

JOHN L. GROVE COLLEGE OF
BUSINESS

A TRADITION OF EXCELLENCE
2015-16 ANNUAL REPORT



SHIPPENSBURG
UNIVERSITY

“Our Goal Is Your Success”

**JOHN L. GROVE COLLEGE OF
BUSINESS MISSION STATEMENT**

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



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40+

**YEARS THAT
GROVE COLLEGE HAS BEEN
A PREMIER BUSINESS SCHOOL
IN THE MID-ATLANTIC REGION**

“A Tradition of Excellence”

JOHN L. GROVE COLLEGE OF BUSINESS



I AM EXCITED TO REPORT THAT THE JOHN L. GROVE COLLEGE OF BUSINESS HAD AN EXCEPTIONAL 2015-16 ACADEMIC YEAR. GROVE COLLEGE HAS REACHED SEVERAL MILESTONES, INCLUDING AN EIGHTY-YEAR HISTORY OF OFFERING BUSINESS EDUCATION PROGRAMS, FORTY-FIVE YEARS AS A COLLEGE OF BUSINESS, AND THIRTY-FIVE YEARS OF AACSB ACCREDITATION.

In addition, 2015-16 marks a successful AACSB Continuous Improvement Review, thanks to dedicated staff and faculty who are committed to excellence, supportive administration while in a challenging budgetary environment, and supportive alumni and friends. This year also marks the end of the Shippensburg University Foundation's historic *Charting the Course, Lighting the Way* comprehensive campaign. The campaign raised approximately \$7 million for Grove College, or 156 percent of its \$4.5 million fundraising goal. In addition to providing student scholarships and funding faculty and staff development, the campaign helped establish the Brad Hollinger Stock Trading Room, equipped with a Bloomberg Terminal, and upcoming Charles H. Diller, Jr. Center for Entrepreneurial Leadership and Innovation.

Innovative academic programs continued in 2015-16. Grove College added the Bachelor of Science in Business Administration major in Entrepreneurship and an undergraduate minor in Entrepreneurship. At the graduate level, Grove College added an MBA concentration in Finance and received approval to offer a concentration in Health Care Administration.

Grove graduates continue to attain successful employment. Students gain real-world experience through internships that successfully place them in positions based on their academic background and interests. The Grove College Internship Office has been offering internship opportunities to both employers and students for more than forty years. The college also works closely with SU's Career and Community Engagement Center to prepare

students for internship and job placement. The college's annual Career Expo is highly attended by employers seeking students for internship and employment. Twenty different student professional organizations offer students on-campus leadership opportunities. We also believe that the highly engaged Grove College Advisory Board has been instrumental in developing strategies to continually enhance our student professional and academic preparedness. Strong academic programs, application of business theories, faculty/student research opportunities, and involvement outside the classroom also have helped more than 90 percent of business alumni to find 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 2016 *US News & World Report*. Our graduate program also is ranked by *The Princeton Review* as one of the top 296 AACSB accredited graduate programs and the online MBA track is ranked in the top 100 by *U.S. News and World Report*. Enrollment in the Professional and Online MBA programs has reached more than 250 students.

This year's annual report includes the accomplishments of the Investment Management Program (IMP) where senior finance students manage the Wisman Fund, a long-term, buy-and-hold investment vehicle. For the second year, the Wisman fund exceeded \$145,000 to provide scholarships in the amount of \$1,000 each to four finance students. This annual report also highlights the success of a number of other student professional organizations.

This year's success and progress are due to the efforts and dedication of many talented 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.

Happy reading,

John G. Kooti, Dean
John L. Grove College of Business

ADVISORY BOARD MEMBER FOCUS



RONALD GIPE

Believing in paying it forward, Ronald Gipe '71 enjoys sharing his more than fifty years of work experience in manufacturing administration

with SU students. Gipe's experience includes manager of corporate accounting at Grove Manufacturing Company, vice president of finance at T.B. Wood's Sons Company, and most recently retiring in 2012 from vice president of finance and administration at Martin's Famous Pastry Shoppe.

"I believe that we should support and promote the College of Business with the extensive network that we each have developed," he said. "We must support administration and faculty by advising them of our current perspective of the needs of contemporary students."

As an advisory board member, Gipe has served on a recruitment and retention sub-committee, has spoken regularly at Grove College open houses, and has spoken with students and critiqued their resumes in Dr. Irma Hunt's Foundation of Business Administration class.

"My Shippensburg degree had so well prepared me for the world of business, that I had the responsibility to give back to the university." During the recent *Charting the Course Lighting the Way Campaign*, Ron and his wife established the Ron & Arlene Gipe Scholarship for upperclass students.

As part of the first class of Business Administration graduates, Gipe described his class as "pioneers." At the time, the university was largely focused on teacher education. However, he said he always felt prepared. Gipe also was a nontraditional student who balanced work, family, and classes. He still graduated in less than four years.

Because Ship helped prepare him, Gipe enthusiastically accepts every invitation to interact in the classroom. He enjoys helping people develop to their full potential, which is something he has been doing his whole career. Gipe's advice to students: "Work hard and have fun. You are in for an unbelievable journey."



College of Business Advisory Board members are (front row, from left) Dr. John Kooti, Nora Habig, Krista Carroll, Dr. Irma Hunt, Jodie Vanderman Driver, and Dr. Anthony Winter, (second row, from left) Dr. Allison Watts, Ronald Points, Frank Stearn, Ronald Gipe, William Gindlesperger, Justin English, Dr. Hong Rim, Robert Ward, Robert Engle, and Dr. Azim Danesh, and (third row, from left) Ronald Kearns, Dr. William Bealing, Dr. Jay Mackie, Dr. Randy Fackler, Aji Abraham, Thomas Ramsburg, Dr. William Oberman, William Rodruan, and Lani Longarzo.

COLLEGE OF BUSINESS ADVISORY BOARD

Aji M. Abraham

Capital Blue Cross

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

Jodie Vanderman Driver '00

West Chester University

Edward F. Ehret '87

Atlas Minerals & Chemical

Robert L. Engle '73

TE Connectivity

Randy L. Fackler '86

PwC, LLP

James A. Gehr '83

Exel, Inc.

William Gindlesperger

eLynxx Solutions

Ronald G. Gipe '71

Martin's Famous Pastry Shoppe, Retired

Sean Glennon

Volvo CE

Nora Habig (Chair)

M&T Bank

Craig H. Hill '77

Fulton Financial Corporation, Retired

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 Elliot Kearns & Co, LLC, Retired

Stephanie Kleinfelter '84

Hanover Foods Corporation

Charles R. Nebel, Jr. '84

Boyer & Ritter, CPA

Robert P. Nicholson '84

Harsco Corporation, Retired

Michael M. Palm '86

CRP Industries, Inc.

Gerald E. Piper '86

CenturyLink

Ronald J. Points '69

World Bank

Frederick D. Potthoff '70

Kroff Chemical Company, Inc.

Christopher E. Pruitt '84

East Penn Manufacturing Co., Inc.

Thomas M. Ramsburg '69

Research America

William C. Rodruan '76

Armstrong World Industries, Retired

William F. Rothman

RSR Realtors, LLC

Jennifer S. Schwalm '89

Masonic Village

Frank Stearn

Sunrise Computers & Electronics, Retired

Lamar R. Stoltzfus '77

ParenteBeard Company, LLC., Retired

Jill J. Walmer '82

Highmark

Robert E. Ward '77

Computer Aid, Inc.

Bryan P. Wright '88

Exelon Generation

Grove College Maintains AACSB Accreditation

THE JOHN L. GROVE COLLEGE OF BUSINESS AT SHIPPENSBURG UNIVERSITY HAS AGAIN MAINTAINED ITS PRESTIGIOUS ACCREDITATION FROM AACSB INTERNATIONAL—THE ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS.

Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer bachelor's, master's, and doctoral degrees in business and accounting. Less than 5 percent of the world's 13,000 business programs have earned AACSB accreditation.

"In the nearly thirty-five years since it was first accredited, the College of Business has maintained high standards that highlight its academic quality and provides its graduates with a strong business foundation upon which to build success," said President Jody Harpster. "The college also continues to look toward the future and this fall will start an undergraduate degree in entrepreneurship designed to help students with great ideas to become tomorrow's entrepreneurs."

According to Dr. Barbara Lyman, provost and executive vice president, "To have the quality of the John L. Grove College of Business programs, faculty, student outcomes, and continuous improvement processes affirmed by the rigorous review of AACSB accreditation is to assure all of our constituents of the outstanding value of an education in any of Shippensburg's Business programs."

Dr. John Kooti, dean of Grove college, said, "Maintaining AACSB International accreditation since 1981 is testament to the university commitment to deliver innovative and impactful business programs at an affordable cost not only in Central Pennsylvania but in the world. Thanks to the support of the administration, faculty and staff, and alumni and friends, Grove College has made significant strides to engage students in experiential learning through the recent dedication of the Brad Hollinger



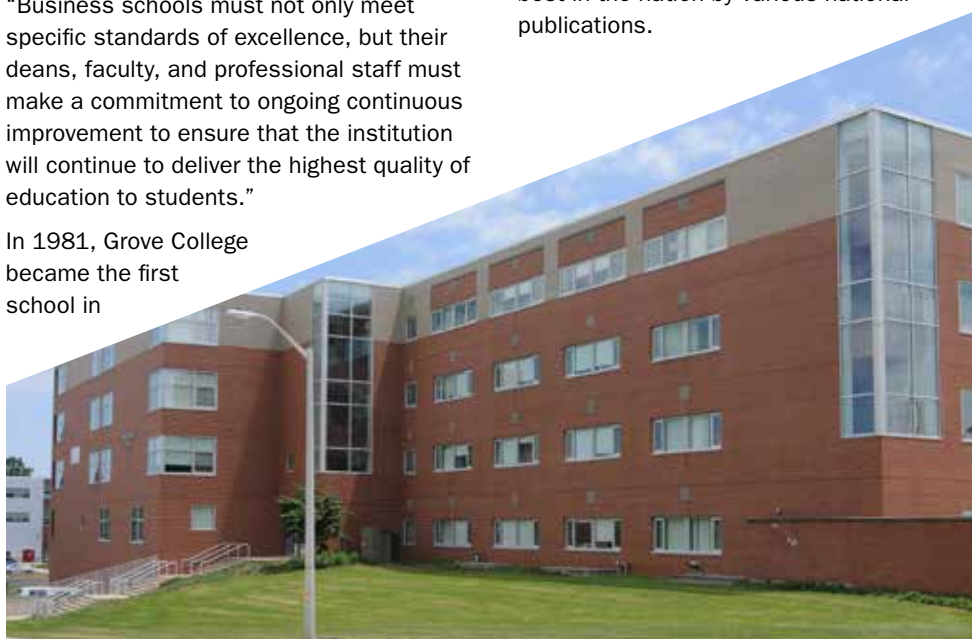
In October 2015, Grove College participated in its AACSB accreditation review. Members of the accreditation team with Dr. Anthony Winter, associate dean (left) and Dr. John Kooti, dean (right), included (from left) Dr. Farhang Niroomand, dean University of Houston-Victoria, Dr. Robert Ducoffe chair of the team and dean Indiana University of South Bend, and Dr. A. Jay White, dean Indiana University Southeast.

Stock Trading Room and the soon to be established Charles H. Diller, Jr. Center for Entrepreneurial Leadership and Innovation."

"It takes a great deal of commitment and determination to earn and maintain AACSB accreditation," said Robert D. Reid, executive vice president and chief accreditation officer of AACSB International. "Business schools must not only meet specific standards of excellence, but their deans, faculty, and professional staff must make a commitment to ongoing continuous improvement to ensure that the institution will continue to deliver the highest quality of education to students."

In 1981, Grove College became the first school in

Pennsylvania's State System of Higher Education and the ninth college overall in Pennsylvania to become internationally accredited by AACSB International. The college was established in 1971 and has earned a reputation as one of the premier business schools in the Mid-Atlantic Region. It continually ranks among the best in the nation by various national publications.



GROVE COLLEGE EARNS NATIONAL RECOGNITION

Once again, the John L. Grove College of Business and its MBA program were recognized nationally by *The Princeton Review* and *U.S. News and World Report*.

The Princeton Review named Grove College one of the best business schools in the nation in its 2016 edition of its annual "The Best 295 Business Schools." The publication does not rank schools numerically or name a best business school.

