Lyons has completed three internships including a financial claims analysis internship at Highmark, Inc., an underwriting/account installation internship at United Concordia, and an auditing internship with KPMG, LLP.

She is a member of Beta Gamma Sigma and the recipient of the Dr. William Knerr APSCUF/SU John L. Grove College of Business Student Award.

Lyons recently was honored as a Capital One Academic All-American and became a two-time first team selection for the PSAC All-conference softball team.

She enjoys spending time with her family and friends, especially at the beach. She loves to stay active and play sports with her younger cousins. Next year, she will attend graduate school to complete her fifth and final year at Shippensburg before beginning the CPA exam in the summer of 2015.



As a motivated undergraduate, **Joshua Rudley** has taken advantage of plenty of opportunities at Ship and has even created some new ones.

Rudley is a triple major in entrepreneurship, marketing, and management and quickly got involved by working with the Entrepreneurship Leadership Center and Small Business Development Center on campus. He helped to create and run programs such as the Dream Share Project and a competition based off the TV show *Shark Tank*, which he called "Ship Tank."

As a freshman, he founded the entrepreneurship club, which he named E-BOSS, and later converted it into an international DECA chapter. While servicing as DECA's founder and president, he created many entrepreneurial projects and worked with local small businesses to assist in their marketing and operations. Through DECA, he also created an annual Spring Expo, Finance

for Food project for local Kings Kettle Food Bank and developed and sold a new Ship product called the "Raider Rag."

Rudley also founded a Ship Toastmasters chapter based off of Toastmasters International to assist students in public speaking and leadership. He was president for the SU Jewish Student Organization/Hillel and vice president of the Student Alumni Ambassadors.

As a senior, he was vice president of advertising on the American Marketing Association (AMA) board. He led a group of members to a case competition at John Hopkins University to compete against AMA chapters including John Hopkins, Carnegie Melon, University of Pittsburgh, and Slippery Rock. His team won first prize after pitching their recommendations to the president of the company. He is proud that the company implemented many of his recommendations after the competition.

Rudley has led five student organizations and completed five internships, two of which he created. He was the first Ship student from Ship to study abroad in Israel at the University of Haifa.

STUDY ABROAD IN LA ROCHELLE

By Miguel Lugo

“By far this is the best decision in my life!” As crazy as this sounds, I uttered this statement while studying abroad in France through my current study abroad program in the United States. It sounds a little bit complicated, but I will explain. I am already an international student from Venezuela and decided I wanted another experience abroad, and I decided on France. I had the opportunity to study from January through May in La Rochelle, France. This amazing city is a beautiful seaport on the Atlantic Ocean. La Rochelle has so much history behind it going as far back as the tenth century. Throughout the centuries, La Rochelle became one of the most important harbors in relation with Great Britain and other Northern European countries. For this reason The University of La Rochelle has an École supérieure de commerce (La Rochelle Business School) that is an internationally recognized business school. Being an international business major with a minor in French, I had a chance to interact with students from everywhere in the world in the same class and at the same time improve my French skills. While there, I also was able to meet professors with great knowledge on international relations, which helped me understand things from different points of view.

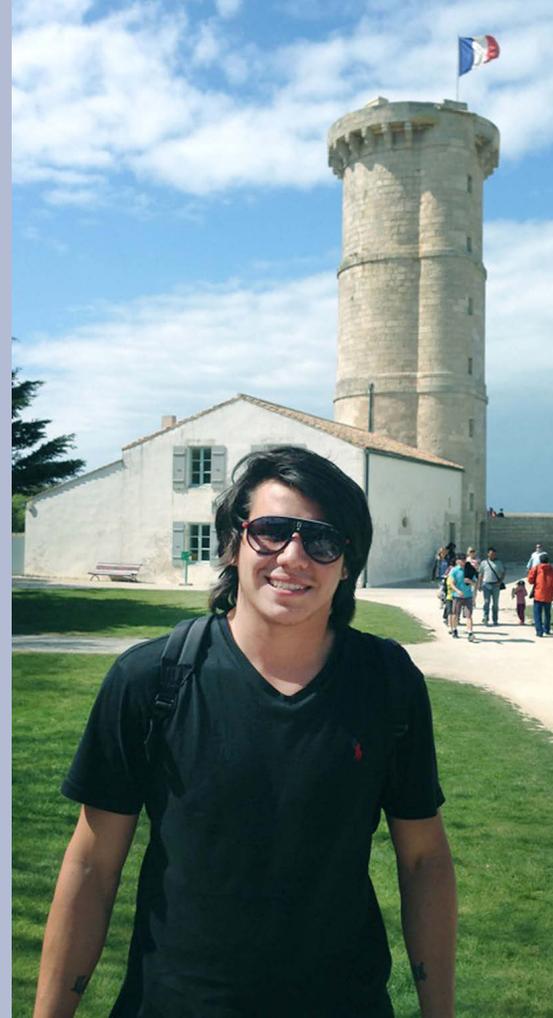
The majority of my classes were focused on globalization and international relations. These classes gave me a new perspective on how students from Europe see the world in a different way than American students do. I had the chance to make hundreds of new friends, which I think is the purpose of these study abroad programs; we still keep in touch to see if we can meet again in the next few years. My group in La Rochelle was 100

percent international; every weekend there was either a trip somewhere in France or a short walk to the local beach just to hang out. There was always something new to do. There also was a club soccer team that I was a part of, which ended up champions of the soccer league in the province of La Charente Maritime, which is the equivalent to a state in the United States.

“Seeing the world is amazing and a unique experience.”

The culture in La Rochelle is about wine, cheese, and rugby. I had the great opportunity to watch the rugby team Stade Rochelais win against their rivals, become the league champions, and ascend to the top rugby league in France. La Rochelle is located in the middle of France on the western coast very close to Bordeaux, a well-known wine city in the world. Traveling to Europe was without a doubt my best decision, because everything is close and traveling is extremely easy. At the end of my program, I visited countries I never thought I would ever see. For example, I spent time in Croatia, Lithuania, Slovenia, Netherlands, Belgium, Spain, England, and a few others. Thanks to the friends I made, I was able to stay at their homes in these countries as well as experience daily life in those places.

I would recommend to every student to study abroad while here at Ship. If I could go back in time, I would do it over and over again. Seeing the world is amazing and a



unique experience. I would also like to thank the business program and their partnerships with multiple universities in the world for making this whole thing possible. I hope to go back someday to La Rochelle and meet with my friends again. I promise anyone who chooses to study abroad will say the same thing I did just a short time ago: “By far this is the best decision in my life!”



