

COLLEGE OF BUSINESS MAGAZINE

INNO VISION

Tiffany Dejesus

Senior, HR

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KU

INNOVISION

INNOVISION



S B D C
PENNSYLVANIA



eNTREPRENEURIAL
LEADERSHIP CENTER



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LETTER FROM THE DEAN

Learning is what we are all about in the College of Business and this past academic year has taught both students and faculty alike to adapt to a changing environment. Last spring when the pandemic forced all of us to be remote, we halted many of our springtime activities that take place outside the classroom. This year, while we are still doing much remotely, we adjusted so that we could continue with events and co-curricular opportunities that engage and develop our students. Students did their internships virtually. Our COB programming was delivered by webinars or through Zoom. We are very proud of the strong role our Advisory Council played this year in supporting students and faculty in their professional journeys through their virtual efforts. What we learned was that there was a silver lining in all this: a good number of our events had strong attendance because of the convenience of remote delivery.

I would be remiss if I did not mention the exciting news about the deFrancesco building renovation. The faculty and staff who reside in deFran will move to Old Main this summer where we will reside for two years while the renovations occur. This will be the first time that both departments of the COB, as well as the SBDC, will be in the same building! When the renovations are complete, we will all continue to be under the same roof. We will keep you posted on the progress of the renovations in future editions of Innovision.



OUR TEAM

ASSISTANT DEANS

PAIGE M. BROOKINS
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EDITORS

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SYDNEY BURGESE
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LETTER FROM **DR. MARILYN MACKES** COB ADVISORY BOARD CHAIR

Even as we faced the challenges of the COVID-19 pandemic, the 2020 – 21 College of Business Advisory Council targeted three areas for attention to support our students and faculty. Collaboration among industry leaders and KU faculty and administrators resulted in significantly positive outcomes which will impact students now and into the future.

Industry Engagement Task Force

Sub-teams of this task force worked to accomplish the following:

- Development of recommendations based on timely surveys and focus group input.
- Creation of Industry Engagement Value Proposition Talking Points that can be used in a wide range of communications for students and faculty.
- Development of a Student Club Playbook to accelerate student-driven clubs to achieve success in their planning and activities.
- Development of a Top 40 Regional Employer list to focus outreach and connections for a range of College of Business programs.
- Planning a Pilot Program for Experiential Learning for the coming year.

To achieve these efforts, Chair Harry Ziff from East Penn Manufacturing Co. coordinated the work of fifteen team members comprised of Advisory Council industry leaders, faculty and students.

Student Networking Event Task Force

On March 16, 2021, we engaged nine business professionals to meet with COB students via Zoom, providing highly valuable and personalized interactions. Eileen Kowalski of PNC Bank NA chaired this task force and worked collaboratively with the Career Development Center. The topics covered included what employers look for in new hires, how to approach the job search in these challenging times, and strategies for marketing oneself to employers.

Corporate Panel for Faculty Development Task Force

Led by Dan Fogarty of Berks County Workforce Investment Board, the purpose of this task force is to offer faculty development that brings in corporate professionals to provide applied business perspectives on a variety of topics. This year a virtual panel comprised of human resource professionals and hiring managers from diverse industries discussed the latest developments in recruitment and hiring trends for college students. The event took place on March 10, 2021, and was moderated by council member Connie Faylor of Ben Franklin Technology Partners. Faculty members will be able



to use the information from this engaging session to enhance the career advice they offer their student advisees.

Looking Ahead

The COB Advisory Council is committed to strengthening the learning experience of our students and their transition into the future workforce. We will continue to build on the Advisory Council work already in progress, initiate new efforts that can benefit our students and faculty, and explore collaborations that can benefit our Kutztown University community.

ADVISORY COUNCIL

MARILYN MACKES, CHAIR	LOU FROMM
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RUSHI AMIN	NIK MARTIN
LORI DONOFRIO-GALLEY	ZACK MOORE
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DANIEL FOGARTY	ANN WALSH
LEE FREEMAN	HARRY ZIFF
	RICHARD ZILMER

PERSEVERANCE

The theme of this edition of Innovision is perseverance.

Perseverance is the ability to keep doing something despite facing obstacles, big or small. People who persevere show steadfastness in doing something despite how hard it is or how long it takes to reach that goal.

This year, just like many schools across the country, the Kutztown University community has demonstrated perseverance. It was a struggle to learn how to safely be on campus and not put our friends and family in danger, but Kutztown University made the transition of moving back on campus seamless. Kutztown University ensured that the Center for Disease Control and Prevention (CDC) guidelines were followed by maintaining social distancing and required mandatory mask wearing everywhere on campus. This experience was new for all of us. Whether you were starting out the academic year as a freshman or looking forward to graduating in the spring, everyone had to pause and learn how to protect themselves and others.

The idea of “normal” had changed and business was no longer business as usual. Learning moved to a remote environment where friends and teachers were no longer in the same room, but rather were distinguished as squares on a computer screen. Adjustments of all shapes and sizes were made by every member of this campus community.