Dr. John Kooti, dean of Grove College, said, "Being listed among top 295 business programs in the world by *The Princeton Review* is a testament to our commitment to provide high-quality and high-value business programs. This ranking cannot be accomplished without the dedication of faculty and staff to provide the best academic and professional experiences to our students."

According to Robert Franek, the *The Princeton Review* senior vice president-publisher, "We recommend Shippensburg as one of the best to earn an MBA. We chose the 295 schools in this book based on our high regard for their academics and our assessment of institutional data we collect from the schools."

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

In September 2015, Grove College and its graduate program were recognized nationally by *U.S. News and World Report*. Grove College ranked 337th nationally among nearly 500 undergraduate business schools with AACSB accreditation. Its online MBA program tied for ninety-seventh and its part-time MBA program tied for 130th in rankings by *U.S. News*.



Jody Vanderman Driver '00 (above) and Robert Engle '73 (below), members of the Grove College Advisory Board, mentor students.

ADVISORY BOARD ENGAGES WITH STUDENTS

Members of the Grove College Advisory Board once again contributed to the Foundations of Business Administration classes by reviewing resumes and meeting with students. Faculty had students submit their resumes as an assignment; those resumes were then evenly distributed to advisory board members for critique. The advisory board members conducted three small group sessions and selected the best resume from each session.

Advisory board members differed in their presentations, but most used copies of superior resumes from their own companies, as well as the student resumes they received. The board members provided positive and constructive feedback. Several provided their own resumes to students. Advisory board members combined visual presentations with examples of great resumes. Students with the best resumes received a lunch with those who presented, giving them the opportunity to spend time with the faculty, deans, and advisory board members.



Advisory board members had a positive influence on many students. Most of them are alumni who were in the same shoes as students' several years ago. This relationship allowed the students to connect with the board members, realize that their potential as SU graduates was unlimited, and identify the skills they need to work on to excel as business professionals.



COB FINANCE ADVISORY COUNCIL

Donald M. Butler '92

The Vanguard Group

James A. DeGaetano '99

First Command Financial Services, Inc.

Justin J. Ellsesser '11

Lynx Investment Advisory

Ralph J. Fetrow

Castlevue Partners, LLC

Lee A. Gardella '89

Adveq Management US, Inc.

Craig M. Hinkle '92

Knouse Foods

Christopher J. Jackson '97 (Chair)

PNC Wealth Management

Joshua L. Jenkins '12

Northwestern Mutual

Anne E. Kingsborough '01

PNC Financial Services Group

Louise Lovell

US Nuclear Regulatory Commission, Retired



(Front row, from left) Dr. John Kooti, Dr. Ming-Shiun Pan, Dr. Fan Liu, Dr. Sarah Bryant, and Robert Watson; (back row, from left) Dr. June Pham, Dr. Ian Langella, Joshua Jenkins, David Morgan, Justin Ellsesser, Christopher Jackson, Dr. Hong Rim, Ralph Fetrow, Jennifer Sassani, Lani Longarzo, and Dr. Anthony Winter.

Greg McMullen

RedRock Investment Management

Jonathan C. Moats '10

Northwestern Mutual

David J. Morgan '80

Farmer's Insurance

David A. Rosen '91

Brean Capital

Jennifer L. Sassani '93

Lehigh University

Robert E. Watson '13

Penn State's Applied Research Laboratory

Christopher Weber '03

Ricore Inc.

David C. Webster '03

Conning

Dr. Ralph T. Hocking*

Professor Emeritus of Finance

* Deceased

NEW MEMBERS JOIN FINANCE COUNCIL

The Grove College Finance Council welcomes four new members.

Craig Hinkle '92 is vice-president of finance and treasurer of Knouse Foods Co-op, Inc., in Peach Glen. Knouse is owned by more than 150 fruit growers throughout the Appalachian region and Michigan. Hinkle joined Knouse Foods in 1991 and has served in various roles. He was named treasurer in 2006, and vice president of finance 2015.

Hinkle is a member of Grocery Manufacturers Association, Financial Executives International, and the National Society of Accountants for Cooperatives.

He and his wife, Pam, live in Mechanicsburg.

Joshua Jenkins '12 is a chartered financial consultant and a certified financial planner. He runs a successful financial planning practice at Northwestern Mutual.



He started his business in 2012 with a passion for helping his clients reach their financial goals. He and his wife, Kacie '14, live in Mechanicsburg.

Jon Moats '10 served in the US Army as a field artillery, forward observer where he graduated as an honor graduate from the Ft. Sill Oklahoma Advanced Individual Training Fire Support Specialist course. He served overseas in Germany and was deployed twice to Iraq.

After graduating from Ship, he started his career at Volvo Construction Equipment (VCE) in Shippensburg. As technology controller, he planned and executed a \$54 million Region Americas R&D budget. He graduated from the VCE Operational Development program as an internal consultant and spent three months working for the company in Hameln, Germany.



He now lives in Arlington, Virginia, where he is pursuing his MBA in global management from The George Washington University. He works as a principal analyst for Capital One Financial in Washington, DC.

David J. Morgan

'80, graduated from Ship and worked for Allstate Insurance for thirty-two years. He has held positions of authority in operations, underwriting, claim, and distribution. The bulk of his time was spent in business consulting with agency owners and their insurance operations.

Currently, Morgan is an agency development manager for Farmers Insurance, responsible for the profitable growth and development of Farmers Insurance in Pennsylvania. He has been a Certified Insurance Counselor since 1996.

He is married to Laurie Schultz Morgan '79 and lives in Mountain Top.





(Front row, from left), Dr. Anthony Winter, Dr. David Hwang, Dr. Johnathan Kohn, Dr. Richard Stone, John O'Neill, Sarah McDowell Shupp, and Dr. Robert Setaputra; (back row, from left) Lani Longarzo, Adrien Cartel, Dr. Robert Neidigh, Zachary Kline, Rick Howenstine, Douglas Bushong, and Keith Walborn

SUPPLY CHAIN MANAGEMENT ADVISORY COUNCIL

Dan Altomare
Staples Distribution Center

Edward Botchie
Cressler Trucking, Retired

H. Douglas Bushong '84
Peter Klein Company

Thomas D. Hocker '77
Alphabroder

Rick Howenstine
Clark Distribution Systems, Inc.

Dr. Jonathan W. Kohn
Emeritus, SU Supply Chain Management Professor

Doug McLaughlin
Excel

Colette L. Raebiger '95
McNeil Consumer Healthcare

Allison L. Shirley '08
Wawa, Inc.

Dr. Richard Stone
Emeritus, SU Marketing Professor

Erik D. Thompson '94
Daily Express, Inc.

Keith Walborn
Cumberland-Keuka Company

Jim Ward
D.M. Bowman, Inc.

Grads Rank High in CPA Exam Scores

Grove College ranked in the top forty nationally for the third consecutive year in the success rate of its graduates taking the certified public accountant exam.

A report by the National Association of State Boards of Accountancy (NASBA) showed that SU ranked thirty-second out of 266 schools whose graduates passed the national CPA exam on their first try in 2015. NASBA includes Shippensburg in its medium-sized schools category, which encompasses programs that have between twenty-one and sixty graduates taking all or some of the four-part exam.

Shippensburg graduates had a passing rate of 64.8 percent for 2015. The overall passing rate nationally for AACSB-accredited schools was 54 percent, for schools in the Middle States region it was 50.8 percent, and for programs in Pennsylvania it was 55.4 percent.

According to Dr. John Kooti, dean of Grove College, "This is another example of the impact of Grove College on its students and the accounting profession. Our accounting students are academically prepared and professionally ready by the time they graduate. Academically and professionally qualified faculty and caring staff along with a rigorous curriculum and an impactful internship program prepare our graduates to excel."

Grove College has about 300 students enrolled in the BSBA degree in accounting, Kooti said.

The university also offers a five-year BSBA/MBA program in accounting. An accelerated BSBA/MBA program is designed for students who are qualified on the basis of scholastic aptitude, academic performance, accounting, and work-related experience.

HOCKER JOINS SMC COUNCIL

Thomas D. Hocker '77 graduated with a BSBA in Business Administration. He is location manager for Alphabroder in Lewisberry. Alphabroder is the largest distributor of imprintable apparel in the US with ten locations across the country and one in Canada. As location manager, he is responsible for the daily operation of a 450,000-square-foot facility that operates twenty-four hours a day, five days a week with a staff of 150 people.

Prior to joining Alphabroder, he ran his own 3PL distribution business for seven years where he handled a wide range of products and was responsible for all aspects of the business. Before going into business for himself, he worked in the import footwear business for almost twenty years.

Tom lives in New Cumberland with his wife, Dori '77, and they have three grown children and two grandchildren.



Stock Trading Room Named for Benefactor

A STATE-OF-THE-ART STOCK TRADING ROOM WAS OFFICIALLY NAMED AND DEDICATED IN JANUARY IN HONOR OF THE GENEROSITY OF BENEFACTOR BRAD HOLLINGER '76. THE STOCK TRADING ROOM WILL ENABLE STUDENTS TO GET HANDS-ON EXPERIENCE IN INVESTMENT MANAGEMENT.



The Brad E. Hollinger Stock Trading Room in the John L. Grove College of Business provides students with a distinct advantage in the job market since they will be able to use Bloomberg Terminal, a Wall Street trading

platform used by investment bankers and equity traders.

"Since being established in 1971, the John L. Grove College of Business has had a great reputation for producing graduates who are leaders in business and industry around the world," said Dr. Jody Harpster '74M, president. "It has continued to meet the ever-changing needs of our students and the regional business community."

According to Hollinger, who is the founder, chair, and CEO of Vibra Healthcare, the trading room will allow students to experience the software and databases they need to research and manage money in real time, which will prepare them for their future careers. "This compliments the human capital you have in the outstanding faculty and will greatly enhance the quality of a business degree from Ship," he said.

A stock trading room is a fixture at most top business schools. Grove College continually ranks among the nation's best business colleges at both the undergraduate and graduate levels by multiple national publications.

"Although the trading room is going to be used mainly by the students in the Investment Management Program (IMP), which manages a portfolio of more than \$145,000, it also will be available to other



At the dedication of Grove College's new stock trading room were (from left) Dr. Jody Harpster, university president; Brad Hollinger; student Anthony Militano; Dr. John Kooti, dean; and Dr. Barbara Lyman, provost and executive vice president for academic affairs.

"This compliments the human capital you have in the outstanding faculty and will greatly enhance the quality of a business degree from Ship."

students in the college," said Dr. John Kooti, dean of Grove College. "We are very grateful to Mr. Hollinger for his financial support so Grove College can join the few accredited business schools equipped with Bloomberg Terminals."

The IMP is composed of senior finance majors who serve as the sole portfolio managers of real-dollar endowment fund with oversight by the SU Foundation, university finance professors, and the Finance Advisory Council. Through Frank Wisman's relationship with the SU Foundation and then Dean of the John L. Grove College of Business, Dr. James A. Pope, seed money was provided in 1994 to start the Investment Management Program for finance majors. Students actively manage an investment portfolio, analyze holdings, and propose changes based on established objectives. Frank's philosophy that increasing your assets through investing without having an end use of

those dollars to fulfill a need in society has no value. Therefore, when the assets in the endowment reached \$100,000 in 2014, in accordance with SU Foundation's endowment management policies and spending rate, the first scholarships of \$1,000 each were awarded to four academically-talented students.

The stock trading room was made possible by Hollinger's gift to the SU Foundation's comprehensive campaign, *Charting the Course Lighting the Way* comprehensive campaign for Shippensburg University.

John E. Clinton, president and CEO of the SU Foundation, said, "The stock trading room is one of the most unique and exciting accomplishments of the campaign and is a great example of how our alumni and friends have generously supported the campaign initiatives. It provides another level of learning for finance students, and that experience will help them gain an edge in a competitive job market."

VOLVO CE CHIEF DELIVERS COMMENCEMENT SPEECH

"IT'S ABOUT YOUR HEART, IT'S ABOUT YOUR PASSION..."

Sean Glennon, president of Operations Americas for Volvo Construction Equipment in Shippensburg, delivered the undergraduate commencement address in May. His son, Jonathan, graduated magnum cum laude with degrees in MIS and Supply Chain Management. During Glennon's speech, he told graduates, "It's about your heart, it's about your passion, about your desire to become the very best you can become."