PBL LEADERSHIP CONFERENCE

This past summer, junior Kathleen Rooker represented Ship at the Phi Beta Lambda (PBL) National Leadership Conference in Nashville, Tennessee. She was eligible to attend after winning second place at the state conference for the Entrepreneurship Concepts event.

Held at the Gaylord Opryland Resort and Convention Center, Rooker again competed in her event against students from colleges all over the country. She also attended workshops, donated and participated in the March of Dimes March for Babies, and was a voting delegate for Shippensburg University. Rooker said the highlight of the conference was listening to keynote speaker Johan Kahlilian and his message to be conscious of what your actions say about you. Workshops included topics such as “How to Dress for Success” and “Start Small, Finish Big,” which was presented by Sylvester Chisom, one of the authors of *The Young Entrepreneur’s Guide to Success*.

PBL is the largest student business organization in the world at the post-secondary level. Rooker has been a member since 2013. She hopes to apply what she learned from the conference to her experiences at Ship. She also will stress PBL opportunities to other students to illustrate how vast and varied the organization is.



MBA WORLD TRAVELERS

Students in Dr. Robert Stephens' Economic Environment of Europe graduate class traveled to Prague, Berlin, Paris, Brussels, and Milan last May where they visited businesses to learn about their processes. Touring the BMW motorcycle plant in Berlin are (from left) Lina Atwood, Christopher Prestia, Shane Gallagher, Robert Stephens, Andrea Smith, Billy Stump, Christine Royce, Katie Schutte, Michael Solomikin, Tina Ross-Knapp, Qain Wang, Amy Shenberger, and John Albright.



GLOBAL UNDERSTANDING

Several events through Grove College provided enlightening international experiences to business students, such as MBA Saudi Day (top) and the International Study Abroad Expo (bottom), both held in 2014.

STUDY ABROAD IN AARHUS

By Brooke Clippinger

I cannot express enough how important my time abroad was to me. I was fortunate to spend January through June 2014 studying at Aarhus University School of Business in Aarhus, Denmark. The John L. Grove College of Business has an exchange program established with a number of highly accredited business institutions around the world. I chose Denmark because it is not a very well known country, and I had the opportunity to be immersed in a culture that was similar, yet very different than the United States.



Studying abroad has allowed me not only to appreciate what I have been blessed with by growing up in America, but it also opened my eyes to how other people and cultures operate. Often it is difficult to see exactly how our culture functions without leaving it for a while and experiencing a new one. While in Denmark, my studies focused on international management and international labor economics. I also took courses in Danish culture and language. The courses taught me to be more open and conscious of the cultural differences that surround me on a day-to-day basis. By learning to be culturally aware, I was better able to adapt my behavior and accommodate local norms on a universal level, as well as on an organizational and business level in Denmark and while traveling to neighboring countries.

Even though nearly every Dane speaks English, the Danish language barrier and cultural norms that I had to adapt to proved to be a lot more difficult than I had assumed. Every day was a new adventure that was completely different from my life at home.

While living abroad I had to learn to live independently, being solely responsible for the decisions I made, creating a sense of self-discipline that I never had to pay attention to before. With this independence also came a new sense of freedom. My first trip outside of Denmark was in March 2014 when I booked a flight alone to Austria only two days before the flight departed. Once I was there, I realized I didn't speak a word of German and had to adapt to yet another type of culture and lifestyle. In total, I was fortunate to travel to nine other countries outside of Denmark including Germany, Italy, France, Ireland, Latvia, and Sweden. There is no question that upon returning home, I feel more confident in adjusting to situations where misunderstandings, differences, and social/cultural barriers are present.

Studying abroad is what students like myself would describe as an amazing and "life-changing" experience.

Not only did I have an amazing time, but I developed skills and knowledge through certain experiences abroad that no other situation could teach me. These lessons that I learned are what made my time abroad so life changing. I was forced to face my own personal fears, overcome language and cultural barriers, look at the world around me from a different view, and develop awareness that can translate back into everyday functions of life.

STUDENT AWARDS AND SCHOLARSHIPS

John L. and Cora I. Grove Scholars

Jacob Alexander, Elliott Bonner, Allyson Bowers, Dave Carney, Lindsey Gemmell, Jordan Hurrell, Jacob Landis, Diane Klapatch, Megan Lawrence, Colby McNew, Stephanie Miller, Kiley Petro, and Sara Sermarini

Fred C. Archer Memorial Award

Lauren Ellsworth

Reva Hoback Brubaker Scholarship

Dylan Bensinger and Eric Prior

The Dr. Max G. Cooley Scholarship

Taylor Bender

Harold U. and Helen F. Crouse Business Scholarship Award

Lindsey Gemmell

Cumberland Valley Society for Human Resource Management Scholarship

Tricia Molek

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

Annabelle Lopez

The Dinger Scholarship

Open

Distinction of Academic Excellence Award

Jennifer Bankert and Charles Fitzpatrick

Gerald R. Fetrow Scholarship

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

The Fogelsonger Scholarship

Melissa Fischer, Benjamin Shenk, and Nathan Soresso

The James Gehr Family Scholarship

Kurt Eisele

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

Dylan Bensinger and Jonathan Nace

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

Kenneth Whitmer

The Dr. Edward S. Goodhart Endowment Scholarship

Megan Lawrence

Renetta F. Heiss Award

Lauren Ellsworth, Matthew Steindl, and Corene Tate

Edwin L. Herr Study Abroad Scholarship

Lindy Gemmell

Highmark, Inc. Scholarship

Hilary Lyons

The Dr. Ralph T. Hocking Scholarship

Sara Molnar

The Frederick L. Peters Memorial Scholarship

Justin Peterman

Michael and Nancy Pinkowicz Business Scholarship

Lisa Robbins

The Ignatius and Anastasia Prokop/John L. Prokop Scholarship

Alexander Strickler

The Chris and Robin Pruitt College of Business Scholarship

Jacob Alexander

Rager, Lehman & Houck, P.C. Scholarship

Jennifer Bankert

The William F. and Susannah M. Rothman Scholarship

Allison Wilson

The Smith Elliott Kearns & Co., LLC Scholarship Program

Alex Courtney and Eric Rife

The Jack and Mildred Prince Squires Scholarship

Christopher Piper

Robert E. "Bucky" Ward Athletic Scholarship

Collin McConnell

The Brooke Ashley Weaver Memorial Scholarship

Gwendolyn Hartung

The Zumbun/Korkuch Family Scholarship

Hannah Lougheed and Molly Yanchuck

ADDITIONAL ACCOLADES

In the 2014 edition of *Write to Ship*, **Dakota C. Bricker** received the Provost's Award for his research, *Social Responsibility in Family Friendly Businesses*. Bricker received a check for \$100. **Zachary Duvall** received the Editor's Choice Third Place Award for his research, *Ethical Decision Making in Corporate Leaders*.

