

COLLEGE OF BUSINESS MAGAZINE

INNOVISION

FALL 2023 | ISSUE 33



de FRANCESCO RIBBON-CUTTING

**See de Francisco's
reopening after renovation.**

Page 6

KU

INNOVISION



ENTREPRENEURIAL
LEADERSHIP CENTER



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LETTER FROM **THE DEAN**



This fall marks our first semester in the newly renovated de Francesco building and we are thrilled with our new spaces. Students are very happy with the new gathering spaces that are now in place, and the study rooms are well-utilized. Thanks to a generous donation by the Beebe family, we now have a first-class boardroom that is the most impressive meeting space on campus. In these pages, you will get a glimpse of our building. For an even better perspective, please come visit us!

We have had some recent changes in the Dean's Office staff. Dr. Jeff Wehrung, our Associate Dean, departed in August to return to doing what he loves most- teaching. On a temporary basis, Dr. Dina Hayduk has joined the team as Assistant Dean for Student Success. We are fortunate to have persuaded her to come out of her short retirement from KU to support us in this way. She brings a wealth of experience in helping students as a faculty member and summer orientation advisor.

Our MBA program has seen an impressive growth in enrollment in the year following the launch of our revised program in fall 2022. The program is based on a stackable certificate model and incorporates course offerings in 7.5-week, 15-week, hybrid, and online courses, making the program more flexible and attractive. Kudos to the faculty, admissions, and marketing staff members who contributed to this making the program successful!

The Department of Business Administration had its inaugural Sustainability Summit in November and there were impressive panelists from industry who talked about the importance of sustainability to their respective business models, as well as panelists from local government and advocacy groups who described their efforts in advancing sustainability in their communities. I want to thank Dr. Gary Chao for organizing this event, as well as Dr. Muractan Erkul, who also provided support for it. You can learn more about this event in this issue. Most importantly, as you peruse this edition of InnoVision you will find stories highlighting our students and alumni who inspire us to carry on our mission of developing young professionals!

Dr. Anne Carroll
Dean, College of Business

NOTE FROM THE **EDITOR**



Welcome to another edition of InnoVision!

Though InnoVision has been around since 2012, there have been big, exciting changes to the College of Business. This summer, the newly renovated de Francesco building opened, home to the COB and SBDC. After spending a quiet summer in this beautiful building, it's exciting to see the bright and spacious lobby, the technologically advanced study rooms, and classrooms filled with students.

This was my first semester with the College of Business, and I truly could not have made this issue happen without the help of my coworker, Katie Bowen, and our extremely talented student workers, Grace Levy and Lauren Meter. Grace and Lauren are also new to COB, and I am so thankful to work with them for my first issue.

Grace is a wonderful writer and extremely motivated. I am continually impressed with her drive and determination. She not only collected the content we needed, but also content that was valuable and insightful to the magazine. Lauren, our Graphic designer, has a creativity and drive that I truly admire. She beautifully designed this issue, all while continuing to meet deadlines, complete flyers, and create promotional media for other College of Business events.

The magazine's goal is to highlight College of Business students, faculty, and alum, and we couldn't do any of this without first recognizing the student workers who made this happen. We hope you enjoy this issue and will be back for another in the Spring!

Ally Larese

Ally Larese
Management Technician, College of Business

OUR TEAM



GRACE LEVY

Communication Studies
Writer



LAUREN METER

Communication Design
Graphic Designer

DE FRANCESCO RIBBON-CUTTING



Dr. Anne Carroll and faculty cutting the ribbon in front of the de Francesco building.

On Sept. 19th, the College of Business welcomed students, faculty, and staff to the grand reopening of the de Francesco Building with a prestigious ribbon-cutting ceremony.

The ceremony began with words from Dr. Anne Carroll, along with Kutztown University President, Dr. Kenneth Hawkinson.

“We are honored that you could join us today to celebrate and witness a new chapter in the history of Kutztown University as we dedicate this wonderful new building to Dr. de Francesco’s legacy,” said Dr. Hawkinson.

Kutztown’s seventh president, Dr. de Francesco, started his career in 1936 as an art department faculty member, and then became Director of Art Education in 1939. Elected as president in 1959, Dr. De Francesco held the position for eight years.

Gavin Stone, Student Government Board President, said, “Having our advisors, professors, and Dean in the same building that we have classes in makes it easier than ever to create strong relationships. This building means more to the students than a place of learning; it’s a place they can call their own.”

The newly renovated building now houses both the College of Business departments, business administration and sport management, with new classrooms, study spaces, student lounges, and conference rooms.

“To me, this renovation signifies connection and community,” said Dr. Carroll. “There are many spaces for gathering outside of the classroom, and with our departments under one roof, we can easily collaborate on research and share ideas.”



Dean Carroll welcoming the crowd to the ceremony.



