

COLLEGE OF BUSINESS MAGAZINE

INNOVISION

SPRING 2024 | ISSUE 34



MAKIYA SAVAGE

Senior sport management
student interned for KU's
Recreation Center.

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CRAIG REYNOLDS

How the KU football alum
paved his own path to an
NFL career.

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KU

INNOVISION



ENTREPRENEURIAL
LEADERSHIP CENTER



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PROMOTIONS BY STUDENT WORKER, JULIA KRAUS

LETTER FROM THE DEAN



This spring our campus has been especially beautiful, and it reminds me of one of the many reasons that Kutztown University is such a special place. It is hard to believe that we have finished our first academic year in our newly renovated College of Business home!

We have utilized our new space in so many ways, from hosting the second annual high school sport business case competition, open houses, internship fairs, networking events, and sadly, a memorial service. We recently lost Dr. Therese Maskulka, a beloved marketing professor, leader and friend unexpectedly this winter while she was on sabbatical. In this issue, we fondly remember her.

This summer we are welcoming a new Associate Dean, Dr. Chali Nondo. Dr. Nondo, an economist, comes to us from Jackson State University, where he served as chair of the Department of Business Administration. He comes just in time to help us prepare for our upcoming AACSB reaccreditation visit.

Our students, faculty and alumni continue to make us proud and in these pages you will see why. Here, you will only see highlights from the spring semester, but there are many more activities and events that get no mention here. For example, our business clubs host many professionals as speakers and serve our communities in various ways. Our faculty are trying new things in the classroom and strengthening their engagement with the business community. All of these things contribute to making our College a great place for students to develop as business professionals!

A handwritten signature in black ink that reads "Anne Carroll". The signature is fluid and cursive, with the first name "Anne" and last name "Carroll" clearly distinguishable.

Dr. Anne Carroll
Dean, College of Business

NOTE FROM THE EDITOR



It's incredible how swiftly the Spring 2024 semester has come to an end! Thank you for joining us for another exciting edition of InnoVision. I hope you all enjoy this edition and see the continuous inspiration and pride of our college.

First and foremost, I want to extend my heartfelt thanks to the student workers who played an integral role in bringing this edition to life. Their tireless efforts behind the scenes significantly contributed to the success of InnoVision. Without their hard work, this magazine would not be what it is today.

I am continually impressed by the students, faculty, and alumni featured in the magazine. Their achievements, insights, and contributions reflect the excellence that defines our College of Business. It's inspiring to see their stories showcased, and I believe they serve as powerful examples for our entire community.

Lastly, I want to acknowledge the everyday brilliance of all College of Business students. Whether it's in the classroom, during internships, or through extracurricular activities, they consistently exceed expectations. Their dedication, creativity, and commitment contribute to the vibrant academic environment we have here.

OUR TEAM



GRACE LEVY

*Communication Studies &
Public Relations*
Writer



LAUREN METER

Communication Design
Graphic Designer

Ally Larese

Ally Larese
Management Technician, College of Business

STUDENT SPOTLIGHT



Christopher Juliano, finance major
and criminal justice minor, is
President of the Finance Club.

CHRISTOPHER JULIANO

When Chris transferred to KU in Spring 2022, he knew he had found his home. After studying international business at his former university, he realized he wanted a business program that fit him better. “I connected to the professors at KU and they had my best interests at heart.”

Completing his Spring semester, Chris is thankful for all the experiences and opportunities he has had at KU.

FINANCE CLUB

In Spring 2022, Chris was offered the position of president by now-retired KU professor, Dr. John Walker. “Dr. Walker was one of my first professors and he challenged me in the classroom. He has influenced me so much.”

As President, Chris organizes guest speakers, works to maintain the club, and helps students connect with alumni.

BEYOND THE CLASSROOM

In Fall 2022, Chris was invited to take Applied Investment Management (AIM), a student run course where students manage the KU Foundation’s portfolio. When he started the course, there were 72 stocks the class oversaw, and Chris was responsible for managing the industrial stocks, which included 3M and Boeing.

“It was a unique experience. Dr. Walker demanded excellence, and I became heavily invested in that course. It was eye opening to navigate problems, work in a team, and the course challenged me.”

INTERNING FOR VIRTUA HEALTH

At Virtua Health, Chris previously worked as a Patient Registrar in the ER, and he used his connections to move into a Legal Intern for the Office of General Council. As an intern, he worked to create a deliverable product that would help doctors to decide if patients could give consent to medical treatment. Chris also briefed cases to the legal department team.

“I had a strong interest in helping out beyond just registering patients, so I was able to leverage my past experience into this position when it opened up.”

LOOKING AHEAD

As Chris finishes his final semester, he is considering law school to continue his education.

“I am grateful to KU. My time here helped me get my act together and become goal oriented towards my future. I love this school, and I know the connections and memories don’t have to end after graduation.”

SCOTT JULIANO

Entering his last semester at KU, Scott is extremely grateful for the numerous opportunities that have come his way. As President of Supply Chain Club and a Tour Guide for Admissions, Scott has grown into leadership roles. Looking back on the past four years, Scott is thankful for the lessons and skills he learned while at KU. “Coming to Kutztown was the best decision of my life.”