AMA TAKES FIRST PLACE

Ship's chapter of the American Marketing Association (AMA) earned first place at the AMA Regional Conference hosted by Johns Hopkins University in November. Team members included Ryan Sexton, Shelby Stachel, Maria Bush, Josh Rudley, Tyler Geib, Zach Duvall, and Alyssa Denis.

"Winning the competition is another testament to the ability of our students to compete with the best and excel. I am very proud of their accomplishments," said Dr. John Kooti, dean.

Ship students competed against teams from Johns Hopkins, University of Maryland, University of Pittsburgh, Slippery Rock University, and Carnegie Mellon

University.

Each team created a ten-minute presentation about a start-up company called MindSumo. By solving challenges, students proved their skills to companies looking for interns and entry-level hires, and also earned cash prizes for submitting top ideas. The presentation included a SWOT analysis, recommendations on how to improve the company, and social media strategies to share the company's website and its content with college students.

Ship's AMA chapter creates meaningful, engaging, and rewarding opportunities for students by providing marketing projects, case competitions, conferences, guest speakers, and fundraising projects.



WORDS FROM AN EXPERT

Dr. John Kooti, dean, and Dr. Sarah Bryant welcomed Stephen Creskoff (center), a leading expert on trade facilitation problems in developing countries, as a guest speaker last fall. He presented "Your Wonderful International Business Career (Whether You're Ready For It or Not): My Accidental Career in International Law and Business."

INTERNSHIPS BROADEN STUDENT EXPERIENCES

The Internship Office in the John L. Grove College of Business provides a variety of services to students such as career consultation, internships, and networking opportunities with employers. The office is a valuable resource for business students who strive to make themselves as marketable as possible in a competitive job market.

While the office is the focal point for these efforts, the message and goals are shared by all faculty, staff, and administrators in the Grove College of Business. Everyone works to ensure that the idea of personal marketability includes gaining resume enhancing, real-world experience and achieving personal networking opportunities.

Those opportunities are not geographically limited, as our students have gained experiences on local, regional, national, and global platforms. As part of the college's efforts to broaden student experiential learning, students are strongly encouraged to study abroad. They often return from their travels with a new perspective that has changed them personally and academically, which will prove beneficial in

The Grove College Internship Office is fortunate to have strong connections and partnerships with employers throughout the region.

their future careers.

One key aspect of international study is that students better understand the need to compete on a global level. Such experiences provide them with additional skills and talents to meet those new challenges.

As an AACSB-accredited college of business, Grove College provides students with a challenging curriculum led by outstanding faculty who continually enhance their own skills, enabling faculty to more fully prepare their students for the business world. Students also can take advantage of many co-curricular opportunities, such as volunteer service, leadership positions in campus organizations, and, most importantly, individual internships.

The Grove College Internship Office is fortunate to have strong connections and

partnerships with employers throughout the region. The majority of internship opportunities are in the south-central and eastern Pennsylvania regions, but a unique relationship has broadened those opportunities to a global level.

In 2011, Volvo Construction Equipment (Volvo CE) moved its North American headquarters from Ashville, North Carolina, to Shippensburg. This \$100 million investment meant that the firm's production, technology, and sales and marketing operations are located near the university. That move was important for Volvo and has resulted in exciting opportunities for our business students who want to be involved with a global manufacturing leader.

The Volvo Group is one of the world's leading manufacturers of trucks, buses,



construction equipment, and marine and industrial engines. It also provides complete solutions for financing and service. The Volvo Group, which employs about 115,000 people overall, has production facilities in nineteen countries and sells its products in more than 190 markets.

The Shippensburg site has approximately 1,000 employees representing nearly twenty nationalities in operations, technology, sales and marketing, and customer support. The facility manufactures soil and asphalt compactors, motor graders, pavers and screeds, wheel loaders, and milling machines. Operations also include welding, large machining, paint, and assembly. Last June, the Volvo CE Customer Center opened for dealer events and conferences, site events, and allowed customers to test the Volvo machinery in a simulation site.

Such a major facility in our area provides a wealth of resources and opportunities for students. Due to the proximity of the facility, students can take advantage of internships during the summer as well as throughout the spring and fall semesters. This allows students who are not local to gain valuable experiences during the academic year.

Grove College is thankful to Volvo CE leadership and management for their efforts to reach out to our students and provide these opportunities. Since the move, more than sixty business students have completed an internship for credit. In addition, approximately forty students completed an internship without requesting credit.

Volvo is by far the largest local employer of our students for internships in manufacturing. These internships cover the gamut of programs, including human resources, accounting and finance, management and marketing, and supply chain management.

As both Volvo and Grove College grow and advance, we anticipate an increase in internship opportunities. In addition, this has resulted in many internships becoming full-time employment for our students. Volvo CE and Shippensburg University have formed a partnership that can serve as a model for other employers and universities.

Tim Eastland '13 (left), an MIS major, interned at Volvo CE as a student under Matthew Perry '99. Perry started as an intern at Volvo fifteen years ago and now works with Grove College of Business to recruit student interns.



TAKING TIME TO REFOCUS

As students departed for Spring Break 2013, the secretaries from the Grove College of Business embarked on their first staff retreat to Panama City, Florida. During the retreat, the staff focused on team building, customer service, stress management, dealing with difficult people, and student retention. The staff returned renewed, refocused, and more committed to providing quality service, improving communication, and increasing staff involvement in College of Business activities. They also presented ideas for student retention to College of Business Council. This retreat was approved as part of the AACSB requirement for staff development.



MIS CAREER FAIR

The MIS Club's biannual Career Fair last spring was a great success. More than sixty students from MIS and other majors attended the fair at the CUB to pursue internship and job opportunities. Students also met with representatives from multiple technology organizations who participated in the event.

WE WANT TO HEAR FROM YOU!

Have news to share? Let us know! E-mail us your accomplishments and milestones at business@ship.edu. Keep in touch, and follow us on Facebook at [JLGCob](#).