The newly renovated building.



The entrance offers many seating options and student studying spaces.



Many students and faculty attended the celebration.



Faculty, students, and staff cutting the ribbon.



The new boardroom offers spacious accommodations for meetings.

AMAZING RACE

STARTING OFF THE SEMESTER!

On Sunday, Aug. 27, the incoming Class of 2027 attended the Amazing Academic Race, the semester kickstart event for the College of Business. While there, new students met Dr. Anne Carrol, Dean of the College of Business, as well as department chairs, where they discussed life at Kutztown and important College of Business information.



After the introductions, students began the Amazing Academic Race. The incoming freshmen were put into teams, given question sheets with clues, and began the 20-question scavenger hunt. Students used clues and a map to navigate around campus.



Once the student groups answered all the questions, they came back to the Academic Forum, where they checked their answers. The first three groups who answered all the questions correctly won Paw Passes, which the students can use on and off-campus.



The first-place winners were Carolyn Thomas, Kelvin Lima, Christian Price, and Joshua Riemenschneider. Second-place winners were Edwin Castillo, Adam Crupi, Casey Kauffman, and Vincent Duong. The third-place winners were Buddy Stephani, Alex Truett, Jason Ciurleo, and Wyatt Borne.

MEET THE FIRMS

On Sept. 21, the Accounting Club hosted its annual Meet the Firms Night where students met 17 local and regional accounting firms. The event had representatives from respected accounting firms including Baker Tilly, the Pennsylvania Department of the Auditor General, CLA, and Mazars. Before the event, students attended a practice session where they went over their elevator pitches, resumes, and professional attire. In addition, the attending firms were given student resumes beforehand. Some firm representatives are KU alumni, and former members of the Accounting Club, looking to give back through offering internship opportunities to students. Meet the Firms Night had a great turnout, with 84 students, guests, and firm representatives attending the event.



Students listened and learned from firm representatives.



Students practiced their networking skills with various companies.



A representative from SEI Investments talked with students.

GRADUATE SPOTLIGHT



LANAE DANCY

Lanae Dancy earned her undergraduate degree in Cinema Media and Television. Now, she's pursuing her master's in Business Administration.

PERSEVERANCE.

This is how Lanae describes her life. Growing up in the foster care system, she learned the power of perseverance and knows her life experiences have motivated her to succeed within her education. "I am determined to challenge and redefine expectations. I aspire to show people from similar backgrounds that with determination, resilience, and a passion for learning, it is possible to break barriers and achieve your goals."

BECOMING AN MBA STUDENT

When she entered her senior year, Lanae knew she wanted to stay at KU and continue her education. While she considered which graduate program to choose, it was business administration that caught her eye.

"The MBA program combines my creative background and a top-tier business education, which presented the ideal pathway for my academic and career ambitions."

Although her earlier experience was in cinema, Lanae knew if she were given the opportunity, she would succeed in the MBA program. "I contacted Dr. Chao, and I sat down and talked to him. I asked him to give me a chance – because I wasn't a business student – and I told him I would succeed." Dr. Chao agreed to a preliminary graduate program acceptance, and after taking graduate business classes over the summer, Lanae was officially accepted into the program.

"It was challenging moving from an undergraduate program to a graduate program. I had to figure out how to learn better, which was impactful because it made me a better MBA student."

Courses like Ethics and Social Responsibility, taught by Professor Donna Steslow, and Data Driven Decision-Making, taught by Professor Su Kong, have contributed to Lanae's success in the program. "These classes have not only been intellectually challenging and stimulating, but they have provided me with a solid foundation in various business concepts."

COMBINING HER TWO PASSIONS

As a video gamer in her free time, Lanae already liked Esports, and when the position of Esport Graduate Assistant was listed, she knew it would be a great opportunity to combine her cinema experience with her master's degree. As the Esports Graduate Assistant, she is responsible for marketing, community engagement, and operations management. Her business classes have helped her learn marketing strategies and apply them to the Esports Arena.

Once she completes her program in May 2024, Lanae hopes to combine her cinema and business interests into a career path. She is considering creating her own embroidery focused business or using her background to make a post-production company.

Lanae knows her time at KU will set her up for success, no matter what she decides to pursue. "This program has given me confidence in my abilities, challenged me to a new degree, and built upon my strong creative abilities."

STUDENT INTERN



JOSH NORRIS

Josh Norris is an Accounting major, Vice President of the Accounting Club, and an intern for KPMG International.

Entering his junior year, Josh knows how one opportunity can change your entire path. Last year, looking for an internship, a family friend told him about an internship at KPMG International, a tax and advisory firm. After reaching out to KPMG, he secured a Tax Intern position. After completing his internship last year, the firm invited him to intern again in Summer 2024. Looking back, Josh is humbled by the opportunity to intern there twice. “I come from a small town, a small school, and I never thought I’d be at one of the largest accounting firms in the world.”