Glennon is responsible for the operations and support functions for Volvo in North and Latin Americas. A Bloomsburg University graduate with a degree in accounting, he began his career after

graduation with Ingersoll Rand as a management trainee. After several years of travel, he came to Shippensburg.

Over thirty years in the industry, he has held various leadership positions including accounting, purchasing, and planning and order management. With Volvo's acquisition of the road machinery division of Ingersoll Rand in 2007, he directed the transition to Volvo before becoming vice president and general manager of operations for the Shippensburg Volvo plant.

He joined the Shippensburg University Foundation board in 2015 and has served as a member of the advisory board for the John L. Grove College of Business.



ALUMNI ASSOCIATION HONORS BUSINESS GRADS

Three Grove College grads received annual Alumni Association awards this past summer.

The Outstanding Young Alumnus Award recognized Dr. Christine Cheng '00 and Jodie Vanderman Driver '00.

Cheng, an assistant professor in the Department of Accounting at Louisiana State University, earned degrees in finance and biology from SU.

On swim team, she earned two All-American Certificates, an academic All-American Certificate, and a most valuable swimmer award. She was recently inducted



(From left) Dr. Christine Cheng '00 and Jodie Vanderman Driver '00 at commencement.

into the university's Athletic Hall of Fame.

Previously, she worked for KPMG and Padden, Guerrini & Associates PC. She earned an MBA from Penn State Harrisburg and a PhD in accounting from the Smeal College of Business at Penn State.

Driver, a marketing and sales professor at West Chester University, graduated magna cum laude from SU in marketing. She started a successful cosmetics business, then earned an MBA from the Smeal College of Business at Penn State.

She held several positions with DuPont in both the United States and Asia. In 2010 and 2011, she lived in Shanghai, China, and traveled throughout Asia.

In 2014, West Chester honored her with a faculty award for being a "Woman of Character, Courage, and Commitment."

At Ship, she is on the John L. Grove College of Business Advisory Board and the Alumni Association Board of Directors. She also is on the Smeal College MBA Program Advisory Board.

Brad Hollinger '76 received the Heiges Award at Alumni Weekend,

which recognizes the recipients' achievements in their field through work and service.

Hollinger is founder, chair, and CEO of Vibra Healthcare in Mechanicsburg. He also is the founder and CEO of the Hollinger Group, a senior care company with seventeen facilities in six states. In addition, he was executive vice president of the Contract Services Group of Continental Medical Systems.

The new Grove College stock trading room was officially named in his honor.

Hollinger serves on the Acute Long Term Hospital Association board of directors and was honorary chair of the Juvenile Diabetes Research Foundation International of Central Pennsylvania. He served on the Assisted Living Federation of America and United Cerebral Palsy board of directors, the Leadership Council, and has been involved with the Big Brother, Big Sister organization for twelve years.



Entrepreneurship Major Approved

IN JANUARY, THE BOARD OF GOVERNORS OF PENNSYLVANIA'S STATE SYSTEM OF HIGHER EDUCATION APPROVED AN UNDERGRADUATE DEGREE IN ENTREPRENEURSHIP IN SU'S JOHN L. GROVE COLLEGE OF BUSINESS.

It is the first Bachelor of Science in Business Administration in entrepreneurship degree in the State System.

The new major, which began in the fall 2016 semester, builds on the university's current and highly successful concentration in entrepreneurship. That concentration started in 2005, has nearly seventy students, and has a 100 percent employment rate for students who graduated with the concentration. Between twenty and twenty-five students are expected to graduate from the new program each year.

Dr. Jody Harpster '74M, president, said the program will help students with great ideas to become tomorrow's entrepreneurs. "It is designed to give students the skills, experience, and content knowledge to creatively pursue new opportunities and innovations for market, nonprofit, and corporate venture start-ups."

"The BSBA degree in entrepreneurship is going to be a major distinguishing factor in attracting business students and faculty to the university."

Harpster said a small, supportive environment, hands-on learning, and a high-quality liberal arts education will develop well-rounded, independent entrepreneurs who will create value for the Commonwealth.

Dr. John Kooti, dean of Grove College, said, "Grove College has a long history of providing high-quality and high-value business programs, and the BSBA degree in entrepreneurship is going to be a major distinguishing factor in attracting business students and faculty to the university."

According to Dr. William D. Oberman, associate professor and chair of the Management and Marketing Department, "The department is looking forward to becoming the Department of Management, Marketing, and Entrepreneurship. Our entrepreneurship graduates will receive the recognition they deserve and the opportunity for an enhanced educational experience through a revised curriculum and a supportive environment that includes the Charles H. Diller, Jr. Center for Entrepreneurial Leadership and Innovation. Special thanks must be given to Dr. Shelley Morrisette, the founder of our former entrepreneurship concentration and the creative force behind the new entrepreneurship major, as well as to Dean John Kooti and Associate Provost Tracy Schoolcraft for their critical role in moving the proposal for the major forward."

The program, which includes a unique "entrepreneurial ecosystem," will further enhance the University's already strong partnerships throughout the region, and is designed to meet the high standards for accreditation set by the Association to Advance Collegiate Schools of Business International.

The entrepreneurial ecosystem is a combination of co-curricular programs that provide hands-on learning to complement students' academic programming. The system includes the Charles H. Diller, Jr. Center for Entrepreneurial Leadership and Innovation, Small Business Development Center, and Brad E. Hollinger Stock Trading Room.

The Diller Center is the hub of entrepreneurial activity and provides resources for co-curricular activities to enhance student understanding of entrepreneurship. It also includes student and academic competitions, mentorship, and "Ship Tank," in which students pitch their entrepreneurial ideas.



KOOTI NAMED MAACBA PRESIDENT

Dr. John Kooti, dean of the John L. Grove College of Business, will serve as president of the Middle Atlantic Association of Colleges of Business Administration (MAACBA) in 2016.

"It is my honor to serve as MAACBA president," Kooti said. "It is a wonderful organization connecting business deans, associate deans, and MBA directors to each other and to share best practices in our programs. As president, I hope to focus on added value for member institutions. We recently surveyed members and non-members to get feedback on how we can provide the best possible opportunities for our schools."

MAACBA includes business schools in Connecticut, Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington, DC, West Virginia, and Puerto Rico. Its mission is to promote and improve collegiate business education in all areas within the jurisdiction of the Middle States Association of Colleges and Secondary Schools, the primary accrediting body for SU.

Members focus on a variety of issues specific to best practices in business programs, including accreditation, research, innovative teaching practices, service learning, and technology.

New Exchange Opportunities



Signing are (seated, from left) Dr. Barbara Lyman, provost and executive vice president, and President Jody Harpster; and (standing from left) Mary Burnett, Dr. Ian Langella, Dr. David Wildermuth, and Dr. Mark Spicka.

A NEW AGREEMENT WITH UNIVERSITIES IN GERMANY AND SWEDEN WILL “FOSTER EDUCATIONAL EXCHANGE BETWEEN THE INSTITUTIONS,” ACCORDING TO MARY S. BURNETT, ASSOCIATE DEAN OF STUDENTS AND DIRECTOR OF INTERNATIONAL PROGRAMS.

The agreements with Leuphana University in Germany and the University of Gothenburg in Sweden will expose students to new

cultures, ideas, and perspective in their classes as well as in their residence halls.

Leuphana University has about 7,000 students, with 6 percent of those students being international students. Students can take courses in education, humanities and social sciences, sustainability, and business and economics.

Dr. Ian M. Langella, professor of supply chain management and chair of the Finance and Supply Chain Management Department, is conducting research in Germany. “Leuphana was a great fit for Ship since it has a comprehensive liberal arts base, a traditional focus on education and teaching teachers, as well as a very reputable business school with a sustainability focus.”

The University of Gothenburg is SU’s newest study abroad exchange partnership. Located on the southwest coast of Sweden, the university has about 37,000 students. Global engagement is one of Gothenburg’s core values, and it hosts nearly 900 exchange students per year.

Dr. Steven B. Burg, professor of history and chair of the History and Philosophy Department, spent the fall of 2013 in Gothenburg, Sweden, as a Fulbright Scholar. “Gothenburg is a charming, dynamic city and a major commercial center (home to the Volvo Group Headquarters), but also a lively college town filled with great museums, restaurants, shops, and cozy cafes.”

STUDY ABROAD IN LUNEBURG, GERMANY

By Dylan Smith

When I came to Shippensburg University, seeing the world was just a far-away dream for me. I dreamed about the Eiffel Tower in France, or the clear waters of the Mediterranean, or the beer in Germany. But the only world I knew was the one of red, white, and blue. At this point in my life, I had never been outside the States! However, thankfully, that all changed when I decided to study abroad while at Ship, because it is an experience I will never regret nor forget.

The world has always fascinated me. I always was the kid to ask people about their travels and if I had the privilege to meet an international person, I would ask them endless questions about their homeland. I guess you can say that I had a childlike curiosity about the world, and, over time, it was fueled because of my lack of traveling. When it was time to get on the plane to Europe, saying I was like a “kid on Christmas morning” would be an understatement.

I had the opportunity to study in Luneburg, Germany. This gorgeous city is located in north Germany, close to Hamburg. Luneburg has a lot of history in its streets, dating back to Medieval Times. Its claim to fame is its richness in salt, something with which the city prides itself. I arrived in March, and at that point, I had no idea it was going to be one of the most memorable experiences of my life!

I had the opportunity to meet university students from all over the world, and that was something I never experienced before.

There were students from France, Turkey, Japan, Italy, and more! Meeting students from so many different cultures was such a cool experience. It was easy to make friends, because everyone was so fascinated to hear about each other’s cultures, how they ended up in Germany, and so on. I remember thinking to myself one day “Wow, every day here feels like Christmas!” As the semester progressed, I became very close with my new international friends. The school itself has a beautiful campus, the faculty is so nice, and the university students there were ever friendly and always interested to hear about the United States. There was always something to do in Luneburg, and I often found myself going out and socializing almost every night. I did a fair bit of traveling throughout the semester to places such as England, Spain, the Czech Republic, Italy, and a few others. It was absolutely incredible to take in the different cultures and compare them to the United States.

My perspective of my own country and the world overall, has changed. I feel like I have a bigger picture of the world now and I am ever grateful for it. Overall, I think expanding your world perspective is the most important thing for any university student; you realize that the world is a much bigger place than your backyard. I would like to thank Dr. David Wildermuth for his work with Leuphana University, Ship’s business program, and also Mary Burnett (director of international programs) for making this all possible. In the end, I wouldn’t trade this experience for anything in the world, and I highly recommend it to any university student.



LIVING AND LEARNING TOGETHER

This past fall, the John L. Grove College of Business teamed up with Housing and Residence Life to create a new opportunity for business students. The Grove Start-Up Living Learning Community (LLC) was launched with twenty freshman students. These students lived in the same wing in Harley Hall and also were enrolled in three courses together. Grove Start-Up students participated in Professor Krista Carroll’s Foundations of Business class, Dr. Brian Wentz’s Business Computer Systems class, and another general education course.

Carroll was impressed by their interaction. “The Grove Start-Up Living Learning Community is an amazing bunch of students. They are engaged in the classroom and are never afraid to interact in class,” she said. “The students seem to have a sense of camaraderie and they feed off of each other in our class discussions. They outperform my other sections on multiple levels. They are a dynamic group that will accomplish a great amount of success in the College of Business, and they will become fierce competitors in the professional world due in part to their experience as an LLC.”

Outside of class on Monday evenings, students were mentored by Jacqueline Hubbard ’15, an academic peer who majored in management. Their meetings gave them the tools and resources necessary to navigate through their first semester of college. Topics included tips for studying, sleeping, and eating; ethical practices in the business world; and building their own brand. Carroll also arranged for Jordan Bohrer, a graduate assistant, to walk them through the scheduling process and learn how to make the most of reading a textbook.

At the end of the fall semester, Housing and Residence Life organized a dinner for the students and invited participating faculty, including Wentz and Carroll, as well as the deans, Dr. John Kooti and Dr. Anthony Winter.



STUDENT SPOTLIGHT

JULIE HENDRICKSON



I graduated from Shippensburg University in December with a Supply Chain Management Degree—3.6 GPA, Magna Cum Laude, and with the Honors Program certification. I completed undergraduate research in “The Propensity of Women to Negotiate” and also founded a new club at school, “Women Leaders in John L. Grove College of Business.” I have had such an awesome college career, and a lot of my passion and confidence came

from the encouragement of my peers, my professors, and my colleagues.