SUPPLY CHAIN CLUB

Since Spring 2022, Scott has led the Supply Chain Club as president. He works to organize events like Fostering the Future, a networking event for club members to meet with supply chain professionals and future employers. He plans events aimed towards sophomores and juniors in hopes of helping them secure internships. “There is a pipeline of talent that this club produces, and I want to help students find their future employers.”

INTERNING FOR NFI

Scott knows the life-changing experience of an internship. In December 2021, Scott attended a mock interview event at an NFI location, and he spoke with an HR personnel who connected him with a corporate recruiter. From there, he waited until there was an opening as a Fleet Services Intern for Summer 2022, where he worked to help the Asset Management team complete daily tasks.

Nearly a year later, Scott attended a networking event in April 2023, where he met a General Manager at NFI, and through that connection, he started as a Transportation Management Intern in June. “It wasn’t easy,” he said about the experience. “This opportunity came from putting myself out there, being outgoing, and meeting people.”

Scott attributes many of his connections to Dr. Gary Chao, who offers opportunities throughout the semester for students to attend networking events. “Dr. Chao is an amazing person to talk to, and not just about academics. He has been instrumental in my growth as both a student and professional.”

BEYOND KU

After graduation, Scott has accepted a full-time position at NFI as a Transportation Management Logistics Coordinator.

“I cannot say enough good things about KU. I grew up here, made connections, and these are the things I will take with me when I graduate.”

STUDENT SPOTLIGHT



Scott Juliano, supply chain management major, is president of Supply Chain Club.

DEAN'S LIST

Fall 2023

ACCOUNTING

Lily Beadencup
Tanner Benckini
Sade Blanco
Adam Brocato
Joseph Buchko
Alexis Bunda
Maura Day
Katelyn DeLong
Wilmer Disla
Zachary Hafer
Helena Hoffman
Jace Jennings
Malachi Kauffman
Hannah Keeney
Soroya Keller
Kelvin Lima
Aidan Malkowski
James Munster
Miranda Pettit
Kristin Rakoski
Shannon Remolde
Matthew Ritter
Noreymi Rivera-Camacho
Olivia Smelas
Michael Spitz
Stephen Sponenburg
Ashley Stone
Zachary Trioli
Josh Van Gorden
Hannah Vaughn
Breanna Wesolowski

Alyssa Wildrick

Steele Wrigley

Yujie Yan

ENTREPRENEURSHIP

Riley Hanzl
Olivia Killough
Mary Nangle
Katrina Wolf

FINANCE

Gonzalo Barcelo
Tyler Bell
Nathan Berger
Lucas Cherniak
Matthew Coller
Kevin Cuffe
Julia Dolon
Vincent Duong
Julianna Elsesser
Alexa Endres
Anna Esposito
Joseph Galle
Ava Gelsomini
Kyle Goodwin
Brooke Graham
Logan Iacobelli
Gabrielle Interrante
Mia Kepler
Nik Koffer
Makenzie Kramer
Nathan Lawn
Caroline McDonald
Nicholas Miller

Ryan Mills

Zachary Morris

Taylor Mullin

Sabrina Myers

Elias Norton-Rivera

Dominik Perez Fernandez

Jose Pizano

Damini Ramanujam Kumar

Dylan Rodriguez Berrios

Aj Ruchlewicz

Mason Schlofer

Lucinda Schware

Alexandra Sipe

Abigail Smith

Landon Smythe

Logan Sosik

Conor Steward

Brendan Sweeney

Aaron Tidd

Brendan Sweeney

Aaron Tidd

Ryan Walk

Alexander Ward

Gabriella Webb

Tracey White

Cameron Witherow

Kannon Zdimal

John Zeich

GENERAL BUSINESS

Simon Barr
Paige Bittenbender
Zach Dietrich
Katelyn Economopoulos

Emely Jimenez

Curtis Lasalle

Lily Maniscalco

Sarah McCabe

Hannah McConnell

Weston Nolt

Sean Notarfrancesco

Jovin Petritsch

Alex Reed

Chelsea Ritter

Henrique Rocha

Salvatore Scarlata

Beth Schearer

Anna Sperling

Owen Starner

Kyle Steele

Cassandra Tipa-Bowman

Selena White

HUMAN RESOURCE MANAGEMENT

Sarah Friedman

Nicole Parker

Ava Romfo

Emily Schikel

Ava Romfo

Emily Schikel

Danielle Skinner

Julie Stockton

Taylor Swartley

Rachel Szabo

MANAGEMENT

Destiny Abreu

Makarios Butt

Gino Campagna
Bryan Correia
Kristy Gabriele
Austin Johnson
Samantha Jones
Kelli Knowles
Nile Mattar
Austin Pease
Ty Race
Haripriya Ramkissoon
Lauren Spampinato
Nicole Stout
Katelyn Stuhldreher
Daniela Tineo-Gomez
Rylee Van Gilson
Riley Zeigenfuss

MARKETING

Emma Blyler
Emily Boyle
Anthony Chiango
Andrew Ciurleo
Joseph Cook
Aidan Creitz
Bridget Curtis
Andrew Darlak
Myah Davies
Gretta Degerolamo
Mason English
Matthew Eskander
Alexa Feorene
Christian Fischer
Connor Frank
Amanda Gravatt
Thao Vy Ha
Bryce Heckendorn
John Horton
Sara Jenkins

