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MARKETING &  
ENTREPRENEURSHIP  
... PAGE 11

Plattsburgh  
STATE UNIVERSITY OF NEW YORK

VOL 4  
ISSUE 2

WINTER | 2009



School of Business  
and Economics



NYS S B D C  
NORTH COUNTRY  
SMALL BUSINESS  
DEVELOPMENT CENTER  
PART OF THE SCHOOL OF  
BUSINESS & ECONOMICS  
SUNY COLLEGE AT PLATTSBURGH

In Cooperation with the U.S. SBA

# Business essentials

ADDRESSING THE NEEDS OF STUDENTS, ALUMNI,  
NORTH COUNTRY BUSINESSES AND THE COMMUNITY

## Strictly Business Forum 2009 Opportunity Despite Downturn

On December 3, 2008, the publishers of *Strictly Business* (SB) magazine hosted the 19th Annual *Strictly Business* Forum.

At this event, business leaders from diverse sectors of the community, including government, healthcare, education, finance, and retail gathered to discuss the state of the economy in the North Country of New York.

SB publishers Herb and Mary Carpenter hosted this event along with their son, Mike Carpenter, who is now the CEO of Northeast Printing & Distribution Company. Attendees were broken into groups for roundtable discussions of last year's regional economic performance, the current business climate and what can be expected for the future.

A common theme during the discussion was the current recession. In his forum wrap up Herb Carpenter noted, "We are living through 'the perfect storm'...The parents of the problems we see today

were greed, a lack of ethics and incompetence at virtually all levels of our financial system."

Still, at all tables there was talk of the resiliency, optimism and opportunities in the North Country.

With a large international trade partner just north of us, the strategic proximity to major population centers and a sound infrastructure, the North Country is still poised for growth.

Many participants highlighted the benefits of having SUNY



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## Champy Advertising Awards Grow Yearly

The Champy Advertising Awards competition will celebrate its 23rd consecutive year of operation in 2009. Students in the SUNY Plattsburgh Collegiate Chapter of the American Marketing Association organize and implement this program every spring. The purpose of the competition is to recognize the high level of creativity exhibited in North Country-produced advertising, and the competition affords students and members of the business community the opportunity to

interact with each other on a discipline-based theme.

The highly coveted Champy Awards are presented in a number of categories, including radio, television, electronic/website, print, and a miscellaneous category (direct mail, menus, outdoor, brochures, and other collateral material). The Marketing Club members prepare the mailings and news releases, conduct follow-ups, serve as the judges, and present the Champy Advertising Award plaques at their

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## Your Competitive Advantage Market Intimacy

Whatever your opinion may be about Sam Walton's legacy as a business owner, there is no debating that he was an entrepreneurial genius who recognized that customers are responsible for 100% of every businesses' net revenues.

"Customer-focused" is a business hot phrase that has been circulating for decades, but it is a convention or principle that is not cultivated by nearly enough business owners. For the average small business owner, not committing to a customer-focused culture eliminates the largest competitive advantage they have in the marketplace over lower priced competitors, and can often be a fatal determining factor of business livelihood.

Being customer-focused does not mean just providing friendly service (although it is a very valuable component). It means getting to know what your customers want or need and providing a key benefit that fulfills those needs.

Always keep in mind the famous statement from Dale Carnegie, "Human beings are not creatures of logic. They are creatures of emotion." In any fickle marketplace, perceived value, convenience and immediacy of demand are all emotional functions that do not always relate to a logical cost-benefit competitive analysis.

The savvy small business owner has the ability to be more intimate with their market and really understand the wants and needs of local customers. More specifically, you should focus on finding out how your customers (or potential customers) perceive your products or services in relation to your competition in each of the areas below, which are often referred to as the "4 P's of Marketing:"

- Product/Service (Quality)
- Place (Location, Convenience)
- Price (Value)
- Promotion (Branding, Recognition, Popularity)

So how well do you really know your customers?