Together as a team, Shippensburg University taught me how to turn my wounds into wisdom, how to consider failures as lessons, and how to turn fear into growth. People of Shippensburg University invested in me, and it’s those gifts of knowledge, skills, and abilities that I will cherish and hold onto forever.

I was recently hired by Caterpillar as an Industry Analyst. My job is high exposure and high stress, but at the same time it’s rewarding, challenging, and unique. My team does a lot of work for senior leadership. It’s amazing that my drive to succeed and intelligence acquired through hard work and perseverance is being leveraged right out of college. There are some days at work where I feel like I never left school because of the extensive learning involved with my position. I do market economics, business development, and business strategy as well as a lot of financial analysis through data analysis. It’s fascinating to me that I get to be on a mining intelligence team that is leading development of overall mining business strategy and major mining initiatives.

My current manager has shared some advice with me that I would like to share with you. He said to me that I need to remember who I am and where I come from and know what I can do to make a difference. Being a recent college graduate from Shippensburg University has made it easy for me to internalize that advice. I am a recent graduate who struggled the first year of my college year, but with grit and perseverance, I advanced and surpassed expectations. I come from a university of 7,500 students and, although not a prestigious, top-ranked business school, I’ve gained practical knowledge that employers are yearning for. Lastly, I know that what I do makes a difference. It’s most rewarding for me to lead and see progression in others. Leadership practice began in college and transferred directly to my job.



THE EDUCATIONAL PATH LESS TRAVELED

By John Walsh '01

Life is full of experiences, and Mark Knight has had his share.

From serving in the military to traveling the world for business, Knight has led a life of adventure and learning. Now a nontraditional student pursuing a Bachelor of Science in Business Administration at the John L. Grove College of Business, his diverse background is playing a key role in his educational experience.

"What you learn and know can never be taken from you. Knowledge is the one thing that you will own throughout your life."

Knight holds dear a philosophy that his grandmother taught him as a young boy: "What you learn and know can never be taken from you. Knowledge is the one thing that you will own throughout your life."

This philosophy led him back to the classroom with the aspiration of a degree in management. With thirty-two years in manufacturing as a contract engineer, he has compiled a full and impressive resume. Knight had the opportunity to work with many companies and individuals around the world. He even was in Saudi Arabia on business as the Desert Shield campaign first began.

Over three decades, it became evident to him that "numerous managers make engineering decisions in which engineers

have to turn around and justify." He said this realization made his job quite frustrating at times. So, Knight decided to fix it by taking his experience as an engineer and utilizing it as a manager. His overall goal is to complete his management degree and use this knowledge at a mid-sized manufacturing company.

Knight is continuing his education through the North American Free Trade Agreement (NAFTA) program. Although NAFTA directed much of his course schedule, Knight had some leeway to choose a university and courses that piqued his interest. He selected Shippensburg due to its size and reputation.

"At Shippensburg, students can stay connected. It is not so big that they get lost," he said. "Grove College of Business has a very solid reputation. It is very well thought of, not just regionally, but nationally."

Knight not only learns but also teaches by example while attending Ship. Various professors have utilized his manufacturing experiences and used his knowledge as real-life examples in class. He especially enjoyed having discussions in microeconomics in which he related what he has witnessed in the business world to younger students.

"I bring life experiences in a lot of areas. Not just in the classroom, and not just the area you want to make your career, but in a variety of different things."

It's not an easy venture to take the plunge back into the classroom. In addition to his courses, Knight devotes nearly thirty hours a week to his internship. Juggling classes, an internship, a career, and family can be challenging. He said time management helps him keep his overall goal in focus and promote his determination to succeed.

The key is balance between school and personal life. Knight believes one of the biggest obstacles for individuals contemplating going back to school is the fear of failure. "People are afraid of failing, even embarrassed of failing, but in the end you have to remember you learn from your failures."

He's often asked how higher education has changed since his first stint thirty-six years ago. He said the main difference is not just the technology utilized for online assignments, but also the mindset he has as a more experienced student. "I have more knowledge of the world around me. I know the direction I want to go and what my goals are."

Long term, Knight hopes to attain an MBA with a teaching certification.

Knight's advice to others who are considering returning to school: "In anything in life, the one thing you have to have is focus. You are either all in or you are not. If you are not going to be all in, don't even bother trying."

Student Professional Organizations

ACCOUNTING CLUB

The 2015-16 academic year started with the annual Public Accounting Night. About twenty firms presented and prepared to meet dozens of accounting students. More than fifty students attended to network and distribute their resumes with the hopes of finding an internship or job. Smaller club meetings allowed students to ask Ship alumni questions and learn about changes to the CPA exam.

In the spring, the club focused on increasing attendance at meetings. Accounting students were invited to come to the club's ice cream social. In March, two Shippensburg alumni from KPMG provided interviewing tips and advice for students preparing for internships and jobs.

The club later held its twenty-first annual Etiquette Dinner with more than 100 attendees. Lynne and John Breil educated students on the dos and don'ts of attending a business meal. While learning which fork to use and how to hold chopsticks, students networked with accountants from the public and private sectors. The Accounting Club ended the year with an informational meeting with Alyssa Kenderdine of Becker Professional who spoke about the different parts of the CPA exam.

Throughout the year, members helped during campus Open Houses to represent the Accounting Department.

AMA

The American Marketing Association (AMA) attended the thirty-eighth annual International Collegiate Conference in New Orleans in March. The conference provided networking opportunities, professional marketing sessions, and presentations by successful AMA chapters. Maria Bush, SU's AMA president, and Chris Wesier, treasurer, participated in the Marketing Strategy Competition with EBay where they formulated a feasible strategy for the long-term growth of the company. Other SU students attended seminars on membership recruitment and retention.

Ten members of the SU chapter of the AMA attended a regional conference hosted by Aurora University in Lisle, Illinois, last October. More than 300 students attended the conference from schools in the surrounding area. Students competed in personal branding, sports promotion, and sales. Maria Bush, president of the SU chapter, placed first in her competition out of more than sixty students in personal branding.

SU's chapter also sent eight members to Johns Hopkins in Baltimore, Maryland, to

compete in a case competition and attend the third annual regional conference in November. This is the third year in a row that SU attended. The SU chapter had two four-person teams compete against other schools in the surrounding area in a case competition that included conducting a marketing plan, SWOT analysis, and recommendations for a new company called Spoon University. SU did not place, but it was still a valuable learning experience for all members.

PHI BETA LAMBDA

This past year, Phi Beta Lambda lived up to its goal of providing members with opportunities for professional development and community service.

The club attended two conferences, the first being the National Fall Leadership Conference held in Baltimore, Maryland, where eleven students were able to network with professionals and peers from across the country, as well as attend innovative workshops covering a wide variety of topics.

The second conference was the State Leadership Conference in Harrisburg. In addition to competing in events, the thirteen members on the trip attended workshops to further their professional development. Travis Houtz, local chapter parliamentarian, ran for and was elected to the position of state vice president for PA PBL. SU placed third in the state out of twenty-seven chapters for the Gold Seal Outstanding Chapter of the year award, based on the chapter's involvement and impact on campus.

Students represented the university well in the competitive events program. Several students placed at the state level and were eligible to compete at the national level in Atlanta, Georgia, in June. The club also hosted several speakers who covered topics from interview skills to working with different generations in the workplace. The club conducted several community service events, including fundraising for the March of Dimes and creating a leadership trail near the campus.



ENACTUS

ENACTUS achieved third place in the Abington Business Challenge. At Penn State Abington, student teams received a business case study to analyze and write about. The papers were judged and teams were selected to participate in the second round, which included speeches about each paper. Students analyzed the business and environment, analyzed financials, and made recommendations for expansion.

BETA GAMMA SIGMA REVIEW

2015-16 BGS INDUCTEES



JUNIORS

Kelly Bender, Tyler Bomberger, Elliott Bonner, Michelle Bradley, Chancellor Campbell, Gabriel Clymer, Alexander Cooper, John Crawford, Alan Ennis, Braxton Erne, Matthew Friedman, Ali Harclerode, Jordan Hurrell, Erin Johnston, Elizabeth Karper, Connor Krauss, Jason Laubach, Tyler Lewis, Stephanie Madara, Angela Mason, Colin McDermott, Cory McKee, Courtney Miller, Anders Nordberg, Pamela Ranson, Tanner Rolley, Thomas Schmiegel, Rachel Simmons, Dylan Smith, Clay Stoner, Trinh Tran, and Joseph Wehrly.

SENIORS

Hassan Aslam, Joshua Bailey, Paula Bauder, Lara Cromer, Eric DeMuth, Robert Furfaro, Kyle Heishman, Kailee Hirschbock, Megan Lawrence, Jacob Painter, Matthew Price, Keith Russell, Justin Schneider, Scotty Scott, Daulton Seibert, Courtney Stahlman, Kailee Tressler, and Allison Wilson



MBA

Abdullah Alyousef, Stephen Beaver, Gregory Biles, Danelle Bruder, Matthew Culbertson, Caitlin Detzel, Stephen Hietsch, Heather Newswanger, Kiley Petro*, Katelynn Shoop*, Maryann Simmons*, and Chelsea Viglione*

*Denotes 2nd recognition.



(Below) Dr. John Kooti, Dr. Michael Marsh, Dr. Margaretha Hsu, Dr. Barbara Lyman, provost, and Dr. Anthony Winter.



BETA GAMMA SIGMA (BGS) IS THE INTERNATIONAL HONOR SOCIETY SERVING AND REPRESENTING THE TOP BUSINESS STUDENTS IN AACSB-ACCREDITED BUSINESS PROGRAMS.

To be considered, juniors and seniors must attend an AACSB-accredited university or college, rank in the top 10 percent of their class, and maintain a minimum 3.5 and 3.4 cumulative GPA, respectively. MBA students must rank in the top 20 percent of their class and maintain a minimum 3.6 GPA.

The society's mission is supported by four objectives: encourage and honor academic achievement by business and management students through AACSB-accredited chapters; develop and celebrate BGS members as student and professional leaders; foster in BGS members a commitment to the society's founding principles of honor and integrity, pursuit of wisdom, earnestness, and service; and connect BGS students with alumni members for professional opportunities.

Three BGS students were invited to attend the Leadership Conference in Orlando, Florida, in November 2015. Brandon Garlitz, vice president of programming, Brittany Varrasse, vice president of membership, and Erin Dougherty, BGS Scholarship Recipient, represented Grove College and gained valuable knowledge and experience from their peers.



On April 29, 2016, nearly 150 parents, friends, administrators, faculty, staff, and BGS members attended the annual Grove College Induction Ceremony and Awards Banquet. This year, sixty-six members were inducted in the society, including thirty-two juniors, eighteen seniors, and twelve graduate students. This year's chapter honoree was Brad Hollinger '76, President & CEO Vibra Healthcare. Out of the MBA inductees, four received their second recognition as BGS members. One faculty member was inducted, and numerous faculty members were honored for their contributions in their fields of study.



(Clockwise from top left) Andrew Stader and Maria Bush, distinguished student award; Michele Bradley, scholarship recipient; and Brad Hollinger '76, chapter honoree.