COLLEGE OF BUSINESS STUDENT INTERNSHIPS

For more than forty years, our Business Internship Program has provided students with the opportunity to gain valuable practical and professional experience in their field of study. An internship survey of upperclassmen in the John L. Grove College of Business estimates that more than 65 percent of students (approximately 700) participated in an internship during the 2013-14 academic year. Grove College of Business students can receive academic credit for their internships. Following is a list of business students who have completed an internship for credit this past academic year:

Julian Agent

Marketing
Steelton
Enterprise Holdings

Jessica Aldinger

Finance
Warrington
Northwestern Mutual Financial
Network

Abdullah Fahad Alshahrani

MIS
Jeddah, Saudi Arabia
Nesma Holding Company

Jennifer Bankert

Accounting
Aspers
Rotz and Stonesifer

Jayne Bayer

Management/Entrepreneurship
Jenkintown
Fastenal

Mackenzie Bender

Business Management
Mountville
Shippensburg University Office of
New Student Orientation

Brandon Bowers

MIS
Shippensburg
Schreiber Foods Inc.

Matthew Briner

Accounting
Lewistown
Pennsylvania Office of the Budget/
Bureau of Quality Assurance

Jordan Bush

Accounting
Mechanicsburg
Hamilton & Musser, PC. CPA's

David Carney

SCM
Aston
Volvo CE

Tyler Clark

Accounting
Newville
Letterkenny Army Depot

Tracie Cline

Marketing
Waynesboro
Manitowoc Crane Group

Alex Courtney

Accounting
Hagerstown, Maryland
Smith Elliott Kearns & Co., LLC

Nicole DeMarte

HR
Wyomissing
Wilson College HR Department

Taylor Demyan

HR
Allentown
WITF and PeopleShare

Stephen Donmoyer

Management
Mechanicsburg
Lancaster Barnstormers

Daniel Dreeman

Finance
Holland
Volvo CE

Zachary Duvall

Marketing
Kutztown
Pennsylvania Workforce
Development Association

Jill Edwards

SCM
Raleigh, North Carolina
Volvo CE

Rebekah Elbel

Management
Chambersburg
Giant Food Stores

Jessica Faller

HR/Management
Ephrata
Wilson College HR Department

Jennifer Featherstone

Marketing/Management
Frederick, Maryland
KC Co. Pella Windows/Doors

Bridget Fenning

Marketing
Drexel Hill
Chartwells/Traditions of America

Michaela Fisher

Accounting
Pleasant Hall
Ocker & Associates

Donna Frank

Accounting
Mercersburg
Jackson Hewitt

Robert Furfaro

SCM/MIS
Harrisburg
Computer Aid Inc.

Angel Golphin

HR
Lebanon
Hershey Entertainment and Resorts

Connor Girmsley

Business Management
Hagerstown, Maryland
Nori Media Group

Trevor Harman

Finance
Mechanicsburg
Wilhemina

Jabril Hart

Marketing
Philadelphia
MenuDrive

Casey Hawbaker

Marketing
Huntingdon
Crooked Creek Arms LLC

Maxwell Hawbecker

MIS
Mechanicsburg
Holy Spirit Health System

Shawn Heffner

Accounting
Glen Rock
Nitterhouse Masonry

Tyler Henson

Management
Newark, Delaware
YMCA

Danielle Hockenberry

Management
Newville
Wilson College

Brian Hoffman

Accounting/ Finance
Havertown
Philadelphia International
Advisors

Shane Hoover

MIS
Manheim
Red Hill Enterprises

Colleen Hoover

Business Marketing
Chambersburg
Black & Davison Law

Bradley Jackson

Marketing
Malvern
Philadelphia Union

Glekeria Kalathas

HR
St. Thomas
Enterprise

Samantha Kepley

HR
Gaithersburg, Maryland
Hershey Entertainment

Jaleeysa King

Finance
Philadelphia
H&R Block

Ryan Leppo

Accounting
Littlestown
Smith Elliott Kearns & Co., LLC

Elysa Lugo

Management/MIS
Chambersburg
Department of Defense, Field
Security Operations

James Lynott

Entrepreneurship
Allentown
Northwestern Mutual

Brandon Marmion

MIS
Lansdale
MTS, Inc.