Ryan Johnston
Mackenzie Kolb
Paige Krajcic
Michario Madden
Josh Marks
Luke Miller
Ethan Moyer
Katherine Nolan
Richard Okolovitch
Aidan Perriello
Ethan Pitts
Taylor Rapel
Eva Robinson
Spencer Rose
Jessica Sheehan
Erin Shifflet
Luke Sisco
Jacob Sopko
Lauren Szuter
Allison Tierney
Jessica Traynor
Julia Wanamaker
Ethan Warren
Morgan Werley
Robert Wilding
Paige Yumiguano

PERSONAL FINANCIAL PLANNING

Kieran Aponte
Travis Rach
George Snyder
Tommy Sylvester

SPORT MANAGEMENT

Ben Angstadt
Liam Ashley
Daniel Bennett
Jillian Buchman

Vince Calapino
Christian Calonder
Sara Canepa
Victoria Cappiello
Slate Clauser
Joseph Colalillo
Sydney Cole
Asher Cooper
Andrew Curch
Logan Dommel
Ryan Dwyer
Casandra Eckert
Hannah Fortuna
Alyssa Galayda
Nicholas Garofalo
Sarah Gatehouse
Joshua Gibson
Sophie Gilmore
David Graham
Taylor Gurysh
Rowan Hall
David Kattell
Andrew Mann
Ethen Miller
Alex Moser
Logan Nadelman
Judd Novak
Colby Orndorf
Megan Osilka
Jordyn Osner
Alexis Plesic
Sage Rowley
Destiny Satterlee
Makiya Savage
Paige Saxey
Spencer Schumacher
Kevin Schwartz

Kirsten Seeger
Gracyn Shaw
Tyler Sheets
Morgan Slomkowski
Brianna Stocklin
Jordan Stroup
Taylor Szczecina
Carson Torchio
Amaris Torres
Abigail Waas
Brady Walsh
Ella Weidenhammer
Maddie Welsh
Annika Wise
Emme Wolfel
Zara Zerman
Yaseen Zohny

SUPPLY CHAIN MANAGEMENT

James Becker
Jason Ciurleo
Paulette Durazno
Tyler Eckert
Jeremy Feder
Teagan Feinour
Guy Frick
Andrea Fuentes
Matthew Garman
Eric Holz
Julian Jett
Tyler Kies
Connor Murphy
Andrew Slusark
Robert Weidler
Michael Windsor
Zhixi Zhang

INTERN SPOTLIGHT



Makiya Savage, sport management major and coaching and leadership minors, is an intern for the KU Recreation Center.

MAKIYA SAVAGE

When Makiya graduated high school, she knew she wanted her next school to be the best move for her career. Looking back after four years, she is confident she made the right choice. “I put myself out there and became comfortable with being uncomfortable. It is so amazing to see the impact I have made, even on people who do not know me.”

REC CENTER

Makiya started working in the rec center her sophomore year as a supervisor, where she operated the front desk, cleaned rooms, and took payments. It was her connections within the rec center that offered her a job as an intern. “I already showed I have a strong work ethic and time management skills, so when I was looking for an internship, my connections paid off.”

As an intern, she works on intermural sports by scheduling and planning events for the teams. For her internship credit, Makiya is working on a Diversity, Equity, and Inclusion training project that is a guidebook for other staff. “Being an intern has connected my experience between coaching and the rec center. I always wanted to coach. In the past, my coaches had a big impact on me, and I want to be that impactful figure in someone else’s life.”

SPORT MANAGEMENT

Makiya’s passion for sport management grew from her love of athletics. While at KU, she found her

place within the major, and is especially grateful for Dr. Cebula, her Introduction to Sport Management professor. “Dr. Cebula has been impactful to my education. She has helped me get into graduate school.”

With letters of recommendation from KU faculty, Makiya was accepted into Temple University’s sport business master’s program. Starting in the fall, she will have concentrations in athletic administration and recreation and event management.

PRESIDENT OF BSU

In her Junior year, Makiya became president of the Black Student Union. She organizes the meetings, events, and the BSU Gala. For Black Lives Matter week, she collaborated with other clubs to promote the students of color on campus.

“One unexpected aspect as president is the mentoring opportunities. I didn’t realize how many students needed a space or person to talk to – to trust – and I have grown into that role.”

FUTURE ASPIRATIONS

Makiya’s career aspirations include working with younger athletes through recreational sports. “I want to work with people, cultures, and make bonds that will have an impact.”

CRAIG REYNOLDS

KU FOOTBALL

When Craig chose KU, business administration was the natural choice as his major. “I’m a good communicator, a people person, and business administration catered to my skill sets.”

Craig’s KU football career was a pivotal platform propelling him into the NFL. During his time as a running back, Craig was KU’s MVP in 2018, a two-time team captain, and had 34 career rushing touchdowns.

Even after graduation, he knew football would not be his career forever. “Football was always my Plan A, but you never know what will happen in the world of football. Teams are always looking for someone younger, faster, and more competitive, so I always have a Plan B.”

NFL CAREER

Craig started his NFL career in 2019 with the Washington Commanders and joined the Detroit Lions in 2021.