INTERNSHIP

Once Josh was hired, he spent a few days at the KPMG Lakehouse in Orlando, Florida, where he completed his intern training. While there, he met people from all over the country, and when he came back to Pennsylvania, he was ready to start his summer internship.

Josh describes his internship as a collaborative experience. He says he was nervous going into it, however he quickly learned that everyone was there to help him. Working on many projects, he applied accounting skills he learned in the classroom to actual clients.

Taking more accounting courses this semester, Josh also credits KU for teaching him the accounting skills he needs for continuing his internship this summer. “The College of Business has great professors that truly care about students and their success. All the classes I have taken so far have added something to the table for me to bring to my employer,” he said. He is thankful for accounting professor Dr. Kaufinger, who has made a huge impact on him.

ACCOUNTING CLUB

As Vice President of the Accounting Club, Josh is passionate about bringing the accounting profession to campus. He describes the club as bridging the gap between the student and professional world by hosting low pressure, effective campus events. “For most people, networking is their ‘Mt. Everest’; it’s their toughest challenge. Students graduate, take a step into the real world, and realize they don’t know anyone. So, our goal is to organize events where we bring the profession to campus and give students the opportunity to network and meet people.” As Vice President, Josh coordinates with other officers and offers help wherever he is needed.

LOOKING FORWARD

After graduating, Josh plans on earning his Certified Public Accountant (CPA) license. If offered to him, Josh hopes to accept a full-time job at KPMG. He knows his time at KU has prepared him for entering the workforce. “I don’t really know where I’m going to end up in life, but I know KU has armed me with the tools necessary to do whatever it is I set my mind to.”

STUDENT SPOTLIGHT



CHASE SPENCER

Chase Spencer, Sport Management major and Coaching and Athletic Administration minor, is President of the Men's Soccer Club.

Since he was six years old, Chase's passion has been soccer. When he was a teenager, he played recreationally in his New Jersey hometown, Mays Landing, where he fell in love with the sport. When he decided to major in sport management, the decision was easy. "I just love being hands-on and having the opportunity to mold and change things right in front of you. As soon as I grasped that, I knew this is definitely what I want to do."

PRESIDENT OF MEN'S SOCCER CLUB

Elected as president his freshman year, Chase has led the team by planning practices, scheduling games, and setting up fundraisers and volunteer events. When he joined, there were only a handful of members who played in a pickup game style. Now, he has grown the club to 25 members.

"This club has shown me true responsibility and given me the chance to be a leader in a field I aspire to be in long term," he said. "When I first took this role, I didn't have much guidance or support. As I continued to lead, I learned to have respect for myself and, in a way, demand respect from my peers for the work I was doing to help the club grow. Soon after, others followed and aided me in our common goal."

He knows this is an experience few people get and offers opportunities for other team members to take leadership positions. "Seeing the club grow has been so rewarding, and when there are roles for other team members to build their character and have a strong identity with the club, I try and give them those opportunities."

INTERNING FOR KUTZTOWN AREA SCHOOL DISTRICT

Looking for the next step in his coaching career, a friend told Chase about an Assistant Soccer Coach internship opening in the KU Area School District. With his soccer background, he knew it would be a great fit to coach for the girls' soccer team.

Starting his internship in late August and finishing in November, he is thankful for the experience. "I learned patience with this age group," he said. "I tried to implement the idea that fundamental skills and movements will always be fundamental and key for the sport. It was amazing to see the team really grasp what I was teaching on and off the ball and improve on their own, step by step."

Chase has also secured an internship in Event Operations with KU Athletics in Spring 2024. He is excited about the opportunity and looks forward to helping set up events.

FUTURE GOALS

In the future, Chase would like to coach collegiate level soccer. He knows his resume gives him a steppingstone towards his career goals. "I'm grateful for the opportunities that I have taken on, especially with the Men's Soccer Club. It may have been a lot to do, but looking at the club and seeing how much it has grown and how much potential it still has after these four years brings me a lot of joy. I'm proud of myself and it has been so worth it."

STUDENT SPOTLIGHT



OLIVIA WATERMAN

Olivia Waterman, Finance and Accounting double major, is President of the Accounting Club.

When Olivia came to KU, she was a general business major, and had no idea what she wanted to do with it. Under the guidance of Dr. Kaufinger, she realized she wanted to go into accounting. Once she made the decision, everything else clicked into place; she became a member of the Accounting Club, and by the end of her sophomore year, she was offered the opportunity to run for president. Now in her junior year, Olivia is thankful for the connections she has made and her role as President of the Accounting Club.