Scholarships and Awards

John L. and Cora I. Grove Scholars

Elliott Bonner
Maria Bush
Katherine Fisher
Jordan Hurrell
Diane Klapatch
Colby McNew
Kylee Metz
Shawn Miller
Megan Morehead
Cody Olson
David Reagan
Arlee Simendinger
Courtney Stahlman
Vanessa Thomas
John Weakland

Fred C. Archer Memorial Award Steven Kovalevich

Reva Hoback Brubaker Scholarship Eric Prior Kalyan Sourwine

Dr. Max G. Cooley Scholarship Kailee Tressler

Harold U. & Helen F. Crouse Business Scholarship Award Elizabeth Karper

Cumberland Valley Society for Human Resource Management Scholarship Brittany Varrasse

Charles H. Diller, Jr. and Jane E. Diller Scholarship Annabelle Lopez

Dinger Scholarship—Open

Distinction of Academic Excellence Award Maria Bush Andrew Stader

Gerald R. Fetrow Scholarship Thomas Baggett Trent Bauer Victoria Blackburn Chloe Collins David Craig Emily Gigliotti Briana Gioenco

Daniel Johnson
James Kennedy
Seth Lefever
Evan Moore
Marcus Shippey
Zachary Sims
Dustin Sleeva
Nicole Smith
Nicholas Spangler
Zack Zoller

Fogelsonger Scholarship Joseph Devlin Leah Johnson Christopher Nergart

James Gehr Family Scholarship Kurt Eisele

Giant Food Stores Business Administration Scholarship/ Scholarship/Internship Program Rebekah Elbel Taylor Webster

Ronald G. & Arlene M. (Beiler) Gipe Scholarship Gwendolyn Hartung

Dr. Edward S. Goodhart Scholarship Kailee Hirschbock

Renetta F. Heiss Scholarship Jacob Painter Drew Patterson Kailee Tressler

Edwin L. Herr Study Abroad Scholarship Kevin Steed

Dr. Ralph T. Hocking Scholarship Dominic Gagliardi

Frederick L. Peters Memorial Scholarship Kalyan Sourwine

Michael and Nancy Pinkowicz Business Scholarship Matthew Cheng

Frederick and Ann Reddig Potthoff Scholarship Kaitlyn Deimler Ignatios and Anastasia

Prokop and John L. Prokop Scholarship Rachel Bartlett

Chris and Robin Pruitt College of Business Scholarship Megan Moorhead

NEW! William C. Rodruan, Volvo, Wisman College of Business Finance Scholarship Jacqueline Joseph

William F. and Susannah M. Rothman Scholarship Allison Wilson

Smith Elliott Kearns & Company, LLC Scholarship Program Alex Courtney Kyristen Lackey Aaron Smith

Jack A. & Mildred Prince Squires Scholarship Eric DeMuth Ali Harclerode

Dr. Ronald K. & Debra A. Taylor Marketing Scholarship Brooke Clippinger Maria Bush

NEW! Volvo CE North America LLC Scholarship/Internship Ethan Baker

Robert E. "Bucky" Ward Athletic Scholarship Collin McConnell

Brooke Ashley Weaver Memorial Scholarship Gwendolyn Hartung

NEW! Franklin O. Wisman Finance Scholarship Marc Furfaro Dominic Gagliardi Anthony Militano Anna Tatum

Zumbrun/Korkuch Family Scholarship Amber Pound

TARGET COMPETITION WINNERS



GROVE COLLEGE 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 2015-16 ACADEMIC YEAR. GROVE COLLEGE OF BUSINESS STUDENTS CAN RECEIVE ACADEMIC CREDIT FOR THEIR INTERNSHIPS. FOLLOWING IS A LIST OF BUSINESS STUDENTS WHO COMPLETED AN ACADEMIC INTERNSHIP FOR CREDIT THIS PAST ACADEMIC YEAR:

Miguel Acri-Rodriguez

Management
Steelton
Harrisburg Senators

Brandon Adamson

Accounting/Personal Financial
Planning
Shippensburg
BDO USA

Alex Alleman

HR Management
Orrstown
Volvo CE

Faith Athey

Management Info Systems
Gettysburg
JLG

Steven Barthalow

Supply Chain Management
Chambersburg
Volvo CE

Kaylee Berkheiser

Accounting
Shippensburg
Kern and Company, P.C.

Jilliane Billet

Marketing
York
Grand Rapids Drive

John Bonawitz

Accounting
Harrisburg
Diakon Lutheran Social
Ministries

Marlaina Boone

Management
Fayetteville
Comfort Keepers

Carlie Booth

Supply Chain Management
Mechanicsburg
Navsup Business Systems Ctr.

Tyler Bowman

Accounting
Chambersburg
NAVSUP/WSS—Naval Supply
Systems Command

Michelle Bradley

Accounting & Finance
Dover
PwC

Zack Breakiron

Marketing
Uniontown
Uniontown Chiropractic Ctr., Inc.

Tyler Burke

Supply Chain Management
Downingtown
Cure Logisitics, LLC

Lauren Burkhart

Communication Studies
(Business Administration Minor)
York
SU Conference Center

Kyle Bushong

Accounting
Lancaster
Smith, Kearns & Co., LLC

Brett Chester

Supply Chain Management
New Cumberland
Volvo CE

Alexander Cooper

Supply Chain Management
Hamburg
Ulta Beauty

Paul Cooper

HR Management
Danielsville
Volvo CE

Lara Cromer

Management
Fort Littleton
SU Conference Center

Dylan Danilowicz

Accounting
Middletown
Defense Logistics Agency

Brandon Davis

Accounting
Doylestown
Rager, Lehman, & Houck

Zachary Dolan

Orefield
Entrepreneurship
Achieve Energy Solutions

Kurt Eisle

Marketing
Richfield
Live Nation

Rebekah Elbel

HR Management
Chambersburg
Giant Food Stores

Cheryl Estelle

Marketing
Chambersburg
Giant Food Store

Spencer Felix

Marketing
Hellertown
Volvo CE

Jordan Fox

Marketing
Chambersburg
Apex Wellness

Ryan Frey

Accounting
Huntingdon Valley
Boyer and Ritter

Rebecca Gross

Accounting
Manchester
Maher Duessel

Kayla Hall

Accounting/Personal Financial
Planning
Shippensburg
Runshaw's Tax Service

Ali Harclerode

Accounting
Carlisle
Carlisle Construction Materials

Katherine Hartner

Supply Chain Management
South Park
Volvo CE

Summer Hartung

Accounting
Everett
Volvo CE

Ben Hayhurst

Accounting/MIS
Shippensburg
Boyer & Ritter, LLC

Jessica Heckman

HR Management
Shippensburg
F&M Trust Company

Corey Hill

Management
Mercersburg
Loudon Industries, Inc.

Brandon Hollister

Marketing
Washington Boro
Techtronic Industries, NA (Tti)

Erin Johnston

Accounting
Hershey
Reinsel Kuntz Leshner, LLP

Shelley Khanna

HR Management
Greencastle
Berks & Beyond

Kyristen Lackey

Accounting
Palmyra
Smith Elliott Kearns & Co., LLC
and TE Connectivity

Megan Lawrence
Accounting/MIS
Mechanicsburg
McKonly & Asbury, LLP

Adrienne Line
MIS
Newville
JLG

Akil Loften-Jackson
Supply Chain Management
Nazareth
Volvo Group Trucks & Operations

Angel Lopez
International Management
East Petersburg
Luhrs Performing Arts Center

Miguel Lugo
International Management
Lewisburg
Volvo CE

Stanley Lumpkin, Jr.
Marketing
Harrisburg
Enterprise Rent-a-Car and
PepsiCo

Collin McConnell
Supply Chain Management
Allentown
Clemens Food Group

Matt McCurdy
Management
Mechanicsburg
All Pro Tailer Superstore

Colin McDermott
Supply Chain Management
Allentown
Victaulic

Cory McKee
Finance/MIS
Pipersville
Giant Food Store

Courtney McMaster
Management
Gettysburg
Hanover Architectural Products

Colby McNew
Accounting
Fayetteville
BCM, LLC Property Management

Elizabeth Metz
HR Management
Chambersburg
Volvo CE

Courtney Miller
Accounting
Myerstown
Kern and Company, P.C.

Julie Miller
HR Management
Garnet Valley
Hershey Entertainment

Kerry Miller
HR Management
Collegeville
Wilson College

Micaela Mills
Finance
McVeytown
Kish Bank—Kish Financial
Solutions

Chelsea Natale
Accounting
Shermans Dale
Stouffer Mechanical Contractor

Jon Neiss
Marketing
Manheim
Fastenal

Alex Neubauer
Accounting
Gettysburg
Raffensperger, Martin, &
Finkenbiner, LLC

Alan Ninan
Marketing
Newmanstown
Green Star Pest

Austin Owens
Management
East Berlin
Cameron Alexander Yachts

Jacob Pevey
Entrepreneurship
Chambersburg
Blue Mountain Sports Apparel

Kevin Piper
Management
Greencastle
Choice Collision Center

Brooke Reeser
Accounting

Hughesville
Smith, Kearns & Co., LLC

Megan Reeser
Accounting/Marketing
Newport
Green Star Pest

Anthony Renda
Supply Chain Management
York
Exel Logistics

Marie Robinson
HR Management
Cresco
Volvo CE

Tanner Rolley
Supply Chain Management
Montoursville
Old Dominion Freight Line

Jorge Santiago
Finance
East Stroudsburg
Volvo CE

Shane Sarbieski
Accounting
Malvern
Smith, Kearns & Co., LLC

Adam Saruya
Accounting
Meadowbrook
Smith, Kearns & Co., LLC

Haley Scullion
Supply Chain Management
Chalfont
LZ Productions

Brittany Skodzinski
Marketing
Kennett Square
Luhrs Performing Arts Center

Aaron Smith
Accounting
Gettysburg
Smith, Elliot, Kerns & Co., LLC

Halimah Smith
Marketing & Management
Philadelphia
Chartwells

Nicholas Smith
Supply Chain Management
Easton
Atlantic Ridge Landscape
Design-Build

Ryan Snyder
MIS
Spring Valley
Questea

Kalyn Sourwine
Accounting
Levittown
Shippensburg University

Lauren Sprenger
Management Info Systems
Shippensburg
Volvo CE

Jan Striewe
Business Admin
Duisburg
Sports Crusaders

Julie Stump
HR Management
Pine Grove
PA Fish and Boat Commission

Kylie Thomas
Supply Chain/Logistics
Management
Dover
AMZ Manufacturing Corp.

Kristen Torcaso
Marketing
Harrisburg
United Concordia

Christopher Vene
Finance
Harrisburg
Select Medical

Mitch Welham
Marketing
Lewistown
Schneider International

Ryan White
Management
Downingtown
Volvo CE

Shelby Young
Management
Newburg
Volvo CE

Kylie Zittle
Finance
Hamburg
Northwestern Mutual

GROVE COLLEGE ENDOWMENTS

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 LANI LONGARZO, SU FOUNDATION AT (717) 477-1377 OR VISIT THE WEBSITE AT WWW.SUFFOUNDATION.ORG.

The Fred C. Archer Memorial Award Fund

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

The Reva Hoback Brubaker Scholarship Fund

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

NEW! The John E. Clinton Scholarship (not yet active)

Established by the Shaner Group, this scholarship is for upper division students with at least 60 credits majoring in marketing, management, or accounting. First preference will be given to students who transferred from Harrisburg Area Community College.

The Dr. Max G. Cooley Scholarship Fund

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

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

The Dinger Scholarship Fund

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

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 College of Business 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 in baseball, softball, men's basketball or women's basketball.

The Fogelsonger Scholarship Fund

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

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 towards 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. A four-year scholarship with minimum GPA and credit requirements.

The 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 Brian L. Heckler Accounting Scholarship Fund

For incoming full-time freshmen, with financial need, entering an undergraduate

degree program administered by the Accounting Department.

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 30 years as a professor in the John L. Grove College of Business.

NEW! The Mr. Robert and Mrs. Lorie (Miller) Klinger College of Business Study Abroad Scholarship Fund (not yet active)

A one-time only study abroad scholarship awarded to students with financial need who have at least 30 credits and are enrolled in a degree program 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 20 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 and John L. Prokop Scholarship Fund

Established by John L. Prokop, '57-'73. For entering freshmen pursuing an Information Technology for Business Education degree with priority given to students from Dauphin, Cumberland, Lancaster, and York counties.

The Chris and Robin Pruitt College of Business Scholarship Fund

Four-year freshman scholarship, established by Chris and Robin Pruitt who graduated in 1984 with degrees in accounting and elementary education, respectively, to help deserving students further their education and share the "Ship" experience.

The William 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 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.

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.

The Volvo CE 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.

The Brian and Ellen Walsh College of Business Scholarship Fund

Graduates of the Class of 1980, 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 scholarship to a student in the John L. Grove College of Business.

NEW! Franklin O. Wisman Finance Scholarship

Franklin Wisman was instrumental in establishing and funding the Investment Management Program at Shippensburg University. It was his wish that a percentage of the funds generated through that program be used to fund scholarships for Finance students. This scholarship is for freshman students majoring in Finance who will participate in the Investment Management Program.

The Zumbrun/Korkuch Family Scholarship Fund

Established by Jean Zumbrun Korkuch '49 and husband Frank Korkuch '50 and endowed by them and other family members. For entering freshmen pursuing an Information Technology of Business Education degree with priority given to students from Cumberland, Dauphin, Lancaster, and York counties.