It is the Kutztown University students, faculty, and staff who are at the heart of this campus. These individuals have shown that they are strong and determined, exhibiting the same passion and drive that makes this campus as beautiful on the inside, as it is on the outside. Without a doubt, there have been many challenges throughout this year, but despite it all, the Kutztown University community has persevered.



EVENTS

AMA EVENT

COVID-19, explaining that it has been a rough transition, but it will only get better moving forward. "COVID is a real thing. It's just horrible," Berardelli remarked, "but sometimes it's ideal to work from home."

Berardelli reminded students of the importance of getting involved in student club meetings and campus events, where students will pick up on little things that will be useful in their future careers.

Berardelli gained meaningful experience with two different internships while at KU. She was a summer intern at the Lehigh Valley Airport, which led to the creation of a part-time position designed specifically for her. She recalled benefiting a lot from working at the airport, but she had to leave that position in her junior year to take an internship at Target, which provided additional career growth opportunities. She was majoring in both management and marketing, but soon realized that management was not for her.

Berardelli also explained that LinkedIn can be a crucial tool in finding a job or an internship. Students should make a LinkedIn profile, keep the profile up-to-date, and stay active on LinkedIn. She explained that recruiters and hiring managers review LinkedIn profiles, therefore a stagnant profile will not provide an effective or positive impression. That is something that Berardelli learned in her early years of college and said, "You're building your basis now." She also noted LinkedIn is a great networking platform, especially during these times in which we cannot network in person.



BUSINESS IDEA COMPETITION

On November 5, 2020, the Kutztown University (KU) Entrepreneurial Leadership Center (ELC) hosted the 10th annual Business Idea Competition (BIC). The Business Idea Competition provides KU students of all disciplines the opportunity to explore their creative business ideas, receive feedback from accomplished business mentors, and win a cash prize.

Round one consisted of students submitting their business idea proposal. Each proposal was scored using a rubric by a panel of KU faculty and staff, and the proposals with the highest scores advanced to the final round, live presentations. Six students advanced to the finals, and were matched with a business mentor who helped guide them in preparing their five-minute pitch presentation. The business mentors were: Connie Taylor, Regional Manager at Ben Franklin Technology Partners; Ray Melcher, President of Marathon Capital Advisors; Kim O'Neill, Assistant Dean, College of Business; Peter Rittenhouse, President of Rittenhouse Gap Advisors; Ken Ritter, Chief Financial Officer and Vice President of Heyco Metals; and Dr. Maura Shelton, STEM Instructor at a Seattle, Washington high school.

The six finalists presented their 5-minute pitch to a panel of judges, which gave them the chance to win up to \$1,000 donated by Jack Gottlieb ('00), Founder and Chief Executive Officer of Total Solutions Group. The panel of judges included Jack Gottlieb; Eileen Kowalski, Senior Vice President Business Credit, Training Development and Quality Control; Tracie Springer, Executive Director and Affiliate Founder of Dress for Success Allentown; and John Stetler, Director of Kutztown University Small Business Development Center.

Due to the COVID-19 pandemic, Dr. Paige Brookins, Assistant Dean, College of Business and director of the Entrepreneurial Leadership Center, along with her staff planned and coordinated the virtual event. The virtual component presented opportunities allowing participation from more than just the local community. The Business Idea Competition was a great success with first place awarded to Yvonne Kanyi with Beauty Square, second place Aishwarya Singh with College Cram, and third place awarded to Katelyn Wehr with Knees Up Events. Congratulations to all of the student presenters and winners!



YVONNE KANYI
1ST PLACE WINNER



AISHWARYA SINGH
2ND PLACE WINNER



KATELYN WEHR
3RD PLACE WINNER

AIM ASSOCIATION

In 2005, Dr. Jonathan Kramer and the Kutztown University Foundation (KUF) conceptualized the epitome of experiential learning opportunities for undergraduates interested in a career in the field of finance - the Applied Investment Management (AIM) program. The intent was to provide students the opportunity to apply their classroom knowledge in a real-world environment, molding them into better professional candidates upon graduation. Since then, the AIM program has experienced rapid growth and has evolved into two entities – the AIM course and the AIM Association.

The AIM course is a student-led investment committee that manages an endowment from the KU Foundation valued over \$850,000. The investment committee is comprised of a group of students, handpicked by faculty based on a track record of excellence in the classroom and campus community, who act as analysts during the semester. As analysts, students get the chance to conduct research on securities of their choice, hone their critical thinking, presentation and communication skills, and utilize cutting-edge market intelligence software such as FactSet.

Because of the success of the AIM course, the KUF urged the finance faculty to create another avenue for students to develop their interest and skills in portfolio management. The AIM Association, a student-organization that is used as a platform to engage and educate students in investment management, was then created. The AIM Association's primary objective is to give all undergraduate students the opportunity to manage money, along with the insight and information necessary to be successful. The AIM Association hosts a number of activity-based workshops and events during the course

of the semester where KU alumni come to share their wisdom and knowledge with students. By doing so, the AIM Association acts as an important catalyst in the development of an investment culture at KU's College of Business. Additionally, the AIM Association helps prepare interested underclassmen to become ideal candidates of the AIM course.