Chad Martin

Finance
Chambersburg
Martin's Famous Pastry Shoppe

Taylor McConaughy

Finance
Chambersburg
The First National Bank of
Mercersburg

Kelsey McTague

Marketing
Chalfont
Shippensburg University Sports
Information Department

Jordan Merrifield

Marketing
Dover
Enterprise Holdings

Alexander Miller

Finance
Mechanicsburg
Crump Life Insurance

Stephanie Miller

HR
Martinsburg
Hoss's Steak and Sea House

Kyle Miller

SCM
Pottstown
Volvo CE

Tricia Molek

HR
Lewistown
Volvo CE

Meghan Moline

Undeclared Business
Dover
Volvo Turbo Inc

Kelly Monaghan

HR
Newtown Square
Hershey Entertainment and Resorts

Charyle Monahan

Accounting
Carlisle
BDO USA, LLP

Brooke Moyer

Business Minor
Souderton
Northwestern Mutual

Sean Obetz

Accounting
Lancaster
ParenteBeard

Victoria Ann Ohm

Accounting
Hanover
Smith Elliott Kearns & Co., LLC

Jared Platt

Accounting
Leola
Simon Lever LLP

Bobbieann Reeder

Marketing
Newark, Delaware
MenuDrive

Ellen Ressler

Finance
East Petersburg
Volvo CE

Lauren Rierson

HR
Gettysburg
Volvo CE

Eric Rife

Accounting/ Finance
New Oxford
Smith Elliott Kearns & Co., LLC

Austin Rinck

SCM
West Chester
Tyler Transport Solutions

James Rineer

SCM
Lebanon
New Penn Motor Express

Megan Ritchey

Accounting
Martinsburg
MSC Services and Ritchey's Dairy

Chad Ritter

Undeclared Business
Philadelphia
Broad Street Music Group

Lisa Robbins

Accounting
Philadelphia
Eisner Amper LLP

Nicholas Rogers

Accounting
Glen Rock
Volvo CE

Peter L. Rosenberger

Accounting/Finance/SCM
Shippensburg
Volvo CE

Scott Rothrock

Management
Hummelstown
Best Western Inn Hershey

April Schlusser

Marketing
Carlisle
Carlisle Construction Materials

Stefan Sensenig

Management
Talmage
The Pretzel Twist

Ryan Sexton

Marketing
Hanover
Believe and Achieve/JLG Industries

Benjamin Sheetz

Marketing
Wrightsville
Fastenal Company

Todd Shuey

Marketing
Mechanicsburg
Pennsylvania Bar Institute

Nicole Simensky

Accounting
Westminster
Smith Elliott Kearns & Co., LLC

Maryann Simmons

Accounting
New Stanton
Keystone Health

Brooke Smith

Marketing
Fawn Grove
Volvo CE

Lauren Sprenger

MIS
Shippensburg
Volvo CE

Robert Steger

Accounting
Norristown
RubberSheet Roll

Matthew Struphar

SCM
Annville
Volvo CE

Taylor Taggart

SCM
Warrington
FMC Corporation

Nicole Updike

Marketing
Dover
Tooling Dynamics LLC

Patrick Urmson

SCM with Logistics concentration
Rauma, Finland
Volvo CE

Brittney Varrasse

HR
Garnet Valley
Ardian Group Inc

Chelsea Viglione

Management/Marketing
Shippensburg
Computing Technology Center

Kellie Wasco

Marketing
Saylorsburg
MenuDrive

Jenna Watson

HR
Levittown
MenuDrive

Taylor Webster

Marketing
Enola
Giant Food Stores, LLC

Kenneth Witmer

Accounting
Greencastle
Rotz and Stonesifer

Brian Wolfe

Marketing
Ijamsville, Maryland
Luhrs Performing Arts Center
and Conference Center at
Shippensburg University

Brandon Yeager

Accounting
Fannettsburg
Follett Higher Education Group
#1240

Kyle Ziegler

Marketing
Myerstown
Rich Valley Golf

COLLEGE OF BUSINESS ENDOWMENTS

The Fred C. Archer Memorial Award Fund

Established in 1974, the award 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 who has a 3.0 GPA average or better and has excelled in the major subject area.

The Reva Hoback Brubaker Scholarship Fund

Established by Ronald C. Brubaker in memory of his wife Reva Hoback Brubaker, it is 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, it funds scholarships for students in business education.

The 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 John L. Grove College of Business.

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

Established by Mr. Diller, member of the John L. Grove College of Business Advisory Board and retired executive of JLG Industries, it is a

full-tuition scholarship awarded to a full-time freshman business major.

The Dinger Scholarship Fund

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

NEW! The Mr. Robert L. and Kathy E. Engle College of Business Scholarship Fund

Established by Robert '73 and Kathy Engle, this four-year scholarship is for a Grove College student demonstrating financial need and academic talent.

The Gerald R. Fetrow Scholarship Fund

For a student-athlete enrolled in an undergraduate degree program within John L. Grove College of Business who intends to become a student in good standing on 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, the one-year scholarship is awarded to upper-division students intent on pursuing a career in the insurance industry.

The James A. Gehr Family Scholarship Fund

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

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

This scholarship is for students who have completed 60 credits toward an undergraduate degree program in the John L. Grove College of Business. First preference will be given to students who have graduated from Greencastle High School in Franklin County or Lancaster Mennonite High School in Lancaster County.

The Dr. Edward S. Goodhart Endowment Scholarship Fund

For incoming full-time freshmen entering an undergraduate degree program administered by the Accounting Department. This is 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.

The 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.

The Edwin L. Herr Study Abroad Scholarship Fund

Awards annual study abroad scholarships for students in the John L. Grove College of Business.

The Dr. Ralph T. Hocking Scholarship Fund

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

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 the university as an accountant for more than twenty years. Awarded to

students entering the John L. Grove College of Business from Shippensburg Area and Big Spring school districts.

The Michael and Nancy Pinkowicz Business Scholarship Fund

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

The Frederick and Ann (Reddig) Potthoff Scholarship Fund

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

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

Established by John L. Prokop, '57-'73 for entering freshmen pursuing a degree in 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.

NEW! The William C. Rodruan College of Business Scholarship Fund

Established by William Rodruan '76, this upper division scholarship benefits academically talented students majoring in finance. Recipients must demonstrate financial need.

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

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

The William F. and Susannah M. Rothman Scholarship Fund

Four-year scholarship for incoming freshman students to the John L. Grove College of Business 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.

NEW! The Dr. Ronald K. and Debra A. Taylor Marketing Scholarship Fund

This upper division scholarship is for academically talented students majoring in marketing with preference given to students enrolled in the ROTC Program or the Honors Program at Shippensburg University.

NEW! The Volvo Construction Equipment North America, LLC, Scholarship/Internship Program

A four-year scholarship for academically talented College of Business students with a required internship the summer between their junior and senior year.

NEW! The Brian and Ellen Walsh College of Business Scholarship Fund

Graduates of the Class of 1960, Brian and Ellen Walsh have established this scholarship for upper division students in the College of Business who are members in good standing of a social fraternity or sorority.

The 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 their daughter Brooke who was enrolled in the John L. Grove College of Business who passed away in her sophomore year. This endowment provides a full-tuition scholarship to a student in the John L. Grove College of Business.

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. It is for entering freshmen pursuing a degree in information technology of business education degree with priority given to students from Cumberland, Dauphin, Lancaster, and York counties.

Future Scholarship Endowments to be Funded through a Planned Gift:

NEW! The Doug and Angela Besch Accounting Scholarship

This upper division scholarship for students majoring in accounting has been established by Doug and Angela Besch who both graduated as accounting majors in 1995.

NEW! The Judy K. Fogelsonger Scholarship Fund

A four-year scholarship for a College of Business student demonstrating financial need. First preference is given to a student who is the first in the immediate family to attend college.

NEW! The Scott Moyer Accounting Scholarship

A four-year scholarship for an accounting major with preference given to students graduating from a Lancaster County high school.

Other Endowments:

NEW! The Edward and Anita Buchanan Entrepreneurial Endowment Fund

Funds from this endowment will



TOURING FEDEX FACILITIES

Last October, students toured the FedEx Hagerstown office, which is undergoing construction to double the size of its facility. They met with FedEx senior managers and vice presidents from the Pittsburgh corporate office. (From left) Dr. Blake Hargrove, Chris Goldy, Ryan Wells, Dan Machlanski, Dr. Wendy Becker, Dustin Lowry, and David Papa, FedEx sales and marketing executive.

meet the needs of the Center for Entrepreneurial Leadership.