Even though large box stores have a reputation for "impersonal service," most make a serious investment in research to understand customer buying habits. Still, their research is usually

based on samples of information that may have been gathered miles away from your market.

As a small business owner, you can gather more locally relevant information. I caution you to not make assumptions about their perceptions and instead, get the answers directly from those who make spending decisions.

Some effective forms of local market research include:

- Direct Observation/Interviews
- Surveys
- Focus Groups
- Customer Comment Cards

Of course, the information you gather is only as good as the questions you ask. Take some time and think about what you want to know from your customers. Revisit the 4-P's of marketing and create a winning questionnaire.

Once you have gathered that information, it is important to remember two other critical P's of marketing, positioning and people. Positioning focuses on your market niche and is the development of a key benefit message that highlights what makes your business special. It should clearly define what is special about your company in relation to the competition. Below is an example of positioning using competing furniture companies and how they represent themselves in their advertisements:

*"There is only one boss: the customer. And he/she can fire everybody in the company, from the chairman on down, simply by spending his/her money somewhere else."*

*Sam Walton, founder of Wal-Mart*

## SBDC WORKSHOPS

MARCH 2009

SERIES WITH LAKE PLACID BUSINESS ASSOCIATION (LAKE PLACID)

5th Keeping Score to Win the Game: Cash is King

12th Increasing Your Bottom Line

19th Right Place, Right Time Marketing

26th More Customers, More Profits

SERIES WITH SARANAC LAKE CHAMBER OF COMMERCE

11th Keeping Score to Win the Game: Cash is King

18th Increasing Your Bottom Line

25th Right Place, Right Time Marketing

Apr 1st More Customers, More Profits

VISIT

[NorthCountrySBDC.org/events.asp](http://NorthCountrySBDC.org/events.asp) for details.

## SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

**Rick Leibowitz**  
Regional Director

**Andy Allison**  
Business Advisor

**Philip Cerne**  
Business Advisor

**Karen Stehlin**  
Business Advisor

**Linda Willett**  
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**SBE  
Business  
Advisory  
Council  
(BAC)**

**Pat Russell, Co-Chair**  
Abbott, Frenyea,  
Russell & Coffey

**Trent Trahan, Co-Chair '70**  
Champlain Telephone Co.

**Mark Barie '75**  
Crossborder Development Corp.

**Jay Bryan**  
Montreal Gazette

**Bruce Carlin '81**  
Media Central

**Herb Carpenter '72, G '79**  
The Northeast Group

**Jon Cooper**  
Champlain National Bank

**Bob DeCamp '97 G'99**  
Deringer Logistics  
Consulting Group

**Garry Douglas**  
Plattsburgh North Country  
Chamber of Commerce

**Cornelia Forrence**  
UBS Financial Services, Inc.

**Paul Grasso**  
North Country Workforce  
Investment Board

**Steve Kelso**  
FedEx

**Adore Kurtz**  
The Development Corporation  
of Clinton County NY

**John Masella '77**  
OneWorkSource,  
NYS Dept. of Labor

**Sarah McCune '00**  
PrimeLink

**Stephens M. Mundy**  
CVPH

**Steve Jones**  
Home Bistro Foods, Inc.

**Bill Owens**  
Stafford, Owens, Curtin  
& Trombley, PLLC

**Joe Peterson '87**  
T. Curtis & Company

**Susanna Pillier**  
Stafford, Owens, Curtin  
& Trombley, PLLC

**Jeff Rendinaro '84**  
Darwood Associates

**Andrew Sabella G'91**  
Anthony's  
Restaurant & Bistro

**Bob Smith**  
Nine Platt Hospitality Group

**Jim Tooley**  
Bombardier

**Victoria Zinser Duley**  
Technical Assistance Center  
@ SUNY Plattsburgh

**BAC Member Spotlight:**  
**Garry Douglas**  
**Need We Say More?**

The Business Advisory Council consists of a couple dozen local business people, most committed to the integration of the business school into the business community. Perhaps no one is more committed to making this happen as the President and CEO of the Plattsburgh-North Country Chamber of Commerce, Garry Douglas.