The world-renowned English naturalist, geologist, and botanist Charles Darwin argued that the survival of an organism is predicated on its ability to adapt to its environment. Much like a living organism, the AIM program has adapted to the ever-changing environment of higher education and the world of finance to stay relevant. This last semester, the AIM program has taken some major strides towards remaining relevant – both in an educational and financial setting.

In the past, the AIM portfolio solely consisted out of equities, but the faculty advisors and investment committee of the KUF stressed the importance of adding fixed-income securities to enhance the experiential learning opportunity of the course. The investment policy statement has been revised to accommodate fixed-income securities and will be implemented during the Fall 2021 semester.

In addition, the AIM program launched a massive alumni outreach campaign with the help of the KU Foundation's Engagement Center, in an attempt to reconnect with its illustrious alumni base.

To learn more about the AIM Program, visit our website and follow us on social media!

Website: <https://www.kuf.org/orgs/aim-association/aim-association-landing-page>

Instagram: <https://instagram.com/kuaimassociation?igshid=1p1wp9yk9qdge>

LinkedIn: <https://www.linkedin.com/company/kutztown-university-applied-investment-management-association-a-i-m/>

Twitter: https://mobile.twitter.com/applied_m

DAVID NASSAR

To say David Nassar ('86) is busy is an understatement. David founded and was CEO of Marketwise Securities, Inc., a pioneering electronic trading firm, which was sold in 2006. He has been seen on CNBC, NBC Nightly

News, CNN and published and interviewed in numerous national publications, including the Wall Street Journal, Business Week, Barron's and Forbes. Nassar is also a New York Times bestselling author and has written five books. Since 2006, David founded Flying Lady Winery in Napa Valley and he continues to actively trade the market and develop real estate projects in Colorado, among other endeavors.

And now, he can add "Expert in Residence" for Kutztown University's Applied Investment Management (AIM) Association to his list of accomplishments.

"We are tremendously excited to have David, one of the most renowned day traders in the field of finance, share his wisdom with our AIM Association students," said Dr. Anne Carroll, dean of the College of Business. "So many investors have looked to his books, trading courses, and his company, MarketWise, for investment insights. I'm thrilled that our students have a front-row seat for this master investor and the opportunity to directly interact with him through the seminars he delivers to the class. It will be an incredible learning experience."

A self-described "late bloomer," Nassar credits Kutztown University with helping him to discover his passions and talents.

"I am thrilled to be able to come back and offer something to today's students," said Nassar. "The aperture of my lens opened at Kutztown, and the early pinpoints of light brought focus. By graduation, I left with an insatiable curiosity of the markets, a pilot's license, woodworking skills, and a college degree. I am very excited to contribute to the AIM Association!"



SBDC

JOHN STETLER

The Pennsylvania Small Business Development Center (PASBDC) announced John Stetler as the new director of Kutztown University Small Business Development Center (KUSBDC) on September 14th.

Stetler will succeed Sonya Smith, who has been serving as center director and associate state director for over two years. The KUSBDC is one of 16 centers in Pennsylvania and serves small businesses and entrepreneurs in Berks, Chester, Dauphin, Lancaster, and Lebanon Counties.

Stetler joins the KUSBDC with over 15 years of experience working with businesses and organizations, helping to increase profitability, productivity, improve company culture, and business growth. Also, Stetler worked in management, entrepreneurship, finance, human resources, project change management, and business operations.

"I'm excited to be a part of the KUSBDC to continue to provide services to the community and help entrepreneurs start, grow, and prosper their businesses and achieve their dreams. It's a great feeling to give back to the community," said Stetler.

In his new role, Stetler has primary responsibility for planning, developing, and implementing programs offered by the U.S. Small Business Administration (SBA) funded programs of the KUSBDC. He will identify resource requirements and strategies to deliver such programs and services, secure and maintain the funding necessary to operate and sustain KUSBDC and accomplish program goals and objectives. Additionally, Stetler will consult aspiring start-ups, growth companies and businesses looking for disaster recovery within the KUSBDC's region.



About the Pennsylvania Small Business Development Center (PASBDC)

The Pennsylvania Small Business Development Centers (PASBDC) supports the economic development of Pennsylvania by providing entrepreneurs and small businesses with individual consultations, comprehensive education, and information necessary to help their businesses start, grow, and prosper. SBDCs deliver consulting services and educational programs through a network of 16 locations across

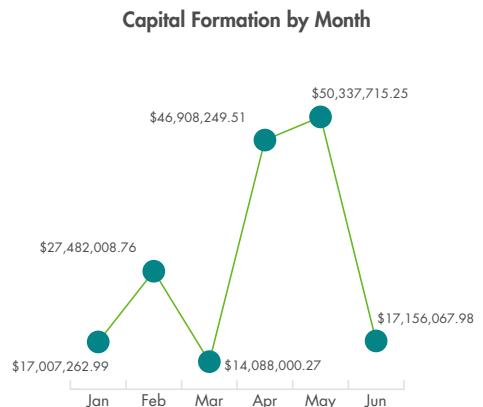
Pennsylvania. Consultants work with entrepreneurs in confidential, one-on-one sessions to help them with issues including new business development, shaping a business plan, investigating funding opportunities, and much more. SBDCs also address concerns about navigating and recovering during the COVID-19 crisis. Additional services include helping with disaster loan applications, long-term planning, economic loss estimations, and business preparedness. For more information on the PASBDC services and impact, please visit www.pasbdc.org.