ACCOUNTING CLUB

As president, Olivia has numerous tasks like planning, setting up meetings, and reaching out to book guest speakers for the club. She is grateful to the club officers who help her out and knows it would be impossible to do it without them. Olivia describes her role as mostly networking the club, promoting its events and opportunities.

Although being president involves a lot of energy, she finds moments of fun, like picking out menus for catered events.

This semester, one goal she has is for the club to volunteer more. She has organized volunteer events for club members to serve dinner to the homeless at Hope Rescue Mission in Reading, Pennsylvania. As a member of the Finance Club, Olivia hopes to plan merged events between the clubs to promote the College of Business's majors.

She knows that in a leadership position like this, she has a reputation to uphold. "Carrying a professional persona when I'm on campus is really important to me. In a role like this, people associate my face with the club and know I'm a leader."

Olivia attributes a lot of her success to networking, and says, "We go to a small school, but it's still big enough that you can get lost in the crowd. Follow up and make connections. Saying thank you, talking to people, and making yourself known can make all the difference."

LOOKING AHEAD

This summer, Olivia has an internship with Ernst & Young (EY), where she will work in the auditing department. She learned about the internship from her friend, a KU graduate student, and got in touch with a campus recruiter and applied.

In the future, Olivia hopes to become her own boss. She wants to have something that she can call her own and knows KU has given her the skills to do just that. "There's a great group of people on campus – students, my friends, professors – and I wouldn't trade this experience for the world."

STUDENT SPOTLIGHT



TYLER MONAHAN

Junior Tyler Monahan, Sport Management major, is researching virtual reality.

Entering his junior year, Tyler is working tirelessly on his virtual reality research, and knows this is the opportunity of a lifetime.

VIRTUAL REALITY RESEARCH

When Tyler's professor, Dr. Yongjae (Jaden) Kim, offered him the chance to conduct virtual reality (VR) research, the experience felt surreal. "Most people don't get these opportunities," he said. Already a personal VR user, Tyler was interested in the project and accepted the offer. After securing a KU Bears Grant, which provides funding to student researchers, Tyler is ready to begin the study after months of preliminary research.

During trials, the study aims to compare virtual reality and regular screen usage and its effects on perception. Subjects will either view a VR screen or a television screen, and through eye tracking, Galvanic skin responses, and facial expression technology, Tyler and Dr. Kim will analyze the data from the subjects.

Tyler hopes that no matter the results of the study, his research can be applied to different industries, like advertising, sports entertainment, and tourism.

"A lot of the classes I have taken are related to sales, marketing, and promotions," he said. "My background in sport management has helped me have a better understanding of this type of research." Courses like Sport Marketing and Managing Sport Organizations, taught by Dr. Kim, have helped him learn more about the industry.

Sport Law, taught by Professor Kerri Cebula, has been one of Tyler's favorite classes this semester. "Even though it's an eight o'clock class, I enjoy going to her lectures and hearing what she has to teach. Professor Cebula knows what she is talking about."

SPORT BUSINESS CONFERENCE

Tyler is no stranger to big projects. In Spring 2023, he collaborated with another sport management student at the Pennsylvania Sport Business Conference, placing 3rd in the competition. Together, they worked on a proposal project for the Lancaster Barnstormers, where they created family-oriented promotions for the baseball team. "Going and competing against other schools and students, and landing 3rd place, gave me confidence in what I do."

CAREER ASPIRATIONS

As President of the Men's Golf Club, Tyler is heavily involved in the sport, and would like to combine his passion for golf into a future career in operations. Over the summer, he plans to complete an internship, and hopes to intern for the American Junior Golf Association.

Tyler's interest in operations comes from his love for sports. "As a kid, my dream was to go play in the big leagues. Now, with this major, I can still help and contribute from behind the scenes."

STUDENT SPOTLIGHT



KYLE GOODWIN

Kyle Goodwin, Accounting and Finance double major, is pursuing his Master of Science in Finance (MSF) in Villanova University's graduate program.

Entering his senior year, Kyle is thankful for his time at KU and excited for his future as a graduate student.

CREATING HIS OWN PATH

Kyle attributes a lot of his success to his academic advisor, retired KU professor Dr. John Walker. When he was looking for things to set himself apart from other students, it was his professor that suggested graduate school. From there, he didn't look back.

Starting his application process early over summer break, Kyle had to write two essays, send two letters of recommendation, and take the Graduate Records Examination (GRE). Once he submitted all the paperwork, he waited a few months for news.

"A weight came off my shoulders," he said, recalling the feeling when he learned he got accepted into Villanova's master's program. "The first thing I did was share the news with my parents. They are two pillars of support in my life and have pushed me throughout my education. Without them, I would not be where I am today."

Kyle's graduate program is focused on finance, something he has always been passionate about. At KU, he has grown his finance skills with classes like Applied Investment Management (AIM), a student run class that manages the KU Foundation portfolio, giving students hands on experience. "That class enhanced my finance skills so much," he said. Investments, another finance class Kyle had, was a challenging course. "It was a tough class, but this is a segment of finance I want to get better at, so I learned more."