A member of the BAC since its inception in 2005, Garry has worked even longer on the vitality of this entire region. His name is legendary in the region, and his contributions are without parallel.

He is someone who can call the office of the congressman, the governor, or the senator and be immediately transferred to that elected official. Garry's efforts have culminated in Plattsburgh being named as one of the top ten Cities for the Future, and one of the top locations for new businesses.

His recognition in the most influential circles has little to do with his extensive Washington experience when he served as senior aide to a congressman. Nor is it because of his vast knowledge of all things "North Country," especially when it comes to

commerce and jobs.

Rather, he is recognized for producing a vision then producing results.

Garry is a catalyst that brings this to fruition — when this region has such untapped potential and quality of life, and when we have such a deserving community that appreciates the values of hard work and cooperation.

He is also a true friend to the SBE. Numerous times when the SBE has been trying to realize some goal or create some opportunity for its students or for the community, he offered support. When these efforts at times got bogged down, the BAC often calls on him. Typically it requires only one e-mail or phone call from Garry Douglas to get things on back track again. He, and his VP of Business Services, Sue Matton, have been instrumental in moving things forward on our behalf many, many times.

Garry is successful because he takes to heart the quote of hockey great Wayne Gretsky, "You must skate to where the puck will be, not where it is." ☞



**Champy Awards...** (continued from page 1)

year-end banquet. The keynote speaker for the banquet is also chosen for his or her expertise in advertising.

"The students really enjoy running this program. It is a wonderful activity and résumé builder for those wishing to have a career in advertising," stated Dr. Nancy Church, faculty advisor to the AMA chapter,

"They have an opportunity to apply marketing and advertising theory in the process of evaluating the ads submitted by businesses across the region. In fact, a number of advertising agencies are the biggest supporters of the program." ☞



# Student Clubs & Organizations

## AMERICAN MARKETING ASSOCIATION (MARKETING CLUB)

The SUNY Plattsburgh Collegiate Chapter of the AMA had a most active fall semester. Under the leadership of co-presidents Griffin Burnett and Nicholas Strange, the club met every Monday evening. Their first guest speaker was 2007 marketing grad and past Marketing Club president, Ms. Alison Deal, who spoke about Online Marketing of Magazines. The second guest speaker was Mr. Bob Smith, president of the Best Western-Inn at Smithfield, who spoke about the state of the economy and prospects for marketing. In November, members of the club organized a field trip and traveled to the Ben & Jerry's plant in Waterbury, Vermont. ☞



**AMA International Collegiate  
Conference in New Orleans  
March 2008**

FROM LEFT TO RIGHT:  
Griffin Burnett, VP; Dr. Nancy  
Church, Advisor; Dr. Lise Heroux,  
and Cristian Castro '09, Co-President.

## STUDENTS IN FREE ENTERPRISE (SIFE)

SIFE had a busy fall under the leadership of president Patrick Linden<sup>10</sup>. A forum of four experts on the Economic Crisis attracted about 100 attendees in October. The Club hosted a pizza party with entrepreneurs Ron Marx, president of Cedar Knoll Log Homes, and Jack Bacque of Soleil Lumber. SIFE members are interacting with the business community through their volunteerism for the Chamber of Commerce's "Taste of the North Country" event and their plans to work with Salerno Plastics on a marketing project. During the spring 2009 semester, SIFE plans to present an ethics seminar at a local high school and attend the regional SIFE competition in NYC in April. ☞

## SBE Funding Wishlist

"PROFESSIONALS  
PREPARING THE NEXT  
GENERATION OF  
GLOBAL BUSINESS  
PROFESSIONALS"