OTHER ENDOWMENTS

The Edward and Anita Buchanan Entrepreneurial Endowment for the Center for Entrepreneurial Leadership and Innovation (not yet active)

Funds from this endowment are to be used to meet the needs of the Center for Entrepreneurial Leadership.

The Charles H., Jr. and Jane E. Diller Endowment for the Center for Entrepreneurial Leadership and Innovation

Funds from this endowment will be used to provide the necessary support and learning environment to help students develop as entrepreneurs.

The 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.

The 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.

The 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, Business Education '63. This endowment funds joint research by faculty and students in the John L. Grove College of Business.

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 Shippensburg University students.

The Norman E. King Fund

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

Continued on the next page



ICE CREAM SOCIAL



GROVE COLLEGE PICNIC

ON-CAMPUS RECRUITMENT

ABF Freight System, Inc.
Andersen Tax
Baker Tilly
BDO USA LLP
Big Brothers Big Sisters of
the Capital Region
Booz Allen Hamilton
Boyer & Ritter, Certified
Public Accountants and
Consultants
Brown Schultz Sheridan & Fritz
Camp Penn
Daily Express, Inc.
Deloitte Consulting
Deloitte US Delivery Center
East Penn Manufacturing
(Deka Battery)
Enterprise Holdings
Exel
Federated Insurance
Companies
First Data
Graham Packaging Company
Herbein + Company, Inc.
KPMG LLP
McKonly & Asbury
NAPA Transportation Inc
NFI Industries
Northwestern Mutual Eastern
Pennsylvania

Oshkosh Corporation
Padden, Guerrini &
Associates, PC
Pennsy Supply, Inc.
Penske Logistics
Pepsi Beverages Company
Phillips Office Solutions
PNC Financial Services
Prudential
PSECU
Rager, Lehman & Houck, P.C.
Reinsel Kuntz Leshner LLP
Renewal by Andersen Windows
Rotz & Stonesifer, PC
SEI
SF & Company
Smith, Kearns & Company
Source4Teachers
Southern Teachers Agency
Squire, Lemkin + Company LLP
Stambaugh Ness PC
Target
Techtronic Industries North
America, Inc. (TTi)
The AroundCampus Group
The Manitowoc Company, Inc.
Trout, Ebersole, & Groff LLP
United States Marine Corps
Walz Group

The Dean John G. Kooti Lecture Endowment (not yet active)

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 Mr. and Mrs. Bryan P. Wright Endowment for College of Business Undergraduate Student/Faculty Research (not yet active)

Funds from this endowment are to support undergraduate student/faculty research in the College of Business on an annual basis.

FUTURE SCHOLARSHIP ENDOWMENTS FUNDED THROUGH A PLANNED GIFT

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 were both accounting majors and graduated in 1995.

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.

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.

NEW! The Ernest M. and Teresa S. Rosetty Memorial Scholarship

A four-year scholarship for a College of Business student demonstrating financial need.

NEW! The Steven H. and Susan A. Runkle Business Scholarship

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 Richard W. Tomlinson Football Scholarship

This scholarship is for a student who intends to become a member of Shippensburg University's football team and is enrolled in any undergraduate degree program in the John L. Grove College of Business or is enrolled in a Psychology degree program.

The Anthony S. and Mrs. Linda N. Winter John L. Grove College of Business Transfer Student-Athlete Scholarship

This scholarship is for a transfer student who has been accepted to an undergraduate degree program in the John L. Grove College of Business who also intends to become a member of one of Shippensburg University's intercollegiate athletic teams with a preference for the football team.

FUTURE ENDOWMENTS FUNDED THROUGH A PLANNED GIFT

The Dr. James A. Pope Student International Experience Program

Funds from this endowment will be used to support upper division students in a study abroad experience with first preference given to students in the College of Business.



INVESTMENT MANAGEMENT PROGRAM



ANNUAL ETIQUETTE DINNER

Grove College continued its tradition of offering two etiquette dinners to students, relying on the experience of guest speakers Lynne and John Breil of The Professional Edge. The Breils have provided an outstanding experience to students, faculty, and staff for many years and continue to provide this valuable service to business students.

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 the simple phrase “offer left and pass right” to the difficulty of operating a pair of chopsticks. The menu included items that typically should not be ordered when in a professional setting, such as spaghetti or French onion soup, and the Breils explained why those foods are inappropriate. A part of the event focused on etiquette abroad and why students need to accept food in other cultures.

In 2015 Northwestern Mutual Financial Network sponsored the fall etiquette dinner for students. It has sponsored this event since 2008.

In March, the spring etiquette dinner was held for accounting students. The accounting majors had the opportunity to network with accounting firms who attended and sponsored the event, including PricewaterhouseCoopers; Carlisle Construction Materials; Boyer & Ritter; Baker Tilly; BDO; McKonly & Asbury, LLP; Reinsel Kuntz Leshner, LLP; Smith Elliott Kearns & Company, LLC; Zelenkofske Axelrod; Anderson Tax; Arthur Bell; Kern & Company; Maher Duessel; Rotz Stonesifer; and Trout, Ebersole & Groff. Thank you to all our sponsors who help prepare our students for the professional world.

STAPLES HONORED AS COMPANY OF THE YEAR

Shippensburg University's John L. Grove College of Business has named Staples as the recipient of its Company of the Year award.

Grove College established the award several years ago to recognize a regional company for its impact on south-central Pennsylvania, according to Dr. Allison Watts, associate professor of management.

“Companies are both recommended and selected by faculty,” Watts said. “The qualities we look for include successful operations and/or a great reputation, the willingness to be involved with our students, and employing Ship interns and/or Ship alumni. Having a local presence is an added benefit, but not a requirement.”

In addition, “a company representative gives a formal presentation to our students and sponsors the college's fall ice cream social. We also encourage faculty to incorporate the firm in classroom content.”

Dan Altomare was Staples' representative for the award. He also serves on the advisory council for the college's supply chain management program.

Founded in 1986 and headquartered near Boston, Massachusetts, Staples is an “office superstore” with more than 1,300 stores in the United States and ten stores in south-central Pennsylvania, along with several distribution and fulfillment centers.



FEI STUDENT AWARD

Greggory Whitcomb, accounting major, receives the Financial Executives International (FEI) Outstanding Student Award.

CONTRIBUTIONS BENEFITING COB

SBDC Year in Review

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 SERVES THE TECHNICAL ASSISTANCE NEEDS OF ENTREPRENEURS AND SMALL BUSINESS OWNERS ACROSS THE COMMONWEALTH.

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:

- Including pre-venture, start-up, growth, and 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 general management consulting, the PASBDC network provides additional learning and engagement opportunities for campus and community members, including:

Applied Student Learning—SBDC staff provides 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 provides 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 the

US Small Business Administration and the Commonwealth of Pennsylvania.

2015-16 HIGHLIGHTS

- The SBDC hosted EntrepreneurSHIP Night at SU during Global Entrepreneurship Week in November. Five panelists who launched and grew successful businesses as SBDC clients shared what they have learned "by doing."
- SU's SBDC client Johnny Birch, founder of the Carlisle Taekwondo and Fitness Academy was recognized by Community First Fund as the 2015 Entrepreneur of the Year.
- SBDC staff provided support to the Big Springs High School entrepreneurship program by listening to student pitches and providing feedback and suggestions for how to move the ideas forward. The SBDC also gave an overview of the SBDC program and services to students and teachers.
- SU's SBDC partnered with the Penn State Extension office to bring the Food for Profit workshop to Franklin County in March.
- The SBDC partnered with the Small Business Administration and other economic development organizations in delivering to Boots to Business boot camps for veterans in Carlisle during the year.
- SU's SBDC was part of a panel with the Downtown Carlisle Association and Cumberland County Housing and Redevelopment Authority to discuss our programs and services to a group of commercial realtors.
- The SBDC piloted a new educational program on LEAN for Small Business. Several follow-up offerings are scheduled.
- The SBDC Environmental Management Assistance Program (EMAP) was recognized at the Environmental Protection Agency's (EPA) twenty-sixth annual Small Business Program Awards Ceremony in Washington, DC, on May 5. EMAP received the award for outstanding accomplishments by a state small business environmental assistance provider in providing technical environmental assistance to the small business community. Chuck Haney is SU's SBDC EMAP consultant.

2015 OUTCOMES

- 323 clients
- 2,261 consulting hours
- 25 new businesses
- 431 jobs created or saved
- \$2,495,757 in increased sales
- \$7,973,490 in capital formation
- 4 businesses purchased
- 23 educational events
- 248 educational event attendees



SU HOSTS SECOND WORK BULLYING CONFERENCE

THE SECOND WORKPLACE BULLYING AWARENESS CONFERENCE FEATURED LEGISLATORS, EMPLOYEE ADVOCATES, HUMAN RESOURCES CONSULTANTS, AND RESEARCHERS FROM ACROSS THE COUNTRY, SPEAKING ALONGSIDE SU FACULTY IN OCTOBER.

The National Workplace Bullying Coalition and Grove College co-hosted the conference “#Dignity15: Restoring and Protecting Dignity at Work” at SU’s Conference Center. “Dignity has long been recognized as one of the foundations of all human rights,” said Dr. Jerry Carbo, associate professor of management and conference chair. “Despite this, millions of workers suffer bullying, harassment, discrimination, retaliation, and other forms of abusive workplace behavior that strips them of their dignity.

“This conference offered a platform for those who are interested in restoring and protecting workers’ rights to dignity to further the discussion about what we can do to protect this right and what the role should be for labor leaders, worker advocates, HR managers, and others.”

Carbo, a founding member of the coalition, was named to the US Equal Employment Opportunity Commission’s new select task force last March on the Study of Harassment in the Workplace.

During the conference, Dr. Joseph Catanio, associate professor of management information systems, and Dr. Wendy Becker, professor of management discussed “IT Workplace Bullying: What IT Project Managers Should Know About Workplace Bullying.” Featured speakers included Lorena Gonzalez, California assembly woman; Antonio Parkinson, Tennessee State Representative; Erin Johansson, research director for the Jobs With Justice Education Fund and coordinator of the Labor Research and Action Network; and Alan Morse, a clinical and consulting psychologist and president of PsyVantage, LLC.



RECENTLY RETIRED MARSH RECEIVES TECH AWARD

During his thirty-six-year tenure in Grove College, Dr. Michael Marsh, professor of accounting and MIS, said he aimed to stay current with technology.

Over the last seven years, he’s focused on research and teaching in cyber security. He served on the Emerging Technology Committee and even introduced students to Google Glass when it debuted.

For his efforts, he recently was awarded the annual Technology and Library Services Award for Innovation Use of Technology.

Marsh retired at the end of the 2015-16 academic year. In 1990, he was hired to teach in the Department of Decision Sciences and eventually switched to MIS. “The collegiality of faculty and staff around campus made working at Ship a pleasure,

but spending time with students outside of the classroom was what I looked forward to most.”

While at Ship, Marsh received all five Grove College annual faculty excellence awards—teaching (3), research (2), advising, service, and mentorship. He earned an honorable mention for SU’s annual Teaching Innovation and Pedagogy Spotlight Award and also was the author and principal investigator for two state innovation grants.

In retirement, the professor emeritus plans to continue to mentor former students. He also is the corporate advisor for Purple Deck Media, a company launched by a 2012 alum in Scotland. He plans to continue working with the SU Foundation to increase alumni involvement.

FACULTY AWARDS AND GRANTS

FACULTY AWARDS

Northwestern Mutual Financial Network Advising Award
Edward F. Ehret, Jr. Teaching Award
Robert S. Jones Service Award
Christopher and Robin Pruitt Service Award
Staples Distribution Center Service Award
Brad Hollinger Dean’s Service Award
Charles R., Jr. and Joletta Nebel Dean’s Service Award
Volvo CE North America Dean’s Research Award
Schwab Charitable Fund—Robert E. Hamill Research Award
Martin and Krista Babinec Research Award

Dr. Brian Wentz
Dr. Wendy Becker
Dr. Azim Danesh
Dr. M. Blake Hargrove
Dr. Allison Watts
Dr. Sarah Bryant
Dr. William Oberman
Dr. Ronald Taylor
Dr. David Hwang
Dr. Sunhee Choi

FACULTY RESEARCH GRANTS

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

Dr. Irma Hunt
Dr. Viet Dao
Dr. Fan Liu
Dr. June Pham, Brian Wentz

FACULTY ACCOMPLISHMENTS

Dr. William E. Bealing
Professor of
Accounting

Academic Degrees

PhD, Pennsylvania
State University

Refereed Articles

Bealing, W.E. (in press, 2015). "A Chinese Kandi Recipe: One Part Sustainability and One Part Entrepreneurial Spirit." *Review of Business and Finance Studies*.