CAREER ASPIRATIONS

Kyle's goal is to earn as many qualifications as possible while at KU and Villanova. He is excited for graduate school and the future opportunities it will bring him. He knows he has created a great network and will expand it at his next university. "They have a great business program," he said of Villanova. "There will be many opportunities open to me because of the skills I will learn." He is also excited for the professional resources Villanova has and their wide network.

While confident about the future, Kyle has not lost sight of where he started from. "These opportunities are a testament to the people who have invested their time into helping me, and I hope to make them proud."

DEAN'S LIST

On Sept. 28, College of Business students were awarded certificates for their academic achievement at the Dean's List Reception. The Department of Business Administration and Department of Sport Management awarded 236 students who had a minimum 3.60 grade point average during the Spring 2023 semester. "All of our faculty really appreciate your contributions to the classroom environment," Dr. Carroll said to the students. "I want to congratulate you for your academic success."

Spring 2023

ACCOUNTING

Rania Abdelfatah
Isabel Baughman
Cameron Delillo
Katelyn DeLong
Zachary Hafer
Breanna Hank
Colin Holohan
Clayton Inderbitzen
Jace Jennings
Cassidy Kauffman
Malachi Kauffman
Tyrus Kauffman
Hannah Keeney
Erin Lipkus
David Nicholl
Joshua Norris
Paul Poplawski
Kristin Rakoski
Shannon Remolde
Matthew Ritter
Samuel Schaeffer
Olivia Smelas
Stephen Sponenburg
Brandon Stilitino
Hannah Vaughn
Kaitlyn Weiss

Breanna Wesolowski

Annie Whalen

ENTREPRENEURSHIP

Daquan Borney
Nicholas Coppolino
Jason Dollak
Riley Hanzl
Olivia Killough
Paige Kukowski
Katrina Wolf

FINANCE

Gonzalo Barcelo
Tyler Bell
Nathan Berger
Hannah Boggs
Matthew Collier
Julianna Elsesser
Lexy Endres
Mike Fair
Kyle Goodwin
Sarah Harvey
Kevin Hastings
Sean Hess
Kim Ngan Hoang
Logan Iacobelli
Lincoln Kaar

Makenzie Kramer

Nathan Lawn

Hernan Machorro
Caroline McDonald
Simbarashe Mekani
Nicholas Miller
Ryan Mills
Zachary Morris
Taylor Mullin
Elias Norton-Rivera
Connor O'Neill
Abacus Quinn
Ryan Reynolds
Dylan Rodriguez Berrios

Mirsab Rose
Mason Schlofer
Lucinda Schware
Alexandra Sipe
Conor Steward
Aaron Tidd
Gabriella Webb
John Zeich

GENERAL BUSINESS

Hannah Apgar
Carly Batman

Gino Campagna

Braden Cohen

Zach Dietrich
Anna Esposito
Bethany Francis
Gianni Justice
Aidan Perriello
Spencer Rose
Salvatore Scarlata
Jonathan Traynor

HUMAN RESOURCE MANAGEMENT

Hannah Brewster
Sarah Friedman
Nicole Parker
Leanny Pascual
Ava Romfo
Emily Schikel
Julie Stockton

MANAGEMENT

Destiny Abreu
Sorangel Acosta Reyes
Julia Belfonti
Makarios Butt
Adrianna Derstine