Harry R. Frehn Research Fellowship Endowment

The purpose of this fellowship is to support research in business and economics by faculty in the John L. Grove College of 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

This endowment provides funds for such areas as resource material, equipment, faculty recruitment, and faculty projects.

The Dale E. Kann Endowment

Established by Dale E. Kann '63, business education. This endowment funds joint research by faculty and students in the John L. Grove College of Business.

NEW! The Ron and Dee Kearns Entrepreneurial Speaker Endowment

This endowment has been established by Ron '64 and Dee Kearns to bring prominent business leaders and entrepreneurs to campus to share their expertise

and experience with students and faculty.

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 faculty in the Department of Accounting.

NEW! The Dean John G. Kooti Lecture Endowment

This endowment has been established by Dr. John G. Kooti to further enhance the business program through a lecture series featuring prominent business leaders, entrepreneurs, and specialists in the world of business.

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.

NEW! The Mr. and Mrs. Bryan P. Wright Endowment for College of Business Undergraduate Student/Faculty Research

This endowment has been established by Bryan P. Wright '88. Funds will support joint undergraduate student/faculty research in the College of Business on an annual basis.

FACULTY ACCOMPLISHMENTS AND RESEARCH

Dr. April Bailey

Associate Professor of Information Technology and Business Education



Academic Degrees

BSBA and MBA, Shippensburg University; DEd, Pennsylvania State University

Refereed Proceedings from Presentations

Bailey, A.E., & Hsu, M. (2014). "A Study of Business Students' Perceptions of Social Media and College Life." Academy of Business Disciplines National Conference.

Hsu, M., & Bailey, A.E. (2013). "A study to Determine the Effects of Social Media Usage on College Advising Efforts." Northeastern Association of Business, Economics, and Technology Conference.

Dr. Wendy S. Becker

Associate Professor of Management



Academic Degrees

BA, MS, and PhD, Pennsylvania State University

Presentations and Invited Talks

Becker, W.S. (2014). "The staff ride: A new approach to qualitative research." In, *Conducting qualitative research: Methodologies and strategies for I/O psychologists*. Society for Industrial and Organizational Psychology. Honolulu, Hawaii.

Becker, W.S. (2014). Keynote speaker, Risk Management. New York State Teachers Retirement System (NYSTRS).

Publications

Becker, W.S., & Burke, M.J. (*in press*). "Instructional Staff Rides for Management Learning and Education." *Academy of Management Learning and Education*.

Kowalski, M., & Becker, W.S. (2014). "Job Analysis of a Developing Profession: Muslim Chaplains in American Public Life." *Contemporary Islam*.

Becker, W.S. (2014). "Cultural Agility: Building a Pipeline of Successful Global Professionals." [Review]. *Personnel Psychology*, 67, 1, 526-529.

Textbooks

Dale, W.M. & Becker, W.S. (2014). "Applying Business Principles to Forensic Laboratory Management." NYC: Taylor & Francis. CRC Press

Dr. Viet Dao

Associate Professor of MIS



Academic Degrees

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

Publication

Carbo, J., Langella, I., Dao, V., Hasse, S. (2014) "Breaking the Ties that Bind: From Corporate Sustainability to Socially Sustainable Systems," *Business and Society Review*, 19(2), 175-206.

Dr. Irma Hunt

Assistant Professor of Information Technology for Business Education



Academic Degrees

BA and MLIS, University of Texas at Austin; MBA, The American University; Ed.D, Penn State University;

Refereed Proceedings from Presentations

Hunt, I., Eberly, J. (2013) Information Overload and the Effects of Web Searching with Emerging Web 3.0 Technologies. Academy of Business Disciplines National Conference.

Honors and Awards

Gary Overly Dean's Award (2014).

Dr. Ming-Shiun Pan

Professor of Finance



Academic Degrees

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

Recent Publications

"The Effects of Stock Splits on Stock Liquidity" *Journal of Economics and Finance*, 2013, forthcoming, with G.-C. Huang and K. Liano.

"Open-Market Stock Repurchases by Insurance Companies and Signaling" *Risk Management and Insurance Review* 16, 47-69, 2013, with G.-C. Huang, K. Liano, and H. Manakyan.

Dr. Hong K. Rim

Professor of Finance



Academic Degrees

BS, Korea University; MBA, Seoul National University; PhD, Penn State University

Publications

"Analyses of Economic Impacts of Sovereign-Debt Downgrading: Empirical Study for Asia, Europe, and the US," *Proceedings of Academic Business World International Conference* (May 2014; #1562).

"Study on the Credit Ratings of Sovereign Debts and Stock Markets," *Proceedings of Academic and Business Research Institute International Conference* 5(1) (Jan. 2014; pp. 15-20).

Presentations

"Analyses of Economic Impacts of Sovereign-Debt Downgrading: Empirical Study for Asia, Europe, and the US." A paper presented at Academic Business World International Conference (May 2014).

"Study on the Credit Ratings of Sovereign Debts and Stock Markets," *Proceedings of Academic and Business Research Institute International Conference* (Jan. 2014.)

Brian Wentz

Associate Professor of MIS



Academic Degrees

BS, Baptist Bible and College Seminary; MS, Pennsylvania State University; DSc, Towson University

Conference Papers

"Inclusive Design of a Web-based Resource to Assist Public Librarians with Providing Government Information to Library Patrons in the United States." In P. Langdon, J. Lazar, A. Heylighen and H. Dong (eds.) *Inclusive Design: Joining Usability, Accessibility, and Inclusion*. Springer.

Investigating the Web Site Accessibility of Major, Investor-owned Utility Providers in Maryland, Pennsylvania, and West Virginia. *Proceedings of the Nineteenth Americas Conference on Information Systems (AMCIS)*, Chicago, Illinois.

Journal Article:

"Danger, Danger! Evaluating the Accessibility of Web-based Emergency Alert Sign-Ups in the Northeastern United States." *Government Information Quarterly*. July 2014.



(Front row, from left) Dr. Brian Wentz, Dr. Michael Coolsen, Dr. Wendy Becker, Dr. Fan Liu, and Dr. Irma Hunt. (Back row, from left) Dr. Anthony Winter, Dr. Ming-Shiun Pan, Dr. Mary Myers, Dr. Joseph Catanio, Dr. Azim Danesh, Dr. April Bailey, Dr. Viet Dao, Dr. June Pham, and Dr. John Kooti.