For the period January 1–June 30, 2020, the PASBDC...



Client Count For the Top 10 Industry Sectors Served



GRAND TOTAL
\$172,979,304.76

STUDENT SPOTLIGHT

MALISSA SHACHTER

Malissa Shachter is an alumna who recently graduated in the fall 2020 semester, with a major in marketing and a minor in economics. Malissa is the first in her family to major in business and she expressed her excitement. She stated that her favorite business class was Advertising Management with Dr. Kang, "although it was a three-hour class, I genuinely thought it would ruin my Mondays during my junior year, however Dr. Kang made the class fun and engaging and I really learned a lot."

Last spring semester when Kutztown classes were converted to online, many students struggled in the beginning and Malissa was no different. When asked what advice she would give to students taking classes remotely and struggling she said, "throughout college, I had been a straight A student, always eager to excel. Once the pandemic hit, however, it threw me off completely. My best advice

for students who are having trouble with online classes, is to not be too hard on yourself. The reason I failed that semester was because I had so many ideas of how to be a perfect student, and when I couldn't measure up, I choked."

"My best advice for students who are having trouble with online classes, is to not be too hard on yourself."

She continued, "When you decide to say this may not be my best semester and that's ok, you will prosper because the pressure of high performance no longer clouds your conscience, that happened to me. Enjoy your classes, pay attention and engage, always try your homework even if you're not sure it's correct, embrace the possibility of getting a B or C-of merely surviving! It sounds crazy to not strive for perfection, but always remember that you're trying your best and that professors are more understanding than they appear, so ask for help because after all, we're in a pandemic."



PROFESSOR CEBULA

Professor Kerri Cebula, J.D., is an Associate Professor in the Sport Management and Leadership Studies department. She holds a J.D. from Marquette University Law School, where she also earned the Certificate in Sports Law from the National Sports Law Institute of Marquette University Law School. In addition to being a lawyer, Professor Cebula does legal research, specializing in motorsports and the law, more specifically trade secrets and motorsports.

Professor Cebula explains that trade secrets are not as crucial in the United States where prescribed ways are used to build and design a car. For example, an IndyCar runs on the same chassis with only two engine designers, Honda and Chevrolet, and the engines are made to regulations specified by a governing body. In contrast, trade secrets are extremely significant for Formula One (Formula 1), which is traditionally based in Europe but operates worldwide. In Formula 1, the cars are all very different. There are lawsuits against Ferrari for using an illegal engine part, and yet the Fédération Internationale de l'Automobile (FIA) said that it cannot be sure if the part is illegal. Usually when the FIA releases a penalty against a team, it draws out all the details of the engine, but Ferrari requested that this not be done since it is still using the engine and disclosure would provide its competitors with valuable information. This has been ongoing for a year.

Another lawsuit this year accuses Racing Point Car of directly duplicating Mercedes. Several years ago, a similar scandal involved a mechanic with Ferrari who sold trade secrets to another team. He was prosecuted in Italy under corporate espionage and served time in prison.

The situation is further complicated by the varying legal definitions and protections of trade secrets in different countries. The FIA is based in Paris and governed under Swiss law. While most Formula 1 teams are governed under United Kingdom of English law, Ferrari and Alfa Romeo are governed under Italian law. The commercial rights holder for Formula 1 is based in London, but Formula 1 races are held all over the world. Professor Cebula described this as "a real big mess."

When asked about the connection between sports and the law, Professor Cebula responds to students with an easy example, "If someone gets hit by a baseball, they can sue." Another question subsequently asked by students pertains to the NBA playing in a bubble while NCAA does not. Professor Cebula explains "because the NBA is under labor law and the NCAA has no control over that."

Professor Cebula has always been a motorsport fan but her career path is in college athletics. She went back and forth from college athletics and law but eventually settled on law. Although it may seem unusual to focus on a sport that is not as popular in the United States as it is in the rest of the world, Professor Cebula is especially passionate about her work and research on motorsports. European motorsports, specifically, have caught her eye. The reason being that Formula 1 models are innovative, with cars differing from year to year, whereas NASCAR's exterior design is always the same. Professor Cebula describes Formula 1 as "more glamorous."



Going back to trade secrets, in response to the hypothetical question, "If a racecar crashes and falls apart exposing the engine and interior design, what happens next?" Professor Cebula exclaimed that that scenario has happened before. Teams could potentially lose their secret, but it is not very common since people cannot see what is going on inside the engine. Again, it all depends on the country.