Executive-In-Residence  
Speaker  
\$1,000

Laptop Scholarships  
\$1,000/each

SBE Student Club  
Sponsorship  
\$1,000/club

Sponsor SBE Expert's  
Directory  
\$2,500

Tablet and Laptop

Loaner Program for  
SBE Students  
\$3,000

Week-Long Wall Street  
Internship Funding  
\$3,000

Faculty Research  
Awards  
\$3,000

National Student  
Competitions  
\$3,000

Interactive Marketing  
Lab  
\$5,000

Alumni Speaker Series  
\$6,000/year

Sponsor SBE  
Newsletters  
\$8,000

SBE Stock Market Club  
Investment Fund  
\$10,000

Accounting Lab Tutors  
\$15,000/year

Peer Tutoring &  
Supplemental Instruction  
Program  
\$13,000

Endowed Chairs or  
Programs  
\$500,000 to \$1,000,000



**ALPHA MU ALPHA MARKETING HONOR SOCIETY**  
2008 Induction Ceremony  
Year-end Banquet

## ACCOUNTING

**Mohammed Gaber**  
Ph.D., Professor, Chair

**James Coffey**  
J.D., Professor

**Edward Lusk**  
Ph.D., Professor

**El-Sayed Hussein Kandiel**  
Ph.D., Associate Professor

**Chou-Hsuan (Jason) Lee**  
Ph.D., Associate Professor

**Mark Kaiser**  
M.B.A., C.P.A., Lecturer

**Dean Steria**  
M.B.A., Lecturer

# From Marketing Major to Small Business Owner George J. Marshall, Jr. '82

After graduating from SUNY College at Plattsburgh in 1982 with a B.S. in Marketing, George Marshall, Jr. began working career as a sales representative for Procter & Gamble.

In 1986, he entered the financial industry by accepting a position with the investment firm of Kidder, Peabody and Co and earned his Series 7 "registered representative" securities license.

Then in 1989, George, along with his wife, Jacqueline, founded "Marshall Associates Financial Professionals" ([www.MarAssoc.com](http://www.MarAssoc.com)) committed to providing quality financial services and helping people plan for a better financial future.

At Marshall Associates Financial



Professionals, George is responsible for monitoring stock, bond and international markets, tax codes, news/events, and analyzing information to make informed decisions and help guide clients toward their specific financial goals.

This is in addition to numerous other duties typical of a small business owner that include marketing, advertising, personnel, procurement and property management.

"My SBE education provided me with a solid foundation in the many areas that are important to running my business and building my career," he said. "In combination with a SBE sponsored internship, it provided me with many of the skills necessary to succeed in today's business environment. ☞

### Market Intimacy ... (from page 2)

- IKEA – "We do our part, you do your part. Together, we save you money."
- Ashley Furniture – "The #1 selling home furniture brand in North America"
- Ethan Allen – "Everything you need to live beautifully – all in one place."

Notice how each choice gives a different reason why to choose their furniture store. All examples are customer focused and highlight some differentiation. IKEA is focusing on price savings, Ashley in focusing on their branding/popularity and Ethan Allen is focusing on both quality and convenience.

The key in creating an effective positioning statement is to identify a customer benefit that you can provide and, in as few words as possible, create that message in terms that will appeal to your customer's emotions.

The people portion of marketing is remembering that 100% of your customers (and employees) are human beings. Without getting into too much psychoanalysis, it is important to remember the power of ego.

As stated earlier, many purchasing decisions are emotionally influenced and one of the most powerful selling tools is to actively recognize the customer's need to feel that

they are understood. Show your customers that you understand their needs better than the competition. If you cannot compete on price or place, your only options are through product (quality, personalized and knowledgeable service) and promotion (direct interaction in making a sale).

Also, if you are using customer comment cards or surveys in your market research, consider providing feedback to your customers that shows you are aware of their concerns and you are responding to their needs. Of course, you will not be able to meet all of their needs, so put a positive spin on what you can do and, perhaps, help them understand those things you cannot and why.

As a small business owner, you have the opportunity to use your people skills above and beyond your larger competitors, and probably, your less informed small competitors. Get intimate with your customers and build a lifelong relationship of success.