Craig’s career has led him to build a network beyond the NFL into broadcasting. Each offseason, he tries to do two new things to expand his career, network, or skills. “I try to be a fly on the wall and soak up as much information as possible.” Using his connections, he has pursued opportunities in the business field as well.

“
**KU TAUGHT ME
TOUGHNESS
AND GRIT**
”

During the offseason, Craig enjoys hanging out with his friends, helping others, and talking to young adults and children. “I work out and talk with kids who have the same dreams I had when I was their age. I tell them about what it is like working in the NFL and how they can come out of adversity.”

When he thinks about life after football, Craig wants to work in business marketing. He is interested in how different countries conduct their marketing, and he aspires to bridge gaps between cultures.

ADVICE

“My motto has been to control the controllables: your attitude, effort, and being on time. Although you can’t control the cards you are dealt, you can be positive and that will take you a long way in life.”

ALUMNI SPOTLIGHT



Craig Reynolds, class of 2018, was a business administration major. Now, he is a running back for the NFL's Detroit Lions.

FACULTY SPOTLIGHT



DR. FEISAL MURSHED

Dr. Feisal Murshed was named KU's 2023 Researcher of the Year. Previously, Dr. Murshed received the award in 2019 and 2017.

Teaching at KU since 2013, Dr. Murshed has earned numerous awards for his dedication to research. His research interests include marketing strategy, sustainability and corporate social responsibility, and consumer choices and decision processes. In 2023, he wrote and co-authored three academic papers related to marketing.

On April 18, Professor Kerri Cebula received the Charles W. Mentkowski Sports Law Alumna of the Year Award from Marquette University Law School. Professor Cebula graduated from MULS in 2006, and the award honors her dedication to the sports law program at MULS and general contributions to the field of sports law.



KERRI CEBULA



DEAN'S RECEPTION PHOTOS

On February 27, students received certificates for their academic achievement at the Dean's List Reception. Students from the sport management and business administration departments who had a minimum 3.60 GPA during the Fall 2023 semester attended the reception to honor their achievements. "I am grateful to see this list of students," said Dean Carroll. "The College of Business is filled with driven students that continue to strive in the classroom, provide leadership, and excel in everything they do."



Accounting (L to R) Ashley Stone, Alyssa Wildrick, Kelvin Lima, Lily Beadencup, Joseph Buchko, Wilmer Disla, James Munster, Dr. Mostafa Maksy, and Aidan Malkowski



Marketing (L to R) Michario Madden, Luke Miller, Ryan Johnston, Eva Robinson, Katherine Nolan, Emily Boyle, Myah Davies, Richard Okolovitch, Josh Marks, and Dr. Gary Chao



Finance (L to R) Sabrina Myers, Brooke Graham, Abigail Smith, Nathan Berger, Kevin Cuffe, Julia Dolon, Vincent Doung, Nicholas Miller, Gabrielle Interrante, Conor Steward, Elias Norton-Rivera, Dominik Perez Fernandez, Damini Ramanujam Kumar, Dylan Rodriguez Berrios, Jose Pizano, Zachary Morris, and Dr. Gary Chao



Personal Financial Planning (L to R) Kieran Aponte and Dr. Gary Chao



General Business (L to R) Professor Donna M. Steslow, JD, Emely Jimenez, Alex Reed, Owen Starnier, and Dr. Saehwa Hong



Sport Management (L to R) Professor Norman Sigmond, Ben Angstadt, Liam Ashley, Andrew Batista, David Graham, Ryan Dwyer, Christian Calonder, Kevin Schwartz, Victoria Cappiello, Annika Wise, Spencer Schumacher, Joshua Gibson, Dr Bradley Congelio and Dr. Soojin Kim



Management (L to R) Nile Mattar, Lauren Spampinato, Austin Pease, Bryan Correia, Makarios Butt, Ty Race, Daniela Tineo-Gomez and Dr. Saehwa Hong



Supply Management (L to R) Dr. Rajeev Kumar, Paulette Durazno, Andrea Fuentes, Emily Jimenez, and Zhixi Zhang

STUDENT SPOTLIGHT

Gonzalo Barcelo, men's tennis team player, is double majoring in finance and personal financial planning with a minor in business analytics.



GONZALO BARCELO

Playing tennis since he was six years old, Gonzalo was recruited from his hometown of San Pedro, Argentina, to come to KU on an athletic scholarship in Spring 2021.

“My first semester was tough. I was starting from scratch, and I was challenged by the language barrier, adjusting to the weather and learning the campus, and getting used to leaving my family and friends. The Men’s Tennis team helped me through it all.”

Within his first year, he found his own Golden Bear family.

MEN’S TENNIS

Since his freshman year, Gonzalo has held the number one spot in singles and doubles matches. One of the biggest challenges for him was the competitive nature of a Division II team. “Tennis is an individual sport. Coming to KU, I had to learn to play for a team. My teammates not only were competing against me, but they also were cheering for me.”

Gonzalo is busy throughout the semester balancing his athletics and academics. “I have responsibilities inside and outside the court. During the season, I am on the court two hours a day, and training two hours a week. I also have work outside of the court that people do not see.”