Professor Cebula wants to thank the library for being very helpful with her research.

FACULTY SPOTLIGHT

SPORTS MANAGEMENT

FEATURED SPEAKER

Kutztown University Sport Management and Leadership Studies students won 2nd place April 23rd at the 2021 Pennsylvania Sports Business Conference (PASBC) Case Competition. Sport Management major Cole Single also received an Outstanding Student Award at the conference. The PASBC Case Competition is sponsored by Living Sport and this year's case provider is the University of Akron's Athletic Department.



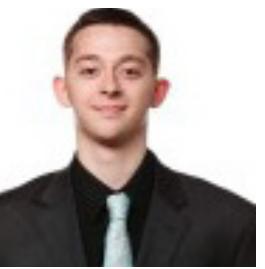
CONNOR FAHIE

"I had a great experience as a participant in the PASBC Case Competition. I loved collaborating with my teammates while trying to solve a real-world problem for an actual sport organization. Although it would have been nice to travel and meet everyone in person, Zoom served as a great platform for live presentations. Although we wanted to win, our team achieved second place in the case competition which we are proud of. Talking with professionals in the field and sharing our ideas was a valuable experience that anyone who is in the major should take part in."



LOGAN KEMP

"I believe the PASBC Case Competition was a great success for our team at Kutztown. The exposure and generation of new marketing ideas and strategies for the University of Akron was a great experience. Thank you to all members involved in the competition!"



ZACH MILLER

"Overall, I thoroughly enjoyed participating in the case competition. Getting to compete with my teammates and obtain feedback from some professionals in the field is a great learning experience. Although I wish the competition was in person, the competition did not miss a beat despite being on Zoom. It was a great experience and I highly recommend it to all students in the major."



COLE SINGLE

"As this was my second case competition, I was able to use what I learned two years ago to help the team improve our finish from 3rd to 2nd. The event as a whole, even in a virtual setting, was a great learning experience for young sport industry professionals like myself. I look forward to the future when we can have Kutztown University students go back to the PA Sports Business Conference in-person. It really is the best experience and networking opportunity that we currently have in the major. I recommend anyone who is willing and able to go in the future to do it."

JANELE MAREK

Janele Urbansky Marek ('00) is a Kutztown University success. She graduated with a marketing degree and was interested in pursuing a career in either sports marketing or advertising. During her senior year, she volunteered for the Winter Goodwill Games, so she applied for an opening as Marketing Assistant for the USA Luge team. Janele stated that her volunteer work definitely created opportunities for the USA Luge Team to review her resume as she was able to mention the people she worked with. She also slid skeleton during her volunteer work and has the scars to prove it.

After leaving the sports life, Janele spent over 10 years in small advertising agencies in account management trying to learn and absorb as much as she could about account management. Growing up in small agencies was best, she observed, as she got to touch everything and learn so much including the variety of and uses for media and print products. She was able to work with some big clients like Hanes brand, Lowes Home Improvement, Ekornes/Stressless (Norwegian home furnishing brands) and Fruit of the Loom. Janele mentioned that there were some real cool days on the job, for instance "when I got to put on the Apple suit from the Fruit of the Loom guys, seriously I did that. It was awesome. Or when I got to go to the Emmys to see our Stressless furniture being used backstage in the Architectural Digest green room, Incredible!"

Currently, Janele works at Highmark Health, and has done so for the past eight years. She mentioned that there is no typical day and her day to day workload depends if they are preparing for a new campaign. Janele said, "Out of everything I've done, I find healthcare more rewarding because I'm helping people. No, I'm not the one actually testing patients, but I'm the team behind them- I am telling the stories of the patients/members and the doctors, so people know of the quality care we provide."

"Never stop learning. Always take calculated risks. That's what will separate the good from the great."

The success Janele has reached includes winning several Effie Awards, the most prestigious in the field of advertising. How did Janele achieve these successes? "Set goals at the start of the campaign and never give up on them. Sometimes you need sheer will and the passion to convince a team of people to join you in your project. If you believe hard enough, people will help. They will feel your passion and passion is contagious." That is how she was able to work on the #MyWishForMoms project as her team worked with Chrissy Teigen, model, author, and mother, to run a successful social media campaign raising awareness for postpartum depression. Her advice to undergraduate students getting ready to enter the workforce is, "Never stop learning. Always take calculated risks. That's what will separate the good from the great."



Janele Marek is pictured on the far left in the front row.