Dr. Joseph Beck
Associate Professor of
Management

Academic Degrees

PhD, Merage School
of Business, UC Irvine;
MBA, University of
Oregon; BA, University
of California, Berkeley

Papers Under Review

Beck, J.B. & Wiersema, M.F. (2015). "Corporate Divestment: The Impact of Related and Unrelated Diversification," 1st revise and resubmit to *Journal of Management*.

Dr. Wendy S. Becker
Professor of
Management

Visiting Professor,
MCI Management Law
Center, Innsbruck,
Austria

Academic Degrees

PhD, MS, and BS,
Pennsylvania State
University

Presentation of Refereed Papers

Hargrove, M.B., Becker, W.S., & Quick, J. (2015-2016). "The Curvilinear Relationship Between Ethical Arousal and Ethical Performance." Academy of Management, Vancouver, Canada-British Columbia.

Dr. James E. Benton
Associate Professor
of Accounting and
Finance

Academic Degrees

PhD and MA, Old
Dominion University;
JD, Georgia State
University; MSPFP and



MTx, Georgia State University; BS, Northern
Illinois University

Certifications

Personal Financial Specialist, 30501, 2005
(2005); Certified Financial Planner, 072514,
2004 (2004); Georgia Bar, 053525, 2001
(2001); and Certified Public Accountant,
50235, 1989 (1989)

Refereed Articles

Benton, J.E., Najad, S.M., & Donteti, R.V.
(in press, 2015). "A Study of the Lead-
Lag Relationship Between Price Change
and Trading Volume in Futures Markets
Using High-Frequency Data." *International
Journal of Bonds and
Derivatives*.

Dr. Sarah K. Bryant
Full Professor
of Finance

Academic Degrees

PhD and BS, University
Of South Carolina

Refereed Articles

Hunt, I., Bryant, S.K.,
& Taylor, R. (in press,
2016). "A Proposed Economic Development
Cairn Model Designed to Enhance Small
Town Success: A Case Study of Two
Communities." *Journal of Northeastern
Association of Business, Economics, and
Technology*.

International

Bryant, S. (2015-2016, May). Changing
Trade Finance and Economic Development
in Malawi. International Trade and Finance
Association, Sarasota, Florida.

Dr. Jerry A. Carbo
Professor of
Management

Academic Degrees

PhD and MLR, Cornell
University; JD, The
Dickinson School of
Law of Pennsylvania
State University

Refereed Proceedings

Carbo, J.A.,
Hargrove, B.M., & Haase, S.J. (2015). "A
Strategic Model of Union Revitalization—
Expanding the Voss and Sherman Model
of Revitalization for a New Era of Union
Reform." LERA 67th Annual Meeting.



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

Academic Degrees

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

National

Catanio, J.T. & Becker, W. (2015-2016). "IT
Workplace Bullying: What Project Managers
Should Know!" National Workplace Bullying
Coalition Conference, Shippensburg.

State

Becker, W., Bailey, A., & Catanio, J.T.
(2014-2015). "Demonstration of a Business
Case on Workplace Bullying Across Three
Academic Disciplines." Academic Innovation
Conference: Learning Communities in the
Disciplines, Shippensburg.

Working Papers

Catanio, J.T. & Bieber, M. (2016).
"Relationship Analysis: Formalizing
Relationships Within the Systems Analysis
Process," targeted for *Journal of Information
Technology Case and Application Research*.

Dr. Sunhee Choi
Associate Professor
of Marketing

Academic Degrees

PhD, Texas Tech
University, Marketing;
MBA, Marshall
University; BA,
Chonbuk National
University

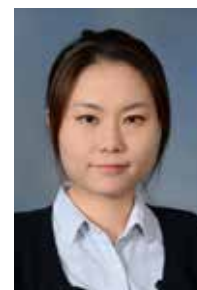
Refereed Articles

Choi, S. (in press,
2015). "RA Theory as a Grand Theory of
Consumer-led Nontariff Barriers." *Asia-
Pacific Journal of Business and Commerce*.

Presentation of Refereed Papers

Choi, S. (2015-2016). "Exporter-specific
and Exporters-general Publicity Impacts
on Automobile Sales Volatility: Evidence
from South Korea." American Marketing
Association Winter Marketing Educators'
Conference, Las Vegas, Nevada.

Choi, S., Duhan, D., & Lee, S. (2015-2016).
"The Relationship Between CSR Appeals
and Product Sales Performance: Seven
Subcategories and Nonlinear Returns.
American Marketing Association Winter
Marketing Educators' Conference, Las
Vegas, Nevada.



Dr. Michael Coolsen
Professor of Marketing

Academic Degrees

PhD, University of North Carolina at Chapel Hill; MS, Shippensburg University; BA, Lafayette College

Refereed Articles

Taylor, R., Coolsen, M.K., & Aubrey, C. (2015). "The Portrayal of US and UK Women's Roles in Advertising: Testing the Mirror. *Quarterly Review of Business Disciplines*.

Refereed Proceedings Abstract Only

Bachoux, A. & Coolsen, M.K. (in press, 2015). "Our Laundry Detergent Supports the Rainforest and So Should You! Investigating the Foot-in-the-door Technique in Cause-Related Marketing." Society for Personality and Social Psychology Conference.

Coolsen, M.K., Aubrey, C., & Taylor, R. (2015). "Consumer Desire for 'One-to-on' Company Tweets: Using Twitter as a Relationship Marketing Tool. *International Academy of Business Disciplines*.

Coolsen, M.K. & Kumashiro, M. (2015). "Material Possessions Aligned with the Ideal Self-elicited Increased Perceptions of Future Positive Life Changes. Society for Personality and Social Psychology Conference.

Kumashiro, M. & Coolsen, M.K. (2015). "Partner Support of Important Goals that Benefit or Harm the Partner. Society for Personality and Social Psychology Conference.

Book Supplement

Coolsen, M.K. (2015). "PowerPoint Slides of Textbook Chapters for Instructor Use." *Kotler & Keller's A Framework for Marketing Management*. Pearson Prentice Hall.

Dr. Viet T. Dao
Associate Professor of Management Information Systems

Academic Degrees

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

Refereed Articles

Dao, V. & Zmud, R. (2015). "The Influence of Technology-Related, Market-Related, and Standards-



Related Strategic Signaling During a Standards War." *IEEE Transactions On Engineering Management*, 62 (3), 300-310.

Dr. M. Blake Hargrove
Associate Professor of Management

Academic Degrees

PhD, University of Texas at Arlington; MA, Webster University; BA, University of the State of New York, Regents College

Papers Under Review

Hargrove, A.E. & Hargrove, M. Blake (2016). "Patient and Parent Experience with Continuous Therapeutic Laryngoscopy," Initial submission to *Annals of the American Thoracic Society*.

Hargrove, M. Blake, Hargrove, D.F., & Becker, W.S. (2016). "Managing Stress: Human Resource Management Interventions in Distress and Eustress," Conditional acceptance to *Journal of Human Resource Education*.

Lavelle, J., Harris, C.P., & Hargrove, M. Blake (2015). "Supervisors and Organizations as Targets of CWB: The Differential Effects of Justice Source and Moderating Roles of Symbolization and Narcissism," 1st revise and resubmit to *Journal of Organizational Behavior*.

Wright, T.A., Huang, C., Hargrove, M.B., & Quick, J. C. (2015). "The Development and Cross-Cultural Validation of the Wright Well-being Inventory (WWI) Using Chinese, Taiwanese, and American Subject Samples," 1st revise and resubmit to *Journal of Leadership and Organizational Studies*.

Carbo, J.A., Haase, S.J., & Hargrove, M. Blake (2015). "Democracy, Militancy, and Union Revitalization," Conditional acceptance to *Advance in Industrial and Labor Relations*.

Working Papers

Hargrove, M.B., Becker, W.S., & Quick, J.C. (2016). "Monotone, Harmony, and Cacaphony: Theoretical Consequences of Ethical Person-Organization Fit," targeted for *Business Ethics Quarterly*.

Hargrove, M. Blake & Goates, N. (2015). "Physiological Confirmation of the Challenge Hindrance Framework," targeted for Academy of Management Annual Meeting.



Hargrove, M. Blake, Quick, J.C., Becker, W.S., & Casper, W.J. (2015). "The Effects of Psychological Capital on Worker Well-being," targeted for *Journal of Management*.

Hargrove, M. Blake, Becker, W.S., Bennett, J., & Quick, J.C. (2015). "PsyCap Training: A Computer-based Training Application for Interventions in the Field," targeted for *Human Resource Development Quarterly*.

Hargrove, M. Blake & Carbo, J.A. (2015). "The Duty of Employers to Violate the Rights of Employees," targeted for *Business Ethics Quarterly*.

Hargrove, M. Blake, Casper, W.J., & Quick, J.C. (2015). "Scale Validation for the Self-Report Stress Response Questionnaire (SRSRQ)," targeted for *Journal of Occupational Health Psychology*.

Dr. Margaretha Hsu
Full Professor of Supply Chain Management

Academic Degree

PhD, Virginia Polytechnic Institute and State University

Full Paper

Hsu, M.M. & Bailey, A. (in press, 2015).

"A Case Study on the Effectiveness of Facebook Advertising to College Students." 2015 American Statistical Association Annual Conference.

Dr. Irma L. Hunt
Assistant Professor, Foundations of Business Administration

Academic Degrees

EdD, Pennsylvania State University; MBA, The American University; MLIS, University of Texas at Austin; BA, University of Texas at Austin.

Recent Publications and Presentations

Hunt, I. (2016). "Using the Balanced Scorecard to Enhance Undergraduate Education in a First-year Business Course: A Pilot Study. *Journal of Education for Business*, doi: 10.1080/08832323.2016.1140114.

Hunt, I., Oberman, W., & Benton, J. (2015-2016, October). "How do you recover? Comebacks after Negative Mentoring Experiences." UNM Mentoring Institute, Albuquerque, New Mexico.

Hunt, I., Taylor, R.K., Mackie, J.J., & Winter, A. (2015-2016, October). "Using



the Balanced Scorecard to Enhance Undergraduate Education in a First-year Business Course: A Pilot Study.” Northeastern Association of Business, Economics and Technology Conference, State College, Pennsylvania.

Working Papers

Winter, A.S. (2015). “Using Balanced Scorecard to Enhance Undergraduate Education in a First-year Business Course: A Pilot Study,” targeted for *Business Teacher Education Journal*.

Dr. David Hwang
Associate Professor
of Supply Chain
Management

Academic Degrees

PhD and MBA,
University of Toledo;
MS and BS, Hanyang
University

Refereed Articles

Hwang, D., Yang, M.,
& Hong, P. (2015).

“Mediating Effect of IT-enabled Capabilities on Competitive Performance Outcomes: An Empirical Investigation of ERP Implementation. *Journal of Engineering and Technology Management*, 35, 1-23.

Hwang, D. & Min, H. (2015). “Identifying the Drivers of ERP and Assessing Its SC Impacts.” *Industrial Management and Data Systems*.

Hwang, D. & Lee, C. (2015). “Critical Factors Affecting Supply Chain Management: A Comparison of South Korea and US.” 2015 DSI Annual Meeting.

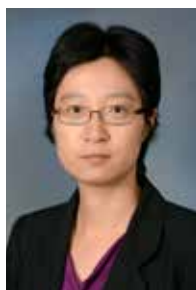
Hwang, D. (2015). “Critical Factors that Affect the Logistics Performance: A Comparison of China, Japan, and Korea.” 7th Global Supply Chain Management Conference.

Hwang, D. & Lee, C. (2015-2016). “Critical Factors Affecting Supply Chain Management: A Comparison of South Korea and US.” 2015 DSI Annual Meeting, Seattle, Washington.

Dr. Fan Liu
Associate Professor
of Finance

Academic Degrees

PhD, Georgia State
University; MS,
Katholieke Universiteit;
BA, Tongji University,
China



Refereed Articles

Liu, F. (2015). “Herd Behavior in the Insurance Market: A Survey.” *International Journal of Economics and Finance*, 7 (11), 154-162.