For more information on the SBDC, please call (518) 564-2042 or email [sbdc@plattsburgh.edu](mailto:sbdc@plattsburgh.edu). ☞

Evolving Internships:



## Joanne Parkinson '06 From Internship to career

Joanne Parkinson's marketing internship in her senior year with Touraid Travel, a national cruise and vacation company, was a college student's dream job. However, she never expected that her internship

would evolve into a full-time position and a career.

As Marketing Coordinator, Joanne develops all marketing materials for the firm including flyers, advertising, website graphics, and email blasts. She is also responsible for maintaining relationships with all the firm's vendors and partners.

Working with the management team, Joanne credits her employer with contributing to her professional and career development over the past three years. The perks of the job are sensational—"fam trips" on new cruise ships and travel to 'research' resort properties. After all, one must know her products if she is to promote them successfully!

Another positive aspect of Joanne's position is the enjoyment she derives from her working relationships with her co-workers, vendors, and suppliers. "The SUNY Plattsburgh Marketing program prepared me to think for myself and to keep an open mind," she says.

"Typically, there is not a single right or wrong solution to a problem. Rather, the key is to think the situation through and come up with the best solution or alternate solution in case things do not work out." Such as when she learned to bring physical overhead slides when making presentations in Dr. Csipak's classes, "just in case" the computers weren't working.

Joanne Parkinson is grateful for the teamwork experience that she gained in her business courses. She feels that the group work prepared her well for the team atmosphere that she experiences everyday.

In fact, her company encourages the "team mentality" and meetings where ideas and solutions are easier to come by when there are varying opinions in the room. ☞

## SELECTED RESEARCH & ACHIEVEMENTS

Choe, K. & Lee, C. (in press, 2008). **The Bullwhip Effect in a Production Logistic System and Its Impact on Corporate Financial Performance.** *European Management Journal*.

Church, N. J. & Heroux, L. A. (2008). **Volunteerism by College Students--Motives, Stimuli, and Incentives: Marketing Education Applications.** *American Marketing Association International Collegiate Conference*, 13-18.

Gregoriou, G. N. & Rouah, F. (in press, 2008). **Survival of Listed vs. Non-Listed Hedge Funds.** *Journal of Wealth Management*.

Gregoriou, G. N. (2008). **Efficiency Persistence of Bank and Thrift CEOs Using Data Envelopment Analysis.** *Computers & Operations Research*, 35 (13), 1-8.

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Heroux, L. A., Csipak, J., & Hendrickson, A. (2008). **Marketing Strategies of Sugarhouses in the United States and Canada: A Comparative Exploratory Study.** *Journal of Foodservice Business Research*, 11 (1).

Lusk, E. (2008). **The Innovest Ratings of Chinese Organizations: A Benchmarked Analysis. Accepted, In Patricia Ordóñez de Pablos and Miltiadis D. Lytras (Ed.) China Information Technology.** London: Springer.

Lusk, E. & Halperin, M. (2008). **An Investigation of the Whistle-Blower-Insider Trading Connection: Evaluation and Recommendations. Accepted, In PAUL U. ALI and Greg N. Gregoriou (Ed.) Insider Trading.** London: CHAPMAN HALL ROUTLEDGE.

Michayluk, D. & Neuhauser, K. L. (in press, 2008). **Is Liquidity Symmetric? A Study of Newly Listed Internet and Technology Stocks.** *International Review of Finance*.

### ... Despite Downturn ... (from page 1)

Plattsburgh as a major contributor to the regional economy, but recognized that tough decisions lie ahead.

John Homberger, VP for Administration at SUNY Plattsburgh noted, "We have met or exceeded our goals in terms of student enrollments. The College was hit with two significant budget cuts in the middle of the year...cutbacks need to be made without diminishing services."