Kristy Gabriele

Daniel Gasper

Roberta Harris

Megan Hode

Raisa Hoehn

Jared Keyes

Dane Klahold

Jessika Klo

Julia Koch

Anthony Kositz

Tran Le

Leomarys Marchese

Austin Moyer

Austin Pease

Haripriya Ramkissoon

Zoe Rhodes-Elmy

Margaret Rittenhouse

Ramsi Ross

Ewan Sands

Evan Slotterbach

Nicole Stout

Katelyn Stuhldreher

Daniela Tineo-Gomez

Chase Whippen

Kyle Whippen

MARKETING

Julia Amoroso

Dekai Averett

Emily Boyle

Anthony Chiango

Maurice Clark

Joseph Cook

Olivia Cox

Bridget Curtis

Ashley Davenport

Myah Davies

Isabelle Davison

Matthew Eskander

Angelina Fresta

Tanner Geist

Abbie Heffner

Devon Heffner

Drew Himmelberger

John Horton

Sara Jenkins

Mackenzie Kolb

Paige Krajcic

Michario Madden

Luke Miller

Ethan Moyer

Zach Mueller

James Munster

Briana Elena Nica

Katherine Nolan

Richard Okolovitch

Kayden Platania

Taylor Rapel

Casey Remolde

Eva Robinson

Anarielys Santana

Kaitlyn Simon

Luke Sisco

Alexandra Skidmore

Jacob Sopko

Ben Steele

Lauren Szuter

Allison Tierney

Alexis Verdes

Julia Wanamaker

Owen Weaver

PERSONAL FINANCIAL PLANNING

Travis Rach

Jeffrey Tews

SPORT MANAGEMENT

Ben Angstadt

Andrew Batista

Jenna Blesson

Dalton Bohl

Jake Brethauer

Jillian Buchman

Connor Caniglia

Victoria Cappiello

Cade Clancy

Sadie Doss

Cassandra Eckert

Damon Fives

Hannah Fortuna

Sarah Gatehouse

Joshua Gibson

Brooke-Lynn Grim

Rowan Hall

Abbey Hearn

Mackenzie Heath

John Hodges

Zachary Hoover

Morgan Hurd

Solomon Johnson

Dylan Keating

Jalen Lewis

Alec MacNichol

Andrew Mann

Zachary Mason

Logan Briana Nadelman

Brady Norton

Jordyn Osner

Sydney Pierson

Adam Pursell

Mason Rash

Hannah Ricles

Cole Roche

Sage Rowley

Aidan Sanchez

Destiny Satterlee

Makiya Savage

Paige Saxey

Ryan Schmidt

Spencer Schumacher

Kevin Schwartz

Matthew Schwartz

Kirsten Seeger

Tyler Sheets

John Shortino

Kacie Sienko

Brianna Stocklin

Taylor Szczecina

Roman Tillman

Annika Wise

Zara Zerman

SUPPLY CHAIN MANAGEMENT

James Becker

Taylor Diproperzio

Paulette Durazno

Tyler Eckert

Teagan Feinour

Andrea Fuentes

Matthew Garman

Eric Holz

Tyler Kies

Dominick Liberta

Alexander Sensenig

Andrew Slusark

Robert Weidler

Michael Windsor

Zhixi Zhang

DEAN'S LIST

RECEPTION PHOTOS



Management (L to R) Dr. Hong, Austin Pease, Makarios Butt, Nicole Stout, Olivia Killough, and Dr. Chao



Accounting (L to R) Dr. Kaufinger, Malachi Kauffman, Joshua Norris, Kaitlyn Weiss, Professor Hostetter, Dr. Maksy, and Dr. Hao



Marketing (L to R) Dr. Chao, Devon Heffner, Richard Okolovitch, Emily Boyle, Olivia Cox, Dr. Kim, Michario Madden, James Munster, Eva Robinson, and Owen Weaver



Finance (L to R) Dr. Chao, Zachary Morris, Gonzalo Barcelo, Sean Hess, Lucinda Schware, Nicholas Miller, Gabriella Webb, Elias Norton-Rivera, Abacus Quinn, Dylan Rodriguez Berrios, and Dr. Kramer



Sport Management (L to R) Dr. Kim, Solomon Johnson, Dr. Cebula, Jordyn Osner, Ben Angstadt, Andrew Batista, Destiny Satterlee, Joshua Gibson, Matthew Schwartz, Zachary Hoover, Professor Sigmund, Spencer Schumacher, Kevin Schwartz, and Dr. Kim



General Business (L to R) Bethany Francis and Dr. Chao



Supply Chain Management (L to R) Andrew Slusark, Paulette Durazno, Andrea Fuentes, Robert Weidler, and Dr. Chao

NETWORKING EVENT

On Nov. 14, students were invited to attend the Career Networking event where they practiced their networking skills with College of Business Advisory Council members, professors, and area professionals.

The event gave the 28 attending students an informal opportunity to practice meeting with employers and giving a 30 second elevator pitch about themselves. It also offered them time to meet fellow peers and mingle with professors.

“Communication and networking is key,” said Michario Madden, a sophomore Marketing major. “Don’t be afraid to go out and meet people.”

Kayla Mackney, a freshman Accounting major, has attended similar events this semester. “The Career Networking event is much smaller than Meet the Firms, which I like. This is more intimate and I get to improve valuable networking skills.”

“In today’s competitive job market, the ease of online applications has flooded companies with hundreds, sometimes even thousands of applicants for internships and jobs. To stand out, today’s students must take a more strategic approach,” said Chad Ganley, Assistant Director of the Career Development Center. “Attending university networking events, such as this COB event, is key. Building connections with local business leaders from the KU community can kick-start their careers on the right path, offering valuable insights and potential opportunities beyond traditional applications.”



FACULTY SPOTLIGHT



PROFESSOR HOSTETTER

Rachel Hostetter, Class of 2018, was an Accounting major. Now, she is an adjunct professor at KU.