Liu, F. (2015). “Accident Forgiveness In the Automobile Insurance Contract.” *International Journal of Economics and Finance*, 7 (3), 68-85.

Liu, F. (2015-2016). “Herd Behavior in Auto Insurance Purchase Decision.” Academy of Financial Service, Orlando, Florida.

Liu, F. (2015). “Individual Risk Preferences and Better Car Replacement,” Initial submission to *Journal of Finance and Economics*.

Dr. James Jay Mackie
Associate Professor
of Accounting

Academic Degrees

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

Refereed Articles

Hunt, I. (2016). “Using the Balanced Scorecard to Enhance Undergraduate Education in a First-year Business Course: A Pilot Study.” *Journal of Education for Business*, doi: 10.1080/08832323.2016.1140114.

Mackie, J.J. & Oss, M.E. (2015). “The Emergence of Specialty Medical Homes In The US Health Care System: Initial Financial Performance Data and The Financial Implications For Provider Organizations.” *American Journal of Health Sciences*, 6 (2).

Mackie, J.J., Hunt, I., & Winters, T. (2015-2016). “Using the Balanced Scorecard to Enhance Undergraduate Education in a First-year Business Course: A Pilot Study.” Academy of Business Disciplines National Conference, Fort Myers, Florida.

Papers Under Review

Mackie, J.J. & Oss, M. (2015). “Return on Investment of Digital Therapies: A Model to Estimate the Impact on Health Care Expenditures,” Initial submission to *The American Journal of Managed Care*.



Dr. Mary D. Myers
Full Professor
of Accounting

Academic Degrees

PhD, University of
Maryland; MBA,
Shippensburg
University; BS,
Indiana University of
Pennsylvania



Refereed Articles

Myers, M.D., Kooti, J.G., & Kooti, A.J. (2015). “Does Separate Accounting Accreditation Matter?” *Academy of Business Disciplines Journal*, 7 (1), 63-71.

Dr. Robert O. Neidigh
Assistant Professor
of Supply Chain
Management

Academic Degrees

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



Certifications

Lean Six Sigma Black Belt, 2015 (2015), IASSC.

Refereed Articles

Neidigh, R.O. (in press, 2016). “Using Group Projects to Teach Process Improvement in a Quality Class.” *E-Journal of Business Education and Scholarship of Teaching*.

Dr. William Oberman
Associate Professor
of Management and
Marketing

Academic Degrees

PhD, MBA, MER,
and BA, University of
Pittsburgh



Refereed Articles

Hunt, I., Winter, A., & Oberman, W.D. (2015). “The Past, Present, and Future of Business Education at Shippensburg University.” *Business Teacher Education Journal*.

Refereed Proceedings Full Paper

Hunt, I. L., Oberman, W. D., Juarez, L., & Benton, J. (2015). “How Do You Recover? Comebacks After Negative Mentoring Experiences.” University of New Mexico Mentoring Institute, 8th Annual Mentoring Conference.

Book Chapters Refereed

Oberman, W.D. (2016). “Lobbying Resources and Strategies.” Under Review, *Handbook of Public Affairs*, 2nd. Ed.

National

Hunt, I.L., Oberman, W.D., Juarez, L., & Benton, J. (2015-16). "How Do You Recover? Comebacks After Negative Mentoring Experiences." University of New Mexico Mentoring Institute, 8th Annual Mentoring Conference, Albuquerque, New Mexico.

Dr. June Dung Pham Associate Professor of Finance

Academic Degrees

PhD, University of South Florida; MBA, Marshall University; BBA, Hanoi Foreign Trade University

Certifications

Financial Risk Manager, 2015 (2013-2015); Teaching Online Certification Course, 2013 (2013), Pennsylvania; Certificate of Teaching Effectiveness, 2008 (2008), Florida.

Refereed Articles

Nguyen, T.T., Sutton, N.K., & Pham, D. (2015). "The Post Repurchases Announcement Drift: an anomaly in disguise?" *Managerial Finance*, 41 (2), 205-224.

Pham, D. (2016-2017). "Determinants of Divestiture Method: Asset Sell-off Versus Equity Carve-out." *Eastern Finance Association*, Baltimore, Maryland.

Working Papers

Pham, J. (2015). "Determinants of Divestiture Methods: Asset Sell-off versus Equity Carve-out."

Papers Under Review

Hepworth, A., Smith, L., Schumann, D.W., Chaker, N., Powell, A., Lee, J., (2016). "A Semiotic Analysis of Pharmaceutical Commercials—Panel on Innovative Research in Healthcare Advertising," Initial submission to American Marketing Association Summer Marketing Educators' Conference.

Dr. W. Adam Powell Associate Professor of Marketing

Academic Degrees

PhD, University of Tennessee; MBA, Brigham Young University; BS, Wilmington University; AS, Gloucester County College

Papers Under Review

Hepworth, A., Smith, L., Schumann, D.W., Chaker, N., Powell, A., Lee, J., (2016).



"A Semiotic Analysis of Pharmaceutical Commercials—Panel on Innovative Research in Healthcare Advertising," Initial submission to American Marketing Association Summer Marketing Educators' Conference.

Chaker, N., Powell, A., & Beeler, L. (2016). "Interfunctional Tension: Considering a Socio-psychological Inhibitor of Sales Cross Functional Integration," Initial submission to American Marketing Association Summer Marketing Educators' Conference.

Powell, A., Noble, C.H., Noble, S.M., & Han, S. (2016). "Human vs. Machine: Exploring the Breadth and Implications of CRM Strategies," 1st revise and resubmit to *European Journal of Marketing*.

Powell, A., Moon, M.A., & Hepworth, A. (2015). "An Examination of the Retention of Customer-based Knowledge through Tacit Organizational Memory," 1st revise and resubmit to *Journal Of Business Research*.

Dr. Hong K. Rim Professor of Finance

Academic Degrees

PhD, Pennsylvania State University

Refereed Proceedings Full Paper

Rim, H.K. & Setaputra, R. (2016). "Comparative Study on Spillover Effects: the Case for the US Financial Crisis and the Asian Economic Crisis." *International Conference of Journal of Arts and Sciences*.

Abstract Only

Rim, H.K. & Setaputra, R. (2015). "Study on Diversification Benefits and Financial Market Integration." Academic and Business Research Institute International Conference.

Presentation of Refereed Papers International

Rim, H.K. & Setaputra, R. (2015-2016, May). "Comparative Study on Spillover Effects: the Case for the US Financial Crisis and the Asian Economic Crisis." International Conference of Journal of Arts and Sciences, Toronto, Canada.

Basic or Discovery Scholarship

2015-2016: Rim, H.K., & Setaputra, R., "Study on Diversification Benefits and Financial Market Integration."



Dr. Ronald K. Taylor Professor of Marketing

Academic Degrees

DBA, Southern Illinois University; EdS, Austin Peay State University; MS and BS, Western Illinois University

Refereed Articles

Taylor, R.K. & Minner, D.L. (2016). "NASCAR Sponsorships Alignment Team: A Proposed Model." *Academy of Business Disciplines Journal*, 8 (1), 50-69, doi: ISSN: Online 2150-1033.

Taylor, R.K. & Hunt, I. (in press, 2016). "A Proposed Economic Development Cain Model Designed to Enhance and Small Town Success: A Case Study of Two Communities." *Journal of Northeastern Association of Business, Economics, and Technology*.

Hunt, I. & Taylor, R.K. (2016). "Using the Balanced Scorecard to Enhance Undergraduate Education in a First-year Business Course: A Pilot Study." *Journal of Education for Business*, doi: 10.1080/08832323.2016.1140114.

Taylor, R.K., Coolsen, M.K., & Aubrey, C. (2015). Portrayal of US and UK Women's Roles in Advertising: Testing the Mirror." *Quarterly Review of Business Disciplines*, 2 (1), 31-40.

Refereed Proceedings

Taylor, R.K., Hunt, I.L., & Winter, T.S. (in press, 2015). "Using the Balanced Scorecard to Enhance Undergraduate Education in a First-year Business Course: An Exploratory Study. *Northeastern Association of Business, Economics, and Technology*.

Taylor, R.K. (in press, 2015). "Various Activities to Enhance Undergraduate Education in a First-year Business Course." *Academy of Business Disciplines*.

Abstract Only

Taylor, R.K. & Spicher, C. (in press, 2015). "Revisiting Sales Training: Are Sales Professionals to Include Sales Managers Receiving Adequate Sales Training? In Scott Widmier (Ed.) National Conference in Sales Management, Houston, Texas: Personal Selling and Sales Management.

Taylor, R.K. & Coolsen, M. (in press, 2015). "Consumer Desire for One-to-one Company Tweets: Using Twitter as a Relationship Marketing Tool." In John R. Fisher (Ed.) *International Academy of Business Disciplines*, Orlando, FL: IABD.





Taylor, R.K. & Coolsen, M. (in press, 2015). The Portrayal of US and UK Women's Roles In Advertising: Testing the Mirror." In John R. Fisher (Ed.) International Academy of Business Disciplines, Orlando, FL: IABD.

Dr. Vicki L. Taylor
Associate Professor
of Human Resource
Management

Academic Degrees

PhD, Temple University;
MA, St. Francis
University; BSBA,
Shippensburg University

Refereed Articles

Taylor, V.F. (2016). The
Structured Interview:
A Classroom Exercise.
Journal of Human Resource Education, 10
(1), 14-25.

Dr. Brian Wentz
Associate Professor
of Management
Information Systems

Academic Degrees

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

Refereed Articles

Lazar, J., Abascal, J., Barbosa, S., Barksdale,
J., other authors, et al., Brian Wentz
(2016). "Human-Computer Interaction
and International Public Policymaking: A

Framework for Understanding and Taking
Future Actions." *Foundations and Trends in
Human-Computer Interaction*.

Wentz, B. & Lazar, J. (in press, 2015).
"Promoting Inclusive Design in the
Development of an e-Government Resource
for Public Librarians in the United States."
Universal Access in the Information Society.

Wentz, B. & Lazar, J. (2016). "Exploring
the Impact of Inaccessible Redesign
and Updates." Cambridge Workshop on
Universal Access and Assistive Technology.

Wentz, B., Null, J., Dickson, E., Skinner,
W., Swogger, J., Andrew Thompson
(2015). "Developing and Implementing
an Accessible, Touch-based Web App for
Inclusive Learning." Americas Conference
on Information Systems.

Book

Wentz, B., Jaeger, P. T., & Bertot, J. C.
(2015). *Accessibility for Persons with
Disabilities and the Inclusive Future of
Libraries*, Emerald Group Publishing.

Book Chapters Non-Refereed

Wentz, B., Jaeger, P. T., & Bertot, J. (2016).
"The Intersection of Human Rights, Social
Justice, the Internet, and Accessibility in
Libraries: Access, Education, and Inclusion."
In Press, *Global Inclusion: Disability, Human
Rights, and Information Technology*.

Lazar, J., Wentz, B., & Winckler, M. (2016).
"Information Privacy and Security as a
Human Right for People with Disabilities."

In Press, *Global Inclusion: Disability, Human
Rights, and Information Technology*.

Lazar, J. & Wentz, B. (2016). "Making the
Web More Interactive and Accessible for
Blind People." *Routledge Companion to
Disability and Media*.

Jaeger, P.T., Wentz, B., & Bertot, J.C.
(2015). "Accessibility, Inclusion, and the
Roles of Libraries. *Accessibility for Persons
with Disabilities and the Inclusive Future of
Libraries*. Emerald Group Publishing.

Jaeger, P.T., Wentz, B., & Bertot, J.C.
(2015). "Libraries and the Future of Equal
Access for People with Disabilities: Legal
Frameworks, Human Rights, and Social
Justice." *Accessibility for Persons with
Disabilities and the Inclusive Future of
Libraries*. Emerald Group Publishing.

International

Wentz, B. & Lazar, J. (2015-2016).
"Exploring the Impact of Inaccessible
Redesign and Updates." Cambridge
Workshop on Universal Access and Assistive
Technology, Cambridge, United Kingdom.

Wentz, B. (2015-2016). "Developing and
Implementing an Accessible, Touch-based
Web App for Inclusive Learning." Americas
Conference on Information Systems, Las
Brisas, Puerto Rico.



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Our small classes enable you to interact on a one-to-one basis. This helps you to develop strong communication, interpersonal, teamwork skills, and leadership—all vitally important in today's business world.

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