ENTREPRENEURSHIP WEEK 2021

KEYNOTE SPEAKER



JACK GULATI

Jack Gulati, 50-year serial entrepreneur was the keynote speaker for Entrepreneurship Week. Gulati is a 1966 graduate from the University of Minnesota with a degree in mathematics and has owned 44 companies worldwide, such as The Allen Americans Hockey Team and The Reading Royals Hockey Team. After coming out of his second retirement, he wrote a book called *Serial Entrepreneur: Balancing Business and Family to Achieve True Wealth and Happiness*, published on September 21, 2012. "In my opinion, both of those go hand in hand." Gulati believes that without family, one cannot be happy. In regards to his book, Gulati expresses why he wants people to read it; "I wanted to communicate to the next generations what it takes to be an entrepreneur." The book is a guide for

anyone, beginners or not. You can find tips, advice and mistakes that turned into lessons. After graduating, Gulati bought his own car, a Mustang convertible. Unfortunately, like any other student straight out of college, he didn't have the finances to pay for it. So, the solution was monthly payments for 3 years. Five years later, he was able to save up enough money to buy his next car with cash. The lesson he shared is to never buy depreciating assets on credit. Most of the time we need to buy major purchases on credit such as homes, cars, major appliances and more. The goal is to pay off your credit card charges in full every month. Students were engaging with the speaker and learned a lot from him. Students were particularly interested in the characteristics of a successful entrepreneur.

WOMEN'S PANEL



Dena Breslin



Jennifer Lau



Talia McKinney



Amy J. Miller, Esquire

The number of women entrepreneurs, according to the State of Women-Owned Business Report is increasing (2019). Women have shown themselves to be vital in spurring economic growth. In light of this, the Entrepreneurial Leadership Center along with the Northeast Berks Chamber hosted a Women's Entrepreneur Panel on Wednesday, March 24th. The panelists included four women entrepreneurs: Dena Breslin of DenaB Coaching; Jennifer Lau of Farmhouse Flowers; Amy J. Miller, Esquire of Miller Thielen, P.C.; and Kutztown University alumna ('06), Talia McKinney, licensed Real Estate Salesperson and member of Ryan Serhani's team from Bravo's Million Dollar Listing NYC. The panel was moderated by Lori Donofrio-Galley, Executive Director of the Northeast Berks Chamber of Commerce.

The discussion surrounded the theme *Adapting in a Changing Business Landscape*, giving the audience a perspective of how each woman entrepreneur redefined their work habits and day-to-day business operations due to the challenges created by the COVID-19 pandemic. The panelists shared their personal experience of diversifying their business services and products to best serve their

customers while maintaining safety. Jennifer Lau stated that it was important for her business to "collaborate with other small businesses and build relationships." Talia McKinney credited her success through this pandemic by continuing to build relationships with her clients and "talking with them about what they are going through." The pandemic diversified how Attorney Miller meets with her clients, and she stated that this will be continued in the future. When meeting with clients she will use a "hybrid of zoom consultations and phone consultations and less in-person meetings." In today's challenges of being a business owner, Dena Breslin expressed that the key to staying innovative and agile and providing customers with what they really want and need is networking. After determining your "ideal client and when networking with them you get to ask them the one thing that they are experiencing right now that they wish they had a solution for, just ask them." The discussion concluded with the lasting impression that in anything you do, it is important to be the best version of yourself.

STUDENT PANEL



Madelin Holm



Yvonne Kanyi



Katelyn Wehr



McKayla Grundahl



Laquan Drago

On March 25th, Entrepreneurship week presented the Student Entrepreneurship Panel. Students shared their business experiences and inspired their peers. One student, Yvonne Kanyi, shared that social media has really helped with her business. "I, now, have people who feel like my online friends and they support my business because we bonded over something beyond me trying to make money off of them." Kanyi emphasized the importance of having a connection with customers. John Stetler, the moderator, asked the panel whether it's beneficial to work in the field before finalizing your major or vice versa and the answers were mixed. Some said it's better to "get your foot in the door" to get a sense of the industry but others disagreed. Laquan Drago stated that students tend to change their

majors, in fact, nearly a third of them change it every year. Going through your major first definitely gives you a boost for future job acquisitions and/or internships. Another student chimed in and said that work experience is "overrated", and you can learn on the go. A big factor in succeeding is time management, but sometimes it's hard to master. Madelin Holm closed off the event by informing students that deadlines in the field are crucial. Her previous job experience, working with horses, taught her exactly that. Work gets busy and hectic, but she learned how to handle and manage it. Being an entrepreneur takes patience and time; networking, managing employees, expanding your business and other aspects, but in the end it's all worth it.

FAMILY BUSINESS PANEL



Barry Schlouch



Missy Wilson



Jamey Maack

Entrepreneurship Week 2021 ended on Friday, March 26th, with the Family Business Panel. The event started with honoring Mr. Jack Gottlieb for his service to Kutztown University's College of Business and Entrepreneurial Leadership Center. Opening remarks were given by Congressman Dan Meuser of Pennsylvania's 9th Congressional District. Meuser serves on the House Small Business Committee and Foreign Affairs Committees. He believes, "Entrepreneurs have made America great over the years" and he attributes the growth of our economy to "we are entrepreneurs, we are innovators, we are a country of small businesses."