Professor Rachel Hostetter, the newest faculty member in the business administration department, is excited to be back at KU. When she was a student, she completed a year of school and then joined the Army. Stationed in Texas, she earned her Associate's degree, and when she completed her time in the military, she transferred back to KU for her Bachelor's degree.

Now a professor at KU, Professor Hostetter is passionate about telling students her journey. "Being back here is so special. I can show students how you don't have to put yourself on a narrow path, and there are so many different options within your career."

RETURNING HOME TO HER ALMA MATER

After graduating from KU, Professor Hostetter began her master's degree in forensic accounting while working full-time in Philadelphia. She had always thought about teaching, but it was not until last year when the dream became a reality. Staying connected with her professors, she was invited to guest lecture in different classes over the last year, where she learned about an opening in the department.

"My eyes lit up," she said, recalling how she felt learning about the opportunity. During the interview process, she spoke with Dr. Mostafa Maksy, her former professor, bringing the experience full circle.

Once hired, Professor Hostetter admits it was an adjustment to see her former professors now as her colleagues. "My first day, I went up to Dr. Kaufinger, and I asked him what I should call everyone. And he told me, "You're one of us now," and that I should call everyone by their first name."

ADVICE FOR STUDENTS

As a new faculty member, Professor Hostetter knows the importance of networking, and wants her students to see the benefits. Each week, she offers students bonus points for completing different networking activities. She also tells students to pursue internships at some point in their academic careers.

Professor Hostetter focuses on making connections with her students. She is relatable to students and uses that to get to know them. "My students see me as a recent graduate. They know I walked the same halls as they do, and I had the same professors they do."

She believes many of her opportunities came from the people she knows. Her best advice for students: "Stay in contact with people. Network. You never know who will take you places."

ALUMNI SPOTLIGHT



RAVEN GABRIELE

Raven Gabriele '19 was a Business Management and Marketing double major. Now, she's the restaurant owner of The Raven 96.

HOW DID YOU END UP BECOMING A RESTAURANT OWNER?

I have been working in restaurants since I was 16. I worked at Giannotti's Ristorante as a bartender while at school, and I became a restaurant manager at Blue Mountain Resort once I graduated.

I have a friend that owns a business in the Simon Silk Mill building complex, and he knew a space was opening. I had looked at restaurant spaces before my current location, but this one felt perfect. It was a smaller spot for a first-time owner, and that felt manageable to me.

WHAT MADE YOU WANT TO OPEN YOUR OWN RESTAURANT?

All throughout my restaurant career, I had been working ridiculous hours. I would work shifts from four p.m. until four a.m., and at some point I thought to myself, "If I'm doing these crazy hours, I should at least work for myself."

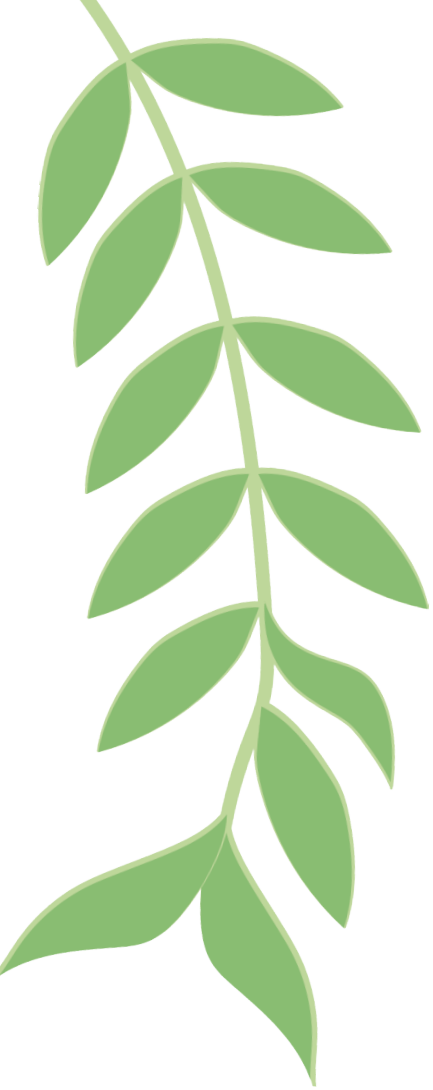
HOW DID YOUR TIME AT KU PREPARE YOU FOR BEING A RESTAURANT OWNER?

Originally, I was just a business management major, but I had taken a few marketing classes. I really fell in love with marketing during a class where I had to make a hotel business plan and utilize social media and marketing for that project. I talked about it with my advisor, Professor Gupta, and he suggested that I double major in marketing since I just needed to take an extra two classes. He really encouraged me to pursue my career path.

ANY ADVICE FOR STUDENTS WHO WANT TO BE BUSINESS OWNERS?

This job is very tiring, and if I did not have a support system of family and friends, I wouldn't have made the leap to open my own business. It may feel super overwhelming, but there are really rewarding days that make it worth it. A supportive staff is always a plus for me, and having my support system motivates me.