FINANCIAL PLANNING

Gonzalo has always been interested in economics, and when he decided to come to KU, he declared finance as his major. When he took a personal financial planning course, it convinced him to add the second major. Gonzalo’s advisor, retired professor Dr. John

Walker, suggested he add a business analytics minor to his coursework. “It was challenging fitting all those courses into three years, but it opened so many doors. Dr. Walker has helped me so much.”

Gonzalo’s connections led to an opportunity with the Small Business Development Center (SBDC) at KU, where he works as a finance intern. In his role, Gonzalo works to conduct business analyses, maintain records, and collect data.

FUTURE ASPIRATIONS

During his time at KU, Gonzalo has experienced many industries through his coursework, internships, and athletics. Although he is not sure where he will work, he is determined to find opportunities to give back to his family.

After graduation, Gonzalo will attend Villanova University, where he is pursuing his master’s in finance. “Life surprises me every year and coming to KU was the best decision I ever made.”

EMME WOLFEL

WOMEN'S SOCCER TEAM

Growing up, Emme always played sports, but it wasn't until middle school that she found the sport she knew she would want to play competitively – soccer. In high school, she caught the eye of a campus recruiter, and in her junior year, she committed to coming to KU. Since then, Emme has worked hard as a goalkeeper for the Women's Soccer team.

“As goalkeeper, I've been able to lead the team and take charge by seeing the whole field. Soccer has taught me core values that I will use not just on the field, but later in life.”

Emme knows soccer is so much more than just on the field. She learned how to present herself as a team player, an individual, and as a student athlete at KU.

One of Emme's greatest accomplishments as a goalkeeper includes playing at the NCAA Tournament all three years she has played soccer for KU. “We've made history while here.”

ATHLETICS STUDENT WORKER

Emme started working for the Athletics department in Spring 2022. She works a variety of tasks at KU's sports games, including ticket scanning, concessions selling, ball running, and recording the scoreboard.

“I get to see what goes on behind the scenes. I am learning that everything I do in my major and courses can tie into everyday life. I am so appreciative of the sport management department; every class I have taken has prepared me for something I might run into in the industry.”

INTERNSHIP

Emme found her internship for Brandywine Heights through her soccer network. As an intern, she worked with the high school girl's basketball team. She helped with equipment, getting the team ready for games, and coaching.

“With my leadership minor, I am somebody who oversees a bunch of people, and I used this opportunity to take as much in as possible and learn. It was rewarding to help the players develop and see what everybody does when no one is watching.”

FUTURE GOALS

Emme aspires to own a women's only gym in the future. After she graduates, she would like to work in facility management or for a professional sports team.

“I always tell people to connect; you never know who will know whom. Kutztown is a great place to do that, and I am so thankful for the professors and students who have helped me get to where I am today.”

STUDENT SPOTLIGHT

Emme Wolfel, a sport management major and coaching and athletic administration minor. Entering her senior year, Emme is thankful for the many opportunities that have come her way.



GRADUATE SPOTLIGHT

Alex Myers, MBA
student, is completing his
final semester at KU.

ALEX MYERS

CHOOSING KU

When Alex graduated with his Bachelor of Science in business administration from Albright College in 2015, he never imagined he would be back in school. Working for six years in commercial banking, he knew he wanted to pursue a master's degree to take him to the next level of management.

"I was drawn to Kutztown's MBA program because of the coursework and the program's accreditation. The flexibility of hybrid and online courses was important to me, and I have learned more than I thought I ever would at KU."

Now, Alex works full-time as a business development analyst at UGI Energy Services while completing his MBA degree part-time.

LEADERSHIP

Alex's MBA course load includes two graduate certificates – leadership and business decision-making. He has always been interested in leadership, and throughout his career, Alex has experienced different leadership styles.

Alex has been a leader since playing baseball as an undergraduate. Now, he is a coach for an adult recreational summer team.

"As I move through my career, leadership is a great field to study. I want to be the change and help people grow themselves and the companies they work for."

MAKING CONNECTIONS

Alex has found new connections and networks through his coursework, especially his Spring 2023 capstone course. In this class taught by Dr. Gary Chao, Dr. Saehwa Hong, and Dr. Therese Maskulka, he worked with other graduate students to develop a marketing plan for a new electronic bike business.

"That course forced me to manage my time because I had weekly meetings along with my full-time job. I learned to keep an open mind and there is never just one solution through working with classmates."

Alex was challenged through market research in an industry he had never worked in before. "KU's courses force you to look at things big picture, and all the courses teach you the foundations that build on top of each other."

Alex's courses have introduced him to a variety of people in the MBA program, and he believes that a mixture of people brings new concepts and ideas to the classroom. He is especially thankful for Dr. Su Kong and Dr. Ashwini Gangadharan. "These two professors have been a crucial part of my education. I try to learn as much as I can from them because they have a vast amount of knowledge."

CAREER ASPIRATIONS

Once Alex finishes his program, he hopes his degree will open more doors at UGI. He is also interested in adjunct teaching at a university.

"My best advice is to apply yourself as much as possible, ask questions, be open, and enjoy the process."