The highlight of the event was the Family Business Panel facilitated by Ms. Kimberly O'Neill, Kutztown University Assistant Dean, College of Business. The panel consisted of three family businesses: Missy Wilson, Co-Owner and Manager of Setter Ridge Vineyard, a second-generation family business; Jamey Maack, President and Co-Owner of US Anodize, formally known as Industrial Metal Plating, a third-generation family business; and Barry Schlouch, Co-founder and President of Schlouch, Inc. Schlouch was joined by his wife, Deb, a co-founder of Schlouch, Inc.

The COVID-19 pandemic has presented challenges for the business owners, but has also afforded them with opportunities. Schlouch stated that the top priorities for his business are "safety, quality, and delivery." They increased their safety culture, which has given them an advantage over other businesses, as Barry Schlouch is a board-certified safety professional. Wilson stated, "the pandemic gave Setter Ridge Vineyards the opportunity to be creative...trying to refresh and renew as you are constantly thinking of new and exciting ways to do something different." Maack shared that US Anodize adapted to the unique personal situations of family and employees by

prioritizing safety, working to answer the question, "how do we make our employees feel comfortable and at the same time continue to do their job during a time when peoples' mental health is just as important as their physical health?" He explained that US Anodize management ensured employees understood that their efforts "make a big difference" because many of US Anodize's customers are in the medical industry. Employees were provided a flexible work schedule, and proper personal protection equipment was available to maintain safety.

Business leaders adjusted their leadership styles to the demands created by the pandemic. Wilson stated that her leadership approach changed from top-down to all-inclusive. The decision-making process was better enriched because there was an understanding that everyone, including employees, have great suggestions and ideas. A group of business leaders that included Schlouch impacted the community by creating a PA 30-day fund to help small businesses during the pandemic. This fund was made available to Berks County businesses that were operational for at least a year and employed 3-20 people. Thirty-eight businesses were selected and received \$3,000 to be used for overhead cost.

The skill of resiliency as an entrepreneur is important in being successful in the business world, especially during the pandemic. Employers should encourage employees to develop this skill. Schlouch indicated that the best way to develop resiliency amongst your employees is to "trust them and you genuinely care for them and help them." Maack agreed with Schlouch's words of trust and added that you always "lead by example and stay consistent."

AWARDS

COLLEGE OF BUSINESS 2021 SENIOR AWARDS

COB Leadership

Dr. Anne Carroll
Dean, College of Business

Dr. Paige Brookins
Assistant Dean, College of Business

Kimberly O'Neill
Assistant Dean, College of Business

Dr. Gary Chao
Chair, Department of Business Administration

Professor Elizabeth Rogol
Chair, Department of Sport Management & Leadership Studies

Accounting

Accounting Club Service Award:
Kyle Reppy

Association of Certified Fraud Examiners (ACFE) Award:
Elizabeth Fryling

Institute of Internal Auditors (IIA) Award:
Trevor Smith

Institute of Management Accountants (IMA) Award:

Jessica Hallowell

Pennsylvania Institute of Certified Public Accountants Award:

Alyssa Romoho

Robert Weiss CPA Memorial Award for Excellence in Tax:

Kevin Somdat

Management

Outstanding Achievement in Management Award:

Andrew DeCocinis

Outstanding Achievement in Management Award:

Judith Croteau

Marketing

Outstanding Achievement in Marketing Award:

Briana Iannelli

Olivia Bauer

Supply Chain Management

Outstanding Academic Achievement in Logistics and Supply Chain Management Award:

Sydney Fisher

Council of Supply Chain Management Professionals Service Award:

Dylan Drager

Finance

Overall Top Academic Achievement in Finance Award:

Dan Chen See

Michael R. Dent

Applied Investment Management Leadership Award:

Chris Waller

Gerald Lowe

Outstanding Achievement in Personal Financial Planning sponsored by Milestone Financial Assoc., LLC:

Katelyn M. Wehr

Sport Management & Leadership Studies

Outstanding Achievement in Department of Sport Management and Leadership Studies:

Cole Single

Outstanding Academic Achievement in Sport Management Award:

Zoe Zerman

Outstanding Academic Achievement in Coaching and Athletic Administration Minor Award:

Kenton Meckley

Outstanding Academic Achievement in Fitness Administration Minor Award:

Carissa Kiapes

BUSINESS TEACHING RETIREES

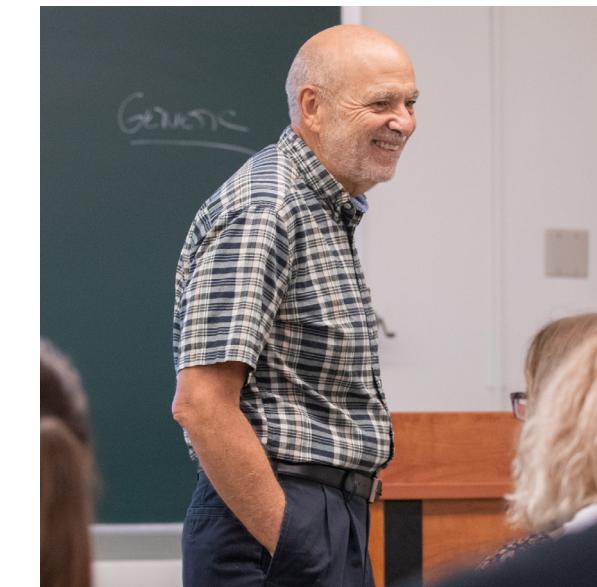


CHRISTINE LOTTES

Dr. Christine Lottes, a Professor in the Sport Management and Leadership Studies department, will retire on June 30, 2021, marking the end of 45 years teaching in higher education and a 29-year career at Kutztown University. Professor Elizabeth Rogol, chair of the Sport Management and Leadership Studies department, observes, "Dr. Lottes' retirement is going to create a large void in the department and for our students. She is a passionate, dedicated professional who has spent her career faithfully committed to developing students, mentoring new departmental faculty, and loyally serving the department and the university. She modelled integrity. Her effervescence will be missed."

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In reflecting on her retirement, Dr. Lottes shares: I graduated in May of 1976 from Valparaiso University. Three months later, I was sitting in a department meeting as a new "hire" at Taylor University feeling very out-of-place and way too young! They had a part-time position and, with college teaching as my professional goal, I was a 22-year-old who was thrilled to be there! Forty-five years later, I found myself sitting in my last department meeting at KU, flashing back on my first meeting in 1976 and the years in between. I have been blessed by God to be able to spend my professional life, teaching and coaching with inspiring colleagues and wonderful students. My greatest joys have come from interacting with students inside and outside of the classroom. Whether it is challenging a freshman to make the necessary changes to be successful in college or talking to a senior on the verge of graduating and just as scared about changes to come, I have been honored to be part of these students' lives.

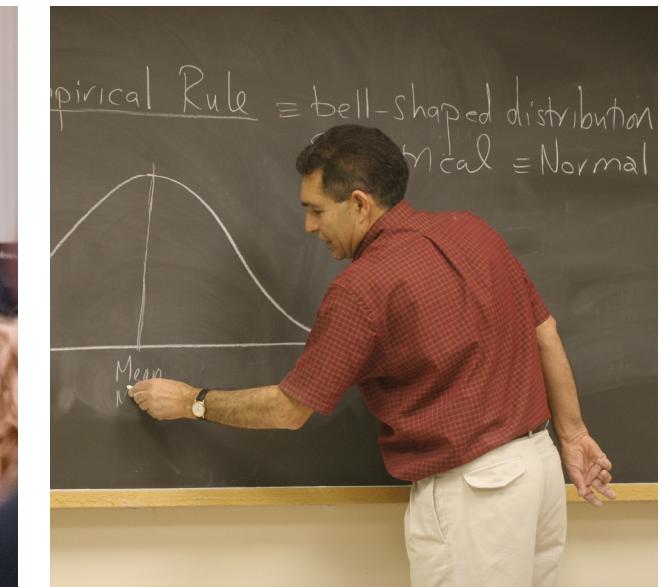


VICTOR MASSAD

Dr. Victor Massad, an Associate Professor in the Department of Business Administration, will retire from Kutztown University on August 27, 2021. Dr. Massad joined the KU marketing faculty in 2009, teaching courses in Consumer Behavior, E-Commerce Marketing, Personal Selling, and Principles of Marketing, among others.

"I worked at a total of 6 colleges and universities through my academic career. Of all the places I have been, the students at KU are by far the most optimistic of the bunch."

As he looks back on his time with KU, Dr. Massad shares, "I worked at a total of 6 colleges and universities through my academic career. Of all the places I have been, the students at KU are by far the most optimistic of the bunch. That always seemed paradoxical to me because our students are also the least privileged of any I have taught. This student optimism is the thing I will remember most about my years at Kutztown. It is the thing that kept me looking forward to coming back through some of the darkest years of my life, including the year my late wife lost her battle with cancer. These kids were always there with an encouraging word, and I could see they carried with them an innate sense of hope, and a conviction that things would turn out fine. That is what kept me coming back, and that is what I will miss most about the place."



ABDUL SRAIHEEN

After 32 years as KU faculty, Dr. Abdul Sraiheen will retire on June 30, 2021. Dr. Sraiheen, an Associate Professor in the Department of Business Administration, joined KU faculty in 1989. In addition to teaching courses in economics, statistics, and business information systems, he has provided invaluable service to the Department of Business Administration, including most recently as an Assistant Chair and prior to that the Economics Discipline Coordinator.

"I could not have asked for a better mentor than Abdul."

Dr. Fred Esposto, Associate Professor and Economics Discipline Coordinator, shares, "When I arrived at KU, I could not have asked for a better mentor than Abdul. Whether it was explaining the University's class management system, directing me through the ins and outs of advising, helping me with my tenure application, or just being there to answer the endless questions of a "newbie," I could always count on his seemingly unlimited knowledge. Supporting his colleagues, however, only partially reflected his overall dedication to KU and its students. It was also demonstrated by his readiness to serve in countless roles from committee member to department chair. His dedication inspired me and many others who came after him."



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