Business Advisory Council member Drew Sabella, owner of Anthony's Restaurant and Bistro, highlighted the hopeful atmosphere that was pervasive at this forum, "I'm extremely optimistic about the business climate in the region. We're in a unique area with unique resources...regardless of this economic downturn, when we work our way through, I think we'll be on the cusp of an explosion in quality growth in this market." ☞

# REVITALIZING DOWNTOWN

## SBE WORKS TO PROMOTE PROGRAM

— BY Colin Read

Plattsburgh's downtown has maintained an illustrious and notorious history for SUNY Plattsburgh students. It has also acted as a major regional hub for much of its history. Now the School of Business & Economics (SBE) is assisting in returning the downtown core to its full glory.

Just a short walk through downtown allows a glimpse of its majestic past. Historic buildings abound, as does a significant history for the infancy of our nation. Three significant groups want to renew this history and tradition.


In a wonderful recognition of the positive role of students in their adopted city, the student group *Campus/City Coalition Education Subcommittee*, led by Allison Swick-Duttine, Director of Fraternity/Sorority Life & Organization Development, recognized the value to the city of students interested in beautifying the downtown core.

Recently, Colin Read, former SBE dean, shared with this group the benefits of their association with this worthwhile enterprise and encouraged them to mobilize a Plattsburgh Corps of students and supporters for Fall and Spring beautification campaigns.

Read also recently presented the results of an economic development and networking subcommittee to the City of Plattsburgh Brownfields Development Grant Coalition. This grant is funding a series of meetings, which will culminate in a plan for the scope of downtown revitalization.

Local activist Nancy Monette has also been working with the Read and others in knitting together a loose coalition of like-minded people who see the beauty lurking just below the surface of the downtown core. Her tireless efforts in bringing interested parties together is a grassroots effort necessary for its success.

"I am gratified by the resurging recognition of the treasure that is the downtown core. As this city and our university community recognize the quality of life that a vibrant downtown provides, I am sure we can develop the partnerships to turn this dream into a reality," said Read.

The School of Business and Economics stands ready to help in any way it can. 

### Alumni Spotlight:



## Eric Barie '03 Alternating Channels

In only five years, Eric Barie has moved through the ranks with FairPoint Communications where he is currently the Marketing Manager for Vermont.


Eric manages the entire marketing process, including research and product development, promotional campaign development, and analysis and tracking. Along with the traditional marketing channels, he is also responsible for establishing and managing alternative sales channels.

Eric also has the pleasure of managing and distributing \$400,000 in charitable contributions to more than 110 organizations and events.

He fondly recalls his SUNY Plattsburgh marketing strategy class, remarking, "Marketing majors reading this will be happy to know that the 22 Immutable Laws of Marketing can be very easily applied to most real world business cases."

Eric's two important pieces of advice for today's marketing majors are:

- (1) Whether you are in school or have graduated, you NEED sales experience. In most organizations, the marketing and sales departments work hand in hand. If you can come to a potential employer with sales experience on your resumé, you are already ahead of the game, and
- (2) If you are still in school, try for an accounting minor or double major. In my job, it has proved crucial to be able to read and disseminate financials and to create tables and spreadsheets to back up your plans.

In the business world, the best marketing plans aren't enacted until you can prove that the financials make sense." 

### SBE ALUMNI KEEP IN TOUCH!

Contact:

**TARA MARLOW**

Assistant Dean for Student Services

School of Business & Economics

E-mail: [tara.marlow@plattsburgh.edu](mailto:tara.marlow@plattsburgh.edu)

### We Want To Hear From YOU!

The upcoming Spring 2009 issue of *Business Essentials* celebrates alumni and we want to include your stories.

Please contact us and tell us about:

- (1) how your college experience impacts your career;
- (2) how you use your experience and education to "pay it forward" or
- (3) if you hire SBE graduates or provide internships.

## Quebec-New York Economic Summit

The School of Business & Economics (SBE) recently formalized an agreement with Concordia University at the fourth biennial Quebec-New York Economic Summit in Montreal, P.Q.

Flanked by Governor David Paterson and Premier Jean Charest, former Dean Colin Read of the SBE and President John Ettling of SUNY Plattsburgh signed on behalf of the university.

In his speech, Governor Paterson pointed out the importance of this agreement in promoting the movement of goods across our borders.