FACULTY AWARDS AND GRANTS

Northwestern Mutual Financial Network Advising Award

Dr. Azim Danesh

Edward F. Ehret Jr. Teaching Award

Dr. Fan Liu

Christopher Pruitt Service Award

Dr. Allison Watts

Charles R. and Joletta Nebel Jr. Dean's Award

Dr. April Bailey

Robert S. Jones Dean's Award

Dr. Ming-Shiun Pan

Gary Overly Dean's Award

Dr. Irma Hunt

Gerald Piper Dean's Award

Dr. Joseph Catanio

Diller Dean's Award

Dr. Michael Coolsen

Ernst & Young LLP Dean's Award

Dr. Mary Myers

FACULTY RESEARCH GRANTS

Dale Kann Research Award

Dr. Wendy Becker

Harry R. Frehn Faculty Research Fellowship

Dr. June Pham and Dr. Brian Wentz

Grove Summer Fellowship Award

Dr. Viet Dao and Dr. Brian Wentz



GUEST SPEAKER

Cindy Stewart '75 (left), president/CEO of the Family Health Council of Central Pennsylvania, spoke to Grove College students in Dr. Wendy Becker's management classes.

ON-CAMPUS RECRUITMENT

ABF Freight System, Inc.
Ahold USA
Bear Creek Camp
BDO USA LLP
Boyer & Ritter, Certified Public Accountants and Consultants
Brown Schultz Sheridan & Fritz
Camp Chen-A-Wanda
Daily Express, Inc.
Deloitte
DMG Securities
Enterprise Holdings
Exel
Fastenal
Federated Insurance
Foot Locker
Fulton Financial Corporation
Highmark
IBM Global Business Services
Keystone Human Services
KPMG LLP
McKonly & Asbury
Padden, Guerrini & Assoc., PC
ParenteBeard
Pennsylvania State Police

Penske
Penske, Reading
Penske Truck Rental, Allentown
PLS Logistics
PwC
Rager Lehman & Houck
Reinsel Kuntz Leshner LLP
Rotz & Stonesifer, PC
Rubino & Company, Chartered
SF & Company
Smith Elliott Kearns & Company
Squire, Lemkin + Company LLP
Stambaugh Ness PC
Target
TE Connectivity, Berwyn
Techtronic Industries North America, Inc. (TTI)
The AroundCampus Group
The Baltimore Life Companies, Hagerstown
TNT Fireworks
US Army Recruiting Center
US Marine Corps
WTAS



TRAVELING TO TURKEY

Last May, Dr. Sarah K. Bryant attended the International Trade and Finance Association Conference in Kayseri, Turkey. She presented a paper, co-authored with Dr. Irma L. Hunt, titled "Developed or Developing? Regional Economies within Countries." While in Turkey, Bryant toured the Cappadocia area to understand how people have lived over the past 8,000 years. In the background are caves dug in volcanic ash.

COB ALUMNI HONORED FOR ACCOMPLISHMENTS

Several Grove College of Business graduates were recognized for work in their field and dedication to the community.

HEIGES AWARD

Brian Heckler '84

of Evanston, Illinois, earned a degree in accounting. He is a partner in the Chicago office of KPMG LLP and was recently appointed as the National Advisory Industry Leader for the Diversified Industrial segment, overseeing a portfolio of more than 300 national clients. He also is a member of the US Transactions Services Leadership Team at the firm, focusing on accounting and reporting consultation to clients on mergers, acquisitions, initial public offerings, restate-ments, joint ventures, and divestitures. He served a two year Professional Accounting Fellowship within the Office of the Chief Accountant in the US Securities Exchange Commission. In addition, he serves or has served on various community and civic organizations, including the Joffrey Ballet in Chicago and as a board member of the Children's Play Room Inc. in Harrisburg, which is a child abuse prevention organization. He also received the university's Outstanding Young Alumnus Award.



Randal Rhoads '93

of Palmyra, graduated with a degree in business administration and began his career in Harrisburg with the Pennsylvania State Treasury. He then worked for various nonprofit service agencies around the world. He is currently assistant country director-finance and administration in Laos for CARE, a leading humanitarian organization fighting global poverty. He served several years in the Peace Corps in West Africa followed by work as office manager for Hospital Albert Schweitzer in Haiti, then serving as finance and administrative specialist and country director for Habitat for Humanity. His other positions have included working with Action Against Hunger and the American Refugee Committee in various countries, including the Dominican Republic of the Congo, Chad, and Kenya. While working in South Sudan



operations, he and two colleagues were taken hostage by rebel groups and held for three months in the Somali desert.

LIFETIME ACHIEVEMENT

Steven Renner '70

of Littlestown graduated with degrees in ac-counting and manage-ment and spent eight years in public account-ing. In 1978, he joined Gettysburg Hospital as the senior financial off-icer for the organization, and in late 1992, he became president. In that position, he played a key role in developing a merger agreement with York Health System. In 1999, Gettysburg and York hospitals became Wellspan Health System, which has been recognized regionally and nationally as a state-of-the-art integrated health system. From 1999 until his retirement in 2003, he remained CEO of Gettysburg Hospital while also serving as senior vice president of Wellspan Health, the parent company of both hospitals. He then became president of the Adams County Economic Development Corporation, a post he held for four years. In November, 2011 he was elected to a four-year term as the first Adams County controller.



OUTSTANDING YOUNG ALUMNI

Marie R. McDonald

'97 of Breinigsville, was a marketing major and is senior director with Quintiles Consulting, the largest provider of biopharmaceutical development and com-mercial outsourcing services in the world. As a student, she was a four-year letter winner on the basket-ball team, playing on the NCAA Division II national runner-up team before she earned her degree in marketing. She has a mas-ter's degree in career and technical educa-tion from Virginia Polytechnic Institute and State University. She began her career as a specialty territory sales representative for Eli Lilly & Company before joining Clarkston Consulting where she worked for ten years and became a client service provider. She joined Quintiles in 2011. She has led consult-ing projects both domestically and abroad,



published numerous articles, and presented at professional conferences. She serves on the Healthcare Businesswomen's Association (HBA) Greater Philadelphia chapter's board of directors as the chapter's president-elect. She also serves on Quintiles's WIN (Women Inspired Network) Leadership Team and re-ceived HBA's 2013 ACE Award, which was created to recognize corporations' efforts to strengthen the Advancement, Commitment, and Engagement (ACE) of women's careers in the healthcare industry. She also was selected from 18,000 women in the company to re-ceive the 2014 HBA Rising Star award.