NATIONAL COLLEGIATE SPORTS SALE COMPETITION



(L to R) Philip DiMarco, Logan Nadelman, and Matthew Hoover

On Feb. 26 and 27, sport management students Logan Nadelman, Philip DiMarco, and Matthew Hoover attended the National Collegiate Sports Sales Championship in Atlanta, GA. The two-day showcase allows students to practice their sales skills through role-playing product pitches to buyers.

Matthew competed and advanced to the quarterfinal round in the Corporate Partners Division, and Philip and Logan competed in the Ticket Sales Division.

“This was a once-in-a-lifetime experience in the field. It was a great way to get my feet wet with networking

and finding a job in the industry,” said Philip. “I am grateful to Dr. Yongjae Kim and the Sport Management department for giving me this amazing opportunity.”

Logan had a similar experience. “The competition challenged me in ways I never imagined. Having no sales experience, I had to get over my fear of cold calling. The championship gave me the opportunity to meet peers from all over the country and expand my network. Through the competition, I received a few interviews, and after graduation, I will work in Daytona Beach, Florida, for NASCAR,” he said.

SPORT BUSINESS INSTITUTE

Since 2011, the KU Sport Business Institute (SBI) has offered business development, marketing research, and consulting services for clients while providing undergraduate students the opportunity to develop experience in the industry.

When building renovations were completed, the KUSBI moved back to its home in de Francesco and continues to work on cutting-edge research.

Myah Davies, marketing and management double-major, is a Biometric Lab Manager for the SBI. She oversees the lab through scheduling, conducting research, and teaches other students how to use biometric technology. She recently assisted with research that studied the effects of virtual reality on the tourism industry by analyzing travel intention, destination image, and attitude of different viewing materials.

“Working for the KUSBI has opened my eyes to the world of research beyond the classroom. I have used critical thinking skills to create ideas for our research, protocols, and key assumptions. I am thankful to the Sport Management department, especially Dr. Yongjae Kim and Dr. Soojin Kim, for this opportunity.”



ENTREPRENEURSHIP WEEK

APRIL 8-12, 2024



YOUNG ENTREPRENEURSHIP PANEL

Entrepreneurship 2024 week kicked off with the Young Entrepreneurs panel, which featured KU students who own their own businesses. The panelists included Valerie Deneen, Addy Ober, Maddie Leigh, and Johan Tejada.

WHY START A BUSINESSES?

Each of the entrepreneurs began their business for different reasons.

Maddie Leigh started her YouTube channel in 2020 and began making TikTok's in 2021. Over time, she made several viral videos. "That was the point where I realized maybe this could be something more."

Johan Tejada loves working with his hands and making things. "I like providing a service and being able to put my creations to use."

"My business started as a hobby," said Valerie. "It wasn't until I saw the value this provided for children, families, and educators, that I knew this was something."

Growing up, Addy was surrounded by entrepreneurship because her parents are small business owners. "My business is my creative outlet, and it's been so rewarding to do this beside my family."

THE POWER OF NETWORKING

The panelists had numerous tips and advice for networking and finding support in their industries.

Addy Ober found the value of community over competition through her business. "My industry is community driven. I share other businesses through giveaways, and in return they share mine."

"Going to KU has been key," said Johan. "My peers will enter the same industry I am going into, so I already have a network through school to expand my knowledge."

Maddie has harnessed the power of networking through collaborating with other content creators to make videos together. "I love to hear from followers and other creators. The community we have made is amazing."

"The MBA program has been invaluable to me and my business in terms of networking," said Valerie. "Learning how to network properly is some of the best advice I can give."



Valerie Deneen

A MBA student who owns Inner Child Fun, dedicated to providing parents and educators with activities.



Addy Ober

A psychology major who owns Urban Burn & Wick, a candle and jewelry company.



Maddie Leigh

A communication design student. She is the owner of Maddie Leigh ASMR, where she creates content for her 230k+ followers.



Johan Tejada

An animated arts major, is a 3D environmental artist who owns a business creating props and 3D art for clients.



Katrin Hillner

President and CEO of PCN. Her company delivers IT software and services for clients.



Raven Gabriele '19

Owner of The Raven 96, a brunch eatery located in Easton, Pa.



Kerry Lord '03

Owner of Kerry Lord Design, a freelance graphic design business.



Jacquelynn Beckers '91

Founder of Thin Cow, a graphic design business that provides marketing, graphic design, and corporate branding.

WOMENS ENTREPRENEURS LUNCHEON

Next up for Entrepreneurship Week featured women entrepreneurs. The panelists included Katrin Hillner, Raven Gabriele, Kerry Lord, and Jacquelynn Beckers.

MANAGING

As women entrepreneurs, each panelist has found their own work/life balance between managing relationships, family, and their businesses.

"Every day is a roller coaster, and since we're still a relatively new business, I'm still learning how to balance my time," said Raven. "In my free time, I like going out to dinner, supporting other local businesses, and seeing my friends and family."

Jacquelynn's career began with corporate agency work, and she realized she wanted something that gave her more satisfaction. "My business is something to show for my time spent; everything I create is my own work."

"My relationships are very important to me," said Katrin. "I have realized I need to have more work and life balance as I continue my business."

As Kerry started her family, she learned the rewarding benefits of entrepreneurship. "I love making my own schedule and being able to do things with my kids. I have flexibility to be at school events for them, while also doing what I love."