I did not have all the skills, but I knew enough from working in restaurants that I could do it. I am at the restaurant every day, running operations, and I have my dad help with financials. My sister (also a KU alum) is a server on the weekends and my mom helps out too. If you want to be a business owner, find your support system, and you can do it.



SUSTAINABILITY SUMMIT

ENVIRONMENTAL STEWARDSHIP

Moving forward, leaving no footprint

The first Sustainability Summit was held on Friday, Oct. 7, where featured speakers discussed the environmental impacts of corporate and local businesses and the sustainable measures they are taking to move towards a waste-free future.

“The Sustainability Summit had two purposes,” said Dr. Gary Chao, Department Chair for Business Administration. “I wanted students to see how companies perform their sustainability projects and see the impact of those projects in communities.”

Keynote Speaker Christopher Farley, vice president of Waste Management’s (WM) Greater Mid-Atlantic region, spoke to students and faculty about WM’s initiatives to reduce waste. Farley discussed the sustainability market, describing how the most sustainable solutions are often the most expensive. He talked about WM’s investment in technology to repurpose landfill gas into energy. In some WM landfills, there are drills that suck up methane, a gas byproduct of waste decomposition, to go through a turbine, which creates electricity. Alternatively, the collected methane can be converted into a fuel source for its waste collection trucks, helping to reduce the carbon footprint for WM.

Farley also talked about where waste goes once it is collected by WM. He described the process from when recyclables get picked up by a WM truck to when it makes its way to a WM facility. In some facilities, plastic can be recycled into yarn, which can be used to make clothing. Aluminum is a metal that can be reused indefinitely to make new bottles. Recycled paper can be remade into more paper-based products.

The first panel discussion included representatives from Penske, East Penn Manufacturing Company, and B. Braun Medical. Speakers discussed how each company has taken initiatives to reduce and reuse waste produced by their locations.

The second panel had community members from the Maxatawny Planning Committee, Kutztown Environmental Advisory Committee representatives, and Berks Gas Truth. These panelists discussed local environmental challenges and successes.

EVENT PHOTOS



The second panel discussing local environmental concerns.



Greg Kaufrager speaking to the audience.



Panelists mingled together before the conference began.



Industry representatives from the first panel discussion included Bill Combs, Eric Peffel, and Christian Hutter.



BUSINESS IDEA COMPETITION

The 13th annual Business Idea Competition was held on Nov. 15, where the finalists had five minutes to pitch their business ideas to the three panel judges. Students were scored based on their pitch quality, the completeness of the business idea, and the style of their pitch. After each presentation, the judges were allowed to ask questions about the business ideas. With 28 business ideas submitted, these five were the best.

The competition began with Payton Linn and her idea for Mélomane, a music venue focused on affordable tickets and audience experience. Then Narissa Jackson and Gino Campagna pitched their idea for Grizzly Gym, an all-purpose gym and training facility led by the two. Following them, Emma Cook presented her idea for The Voice Connection, a therapy and singing service. Dylan Lobycz pitched his idea for FL Markers, a reusable marker that lasts up to five years. And Owen Elbahtimy concluded the competition with his idea of PA and NJ Artists' Studios, a rentable production space for young artists to record music.

After hearing each pitch, the scores were added up and the judges deliberated to select the winners. The judges were Eileen Kowalski, Senior Vice President of PNC Bank, and Robert Kieke and Rachael Wolfe, both members of the KU Small Business Development Center (SBDC).

The first-place winner was Dylan Lobycz, an Exploratory Studies major, earning \$2,500. With the help of his chemistry professor, Dylan came up with the idea of reusable whiteboard markers that will last up to five years. He says his idea is made for teachers and professors, who often go through numerous markers throughout the academic year. "It felt good to hear my name in first place. It is rewarding to know that the past few weeks of hard work has paid off."

Payton Linn, a Music major, came in second place, earning \$1,500 for her idea. She says her inspiration for her business came from NPR's Tiny Desk Concerts, and to "make a music venue with the same idea and vibe."

The third-place winners were Gino Campagna, a Business Management major, and Narissa Jackson, a Communication Studies major, earning \$1,000 to share between them. Both expressed how this competition and the work they put into their idea will help them further their goal of opening their own gym.

All the winners were thankful to their entrepreneurship professor, Dr. Norman Sigmund, for his help with their business ideas. "This event is like a window into students' minds," said Dean Carroll. "I look forward to this event every year and seeing the amazing ideas our students have."



Dylan Lobycz won first place for his idea for FL Markers.



Payton Linn won second place for her idea for Mélomane.



Narissa Jackson and Gino Campagna won third place for their idea for Grizzly Gym.



The Business Idea Competition winners holding their award trophies.



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