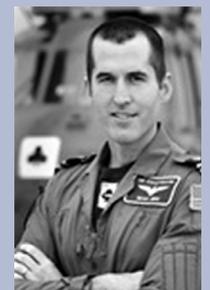
Richard Dietz '99

of Winston-Salem, North Carolina, is a partner with Kilpatrick Townsend & Stockton LLP. He earned his degree in finance and was presi-dent of Ship's Honors program. He earned his law degree in 2002 from Wake Forest University School of Law where he was number one in his class. He served as law clerk for judges in the US District Court for the Western District of Virginia and the US Court of Appeals for the Fourth Circuit. From 2004 to 2006, he was a research scholar in comparative law at Kyushu University in Japan. From 2006 to 2008, he was an associate at Covington & Burling LLP in Washington, DC. He joined his current firm as an associate in 2008 and was appointed in 2013 as a partner. His practice is focused on appellate and constitutional litigation, and he has represented clients in dozens of cases in state and federal appellate courts across the country including the US Supreme Court. In 2012 and 2013, he was recognized as a North Carolina "Rising Star" in the area of Appellate Law by *North Carolina Super Lawyers* magazine. He is a gubernato-rial appointee to the North Carolina Courts Commission and is a member of the Ethics and Grievance Committee for the Twenty-first Judicial District Bar.



Lt. Sean Palmer

Jehu '96 stationed in Falmouth, United Kingdom, is a military search and rescue pilot. He earned his degree in business administration in human resource management. A member of the university's ROTC program, he



HONORS CONTINUED

earned his US Army commission and began serving as a helicopter medical evacuation pilot for more than nine years. He transferred in 2005 to the US Coast Guard to serve as a search and rescue pilot. In 2011, while serving with the Coast Guard in Puerto Rico, he was selected to serve on an exchange tour to fly search and rescue with the British Royal Navy. Since then, he has participated in more than thirty search and rescues resulting in the saving of dozens of lives. His career has included roles as an instructor pilot and flight examiner, communications division head, engineering officer, maintenance test pilot, flight platoon leader, and flight scheduler. He has flown throughout the world in areas including South Korea, Thailand, Dominican Republic, and the Bahamas. He has completed numerous training programs, including the Advanced Helicopter Rescues Swimmer School. He has earned numerous awards and honors including the Army Meritorious Service Medal and the Coast Guard Accommodation Medal.

William Craig '00

of Harrisburg, is founder and CEO of WebpageFX, an award-winning full-service Internet marketing, web design, and web development agency. He initially began his Internet career on a freelance basis as a Ship student. After graduating with a degree in finance, he earned an information technology master's degree from the University of Pittsburgh. While working as a defense contractor with the Pennsylvania National Guard, he continued to pursue his dream of starting his own business, culminating with the incorporation of WebpageFX in 2006, to meet what he predicted would be a massive growth in Internet marketing. He started working full time at the company in 2004. The firm has since expanded to more than sixty employees, including a number of Ship alumni, and continues to add jobs. He was named Entrepreneur of the Year at the 2010 Harrisburg Chamber Business Awards. He is a board member and active participant in Harrisburg Area Community Colleges' Institute for Entrepreneurial Studies and also is involved in various programs such as the Ben Franklin Technology Partner program. He also is an active member in Big Brothers and Big Sisters.



COB EVENTS

- (Above and right) Grove College hosted its fourth annual Homecoming Reunion for alumni and friends in the Grove Forum in October.
- (Below) Grove College held its annual picnic for faculty, staff, families, and administrators to welcome everyone back to a new academic year in August. Special thanks to Staples for donating door prizes.



SIXTH ANNUAL COB GOLF OUTING

- Alumni and friends gathered for the sixth annual Grove College of Business Golf Outing last spring.
- Pictured with Dr. John Kooti (left) and Dr. Anthony Winter (right) are (from left) Jeremy Orient, Brad Thompson, Todd Shipp '05, and Tim Carvell '05.

SMALL BUSINESS DEVELOPMENT CENTER

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

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

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

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

In addition to our general management consulting, the PASBDC network also provides specialized programs to support our clients' business development needs. The Shippensburg SBDC hosts a consultant for the Environmental Management Assistance Program, a specialized service focused on assisting businesses with environmental compliance and regulatory issues. Specialists from other centers are accessed as needed for client issues within our region.

The SBDC provides opportunities for campus and community members, including:

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

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

Community Outreach—the SBDC works out of outreach offices in the four counties it serves, maintaining collaborative relationships

with economic development organizations, banks, chambers of commerce, legislators, and other stakeholders.

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

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

2013-14 Regional Activities

The Shippensburg SBDC participated in several activities last year, including:

- Economic Development Administration, Business Continuity Project—provided business assistance to small firms in Pennsylvania impacted by Hurricane Irene and Tropical Storm Lee
- Affordable Care Act—addressed challenging business issues and provided educational events on requirements of the ACA for small businesses
- Entrepreneurs' Day in South-central Pennsylvania—in conjunction with Ben Franklin Technology Partners and the World Trade Center of South-central Pennsylvania, provided presentations and assistance from technology companies
- Center for Employment, Education, and Entrepreneurial Development Initiative—supported entrepreneurs through workshops and one-on-one assistance
- PCN "Town Meetings on Financial Literacy"—participated in town meeting on "Starting a Small Business"
- The Economic Development Course in Pennsylvania—presented on a panel about "Small Business and Entrepreneurship."
- Legislative Relations—interacted with legislators to sustain and increase awareness of SBDC services
- Sam's Club Outreach—partnered with York SCORE Chapter 441 and Sam's Club of York to provide on-site programs and technical assistance to members

Awards and Recognitions

Also last year, the PASBDC named Shippensburg's Robin Burtner as the 2014 State Star for her contributions to Shippensburg's SBDC program.

The Shippensburg University Small Business Development Center supports the economic development of Pennsylvania by providing entrepreneurs with individual consultation, comprehensive education, and information necessary to help their business start, grow, and prosper.

SBDC OUTCOMES

332

Clients

2,101

Consulting Hours

41

New Business Starts

156

Jobs Created

\$28,386,556

Increase in Client Sales

\$4,397,091

Client Capital Formation

7

Businesses Purchased

34

Jobs Saved

38

Educational Events

377

Educational Event Attendees

STAFF

Dr. Michael Unruh
director

Robin Burtner
budget/ed program coordinator,
business consultant

Charles Haney
environmental consultant

Cheryl Young
consulting manager

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