The agreement creates opportunities for the SBE's Global Supply Chain Management program to cooperate with the Molson School of Business' Supply Chain Management program in faculty and resource exchanges.


It also declares cooperation in the delivery of an annual cross-border supply chain management conference, to be held in Plattsburgh in May of 2009.

"This agreement formalizes our practice

of cooperation between the two sister campuses of Concordia and Plattsburgh, and further reinforces the role of the SBE in promoting and branding this area as an important supply chain region," said former Dean Read after the signing.

The conference was the most recent event to promote trade between the two regions. This trade relationship is one of the largest and most healthy bilateral trade regions in this country, or anywhere.

The importance of the Interstate 87 corridor is becoming increasingly appreciated with each conference. Additionally, the theme of a green corridor was celebrated at this summit.

The agreement between the two schools is the second in a series of agreements. The first agreement created the opportunity for our graduates in our Master of Arts in Liberal Studies leadership track to matriculate into Concordia's Masters of Business Administration. The result is that our students can obtain two master's degrees in as little as two years. 



### ECONOMICS & FINANCE

**Robert Christopherson**  
Ph.D., Professor, Chair

**Greg Gregoriou**  
Ph.D., Professor

**Neal Duffy**  
Ph.D., Associate Professor

**Karyn Neuhauser**  
Ph.D., Associate Professor

**Nabanita Nandi**  
Ph.D., Assistant Professor

**Razvan Pascalau**  
Ph.D., Assistant Professor

**Kameliia Petrova**  
Ph.D., Assistant Professor

**Suki Gras**  
M.S., Lecturer



**HOTEL,  
RESTAURANT  
TOURISM &  
MANAGEMENT**

**David Hensarling**  
M.S., Lecturer,  
Interim Chair

**Ray Guydosh**  
Ph.D., Associate Professor

**Mark Gultek**  
Ph.D., Associate Professor

**Kimberly Emery '00,  
G'05)**  
M.A., Chef/Hospitality  
Management Training  
Center Manager

**John Parmelee**  
M.S., Lecturer

**Robert Rolfs**  
M.S., Lecturer

**Rhonda Phillips**  
Ph.D., Visiting Professor

**Heidi Duquette**  
Instructional Support  
Assistant

**OFFICE of  
INTERNSHIPS  
and CAREER  
PLACEMENT**

**Mary Carpenter**  
Director

**INTERNS IN THE COMMUNITY**



**TIFFANY CIMBRELLO '09**  
HRTM

**Schonbek Worldwide Lighting**  
Plattsburgh, NY

"Working in HR is a job that takes a lot of patience, but after completing my internship, I know it is definitely the field I want to pursue after I graduate. ...I learned much more than a book could teach me. This hands-on experience will give me an edge when I am looking for my first career opportunity."



**PAUL METLER '09**  
International Business  
Accounting (minor)

**Community Bank, N.A.**  
Plattsburgh, NY

"I learned about balancing the branch, handling the vault transactions throughout the day, doing shipments with Loomis and the Federal Reserve and completing year-end reports. My internship with Community Bank, N.A. was eye opening and very worthwhile. Every student in the SBE should consider an internship."



**KEAGAN DAVIS '10**  
Finance Major

**Donlan & Barcomb**  
Plattsburgh, NY

"My internship at Donlan & Barcomb taught me a lot about trading and investing at a time when the market was going through great volatility. I would recommend this internship to anyone who is thinking about going into investment services."

**Durocher Auto Sales**

Durocher Auto Sales, a Plattsburgh Dodge, Jeep, Lincoln and Mercury dealership, with locations on Elizabeth Street and Route 9 south of the city, is a strong supporter of the School of Business & Economic's (SBE) internship program.

When marketing major Katie Skinner<sup>'08</sup> finished her internship with the family run company in the spring of 2008, Vice President Bob Durocher offered her a job.

Katie is now responsible for all of Durocher's print and on line marketing. "I also produce e-newsletters, manage our web site and assist with our BusinessLink program," she explained.