THE CHALLENGES

"Learning the financial side of entrepreneurship was hard for me," said Kerry. She had to learn how to do taxes and the finances of her business herself.

Jacquelynn found owning her own business to be challenging when there were unexpected events in her life. "You have to find ways to overcome your own weaknesses."

Raven has experienced challenges in staffing her restaurant. "Since Covid-19, the restaurant industry has changed. I learned to step up and fill in positions when someone calls out. It's challenging, but my support system has helped me through it all."

"Learning a new range of topics was challenging," said Katrin. "I had to learn to be a business leader, mother, and balance all of these roles at the same time."

SOCIETAL IMPACT & SUSTAINABILITY LUNCHEON

The final panel of Entrepreneurship Week featured business owners who contribute to societal impact and sustainability. The panelists included Alexandra Ingram, Jim Byrnes, Keri Neidig, and Silvia Lucci.

BUILDING A COMMUNITY

"I built this company not for the money, but for the good of the community," said Jim, talking about why he chose to make a non-profit business. "I am proud that this work will continue to serve families for the next 20 to 30 years."

Silvia saw a need in her community for healthy food that tastes good. She has store locations that offer community refrigerators for food insecure residents. "It's fundamental to me; I help people through making what I love."

"My job is to make things happen for young girls," said Alexandra. "This is my passion. There is a need, and I see the impact and value this has on my community."

This spring, Keri is celebrating GLVA's 10th anniversary. "It's so rewarding to make a difference in children's lives who just want to play

sports. Our community members and volunteers make this happen for them."

LESSONS

"Not everyone will see your vision," said Alexandra. "You just have to continue to show up, put the work in, and you will gravitate to people who want to see you succeed."

"Confidence is the base of what you do," said Keri when speaking about non-profit work. "I am willing to speak to anyone – and I mean strangers – about GLVA if it means I can get another sponsor and lower costs for families."

Jim learned the impact of Love Ran Red through the families he has helped. "I have seen the love and support this has provided, and that has been the best feeling in the world."

"Growing up in Argentina, I did not know a lot about American business, and I learned to ask for help when I needed it," said Silvia. "Now, I have learned so much by asking questions."



Alexandra Ingram '11

Founder and executive director of Make the Distinction, an organization that empowers young women in the Philadelphia area.



Jim Byrnes

Executive director of Love Ran Red, a non-profit foundation that helps families with adult children who have autism and disabilities.



Keri Neidig '01

Co- Founder of Greater Lehigh Valley Athletics. GLVA is a non-profit sports organization that provides recreational flag football and cheer programs for children.



Silvia Lucci

Owner and founder of LUHV Food, a nutritional vegan food manufacturer.

NATIONAL HIGH SCHOOL SPORT BUSINESS CASE COMPETITION



High school students, judges, professors and volunteers

On April 16 and 17, the Sport Management department hosted the second annual National High School Sport Business Case Competition, where eight high school finalists competed at the de Francesco building.

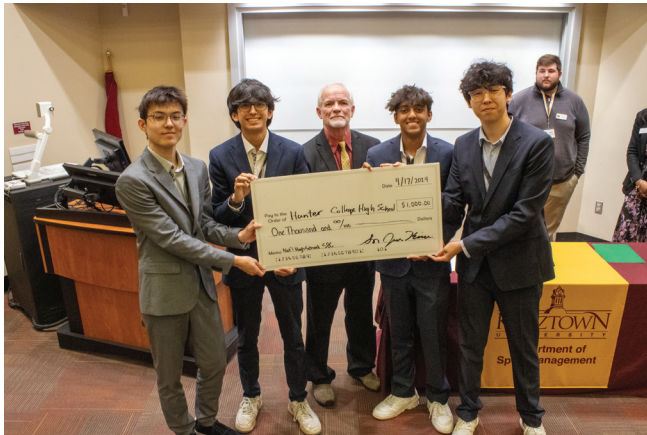
The champions were high school students from Hunter College. Eastern York High School was awarded second place, and Bergen County Academy earned third place. The first-place team earned \$1,000 from sponsors, and all the finalists received certificates of participation.

On April 17, the student teams competed at KU, where they had 15 minutes to give a presentation about their sport business case. After each presentation, the teams received brief questioning from the judges. The second round featured four teams, and the final round of the competition determined the winner.

Before competing at KU, the top eight teams attended a secret shopper event on April 16 at the Wells Fargo Center. The students toured the facility to assess customer satisfaction and service quality.

Prior to April, the competition began Feb. 19. Students were given an online written exam to determine the competition's finalists.

"The National High School Business Case Competition provides high school students with the same type of experiential practice that our department strives to provide for our students in the Sport Management major," said Dr. Duane Crider, chair of the competition. "High school student teams can grow their skills and learn real lessons to apply to future situations and opportunities."



1st place winners from Hunter College



All the winners from the competition



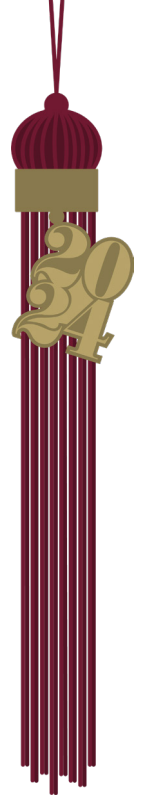
2nd place winners from Eastern York High School



3rd place winners from Bergen County Academy



AWARDS BANQUET



On Friday, May 3, the COB hosted the Awards Banquet, which celebrates the academic achievement of graduating students. Seniors from the Sport Management and Business Administration departments were honored during the celebration. Faculty members introduced each student and shared why they deserved the award. Students received plaques and spoke to the audience to share their experiences with the COB. Students were also inducted into the Chi Sigma Mu and Beta Gamma Sigma Honors Societies.

“We are filled with immense pride and admiration for the talent, dedication, and hard work demonstrated by each of you throughout your academic career here at KU. Each of your contributions, whether it is outstanding academic performance and/or leadership skills, has left an indelible mark on our university community. You are the future leaders, innovators, and change-makers who will shape the world for the better,” said Dean Carroll.

SPORT MANAGEMENT

Outstanding Academic Achievement in Sport Management Award
Sarah Gatehouse

Outstanding Achievement in Sport Management Award
Logan Nadelman

Outstanding Service Award
Logan Nadelman

Outstanding Achievement in Fitness Administration Award
Taylor Szczecina

Outstanding Intern Award
Jordan Davis

Outstanding Leadership Award
Devon Jones

Outstanding Research Award
Spencer Schumacher

Outstanding Achievement in Coaching and Athletic Administration Award
Makiya Savage and Jillian Buchman

ACCOUNTING

Robert Weiss CPA Memorial Award for Excellence in Tax
Ivana Komlosova

Association of Certified Fraud Examiners (ACFE) Award
Malachi Kauffman

Institute of Internal Auditors (IIA) Award
Kyle Goodwin

Accounting Club Service Award
Breanna Wesolowski

Institute of Management Accountants (IMA) Award
Stephen Sponenburg

FINANCE

Applied Investment Management Leadership Award
Stephen Sponenburg

Outstanding Achievement in Personal Financial Planning Award
Aaron Tidd

Overall Top Academic Achievement in Finance Award
Tommy Sylvester

MARKETING

American Marketing Association Services Award
Ethan Moyer

Outstanding Achievement in Marketing Award
John Horton

American Advertising Federation Award
Myah Davies

MANAGEMENT

Outstanding Achievement in Management Award
Myah Davies

Outstanding Academic Achievement in Management Award
John Horton

SUPPLY CHAIN MANAGEMENT

Outstanding Academic Achievement in Logistics and Supply Chain Management Award
James Becker

Council of Supply Chain Management Professionals Service Award
Scott Juliano

AWARDS BANQUET PHOTOS



Beta Gamma Sigma Honor Society inductees



Aaron Tidd awarded Outstanding Achievement in Personal Financial Planning



Taylor Szczecina awarded Outstanding Achievement in Fitness Administration



John Horton Awarded Outstanding Achievement in Marketing



Stephen Spenberg awarded Institute Of Management Accountants (Ima) Award & Applied Investment Management Leadership



2024 Chi Sigma Mu Honor Society Inductees



In Memory of **THERESE MASKULKA**

Dr. Therese Maskulka, associate professor of marketing, passed away on January 19, 2024. She was a pivotal leader at KU through her commitment to her students, and her impact continues beyond the classroom.

"In the sudden shock of losing Therese, it feels like a dear friend has been torn from us, leaving behind an irreplaceable void. I find myself yearning to encounter her in familiar places—the hallway, the office, the classroom, the tavern, and even her home. Therese's presence was a beacon of kindness, warmth, humor, intelligence, and openness. Her vibrant passion for life was contagious, spreading joy and wisdom to all who crossed her path. I feel immensely grateful for the privilege of having known such an extraordinary individual. She will be forever missed. The workplace will never be the same without her. May Therese's soul find eternal peace, and may blessings be bestowed upon those she loved and cared for."

- Qin Geng

Therese joined the Golden Bear family in Fall 2008. While at KU, she helped the Business Administration department become accredited through the Association to Advance Collegiate Schools of Business (AACSB).

“

THERESE WAS RELENTLESS IN REMINDING FACULTY IN THE DBA WHAT WAS NEEDED IN TERMS OF RESOURCES AND EFFORT TO ACCOMPLISH IMPORTANT GOALS. SHE WORKED TIRELESSLY TO HELP STUDENTS FIND INTERNSHIP OPPORTUNITIES AND TO HELP PREPARE THEM FOR THE JOB MARKET.

- JOHN WALKER

”

She was dedicated to her students and providing them with learning opportunities outside of the classroom. Prior to KU, Therese taught at Lehigh University, Youngstown State University, Walsh University, and Kent State University.

Therese earned her doctorate in marketing at Kent State, and an MBA in marketing from Gannon University.

“

THERESE IMPARTED KNOWLEDGE WHILE NURTURING HEARTS. SHE CONNECTED STUDENTS TO REAL-WORLD WISDOM AND ADVOCATED NETWORKING FOR ENDLESS OPPORTUNITIES. IN EDUCATION'S SYMPHONY, SHE CONDUCTED STUDENTS TOWARD HARMONIOUS SUCCESS.

- DR. GARY CHAO

”



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STUDENT SUCCESS

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