Bob Durocher emphasizes the importance of a strong marketing effort in these difficult economic times. "We have to be more creative and we have to work harder to make each sale," he said.

To help with that effort Colin Ausfield<sup>'09</sup>, a senior marketing major, is currently doing his internship with Durocher Auto. "I am designing a plan to market mobility vans to local and regional companies," Colin explained. "I have done the marketing research, designed brochures and will soon be



Colin Ausfield<sup>'09</sup>, Bob Durocher



visiting companies that have a need for handicapped accessible transportation vehicles."

"The interns we have had from the SUNY Plattsburgh School of Business & Economics have been able to take a single focus marketing project and run with it," Bob emphasized. "Once we give them a general outline of what we need, they work independently and produce great results." ☞

## Departmental News & Updates

### ACCOUNTING

Despite the recent economic and financial meltdown, accounting firms and business organizations (KPMG, McSoley McCoy, Willis Group, First Pioneer Farm Credits and IBM) came to campus to recruit accounting majors in the fall. Financial and Managerial Accounting courses have seen a major revision in content and delivery to insure currency in those two core courses. Dr. Gaber was one of fifteen faculty selected nationwide to serve on a focus group at the McGraw-Hill sponsored conference in Chicago, IL (October 2008) to improve the course content and delivery of financial accounting. Dr. Gaber also participated in a conference in Las Vegas, NV, November 2008 focusing on "Challenging Today for Tomorrow Success". Dr. Ed Lusk and Dr. Jason Lee have published several articles in refereed journals. Professor Dean Steria has joined the accounting faculty in a full-time capacity. In addition to his teaching responsibilities and the supervision of the accounting lab, he is collaborating with Dr. Ed Lusk in developing and using up-to-date technology in teaching AIS, and Auditing. ☺

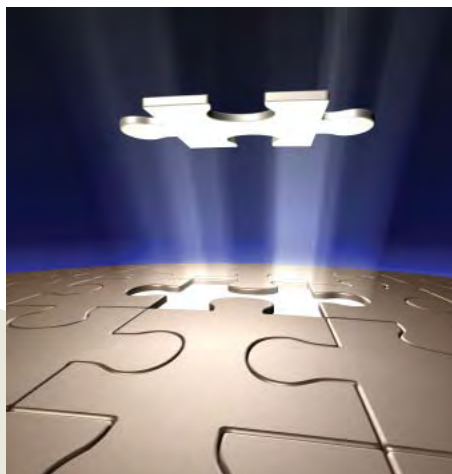
### BUSINESS & SUPPLY CHAIN MANAGEMENT

With the outstanding work of Director of Internships, Mary Carpenter, and GSCM faculty, Brian Neureuther, the Business & GSCM Department has established its first paid supply chain co-op with Daimler Bus in Utica, NY. We look forward to a long term

relationship. GSCM students have wonderful internship placements at Bombardier Transportation, Huber and Suhner, CVPH Medical Center, Fastenal, and the Northeast Group. The department reorganized the GSCM major for a more focused emphasis on the accepted and anticipated body of knowledge regarding global supply chain management, including sub-discipline tracks. Work on the first Global Supply Chain Management Conference, May 19-21, is proceeding apace. Visit the website at <http://plattsburghcas1.com/GSCM/contacts.html>. ☺

### ECONOMICS & FINANCE

Although the New York State economy continues to suffer and the SUNY system will likely face a significant decline in state support, the Department of Economics and Finance continues to flourish. Enrollments remain strong with over 150 majors in our two programs. Faculty publications are numerous. And, the Economics Club will be back in action in spring 2009. Dr. Neuhauser participated in a workshop offered by the Federal Reserve Bank of New York, on Monetary Policy. In April 2009, Drs. Christopherson and Gaber will be taking the Accounting and Finance Association to the FED Bank and visiting several investment banks as part of their annual club activities. Dr. Gregoriou remains very active in the area of research and now has over 30 books to his credit with several more on the way. ☺



### MANAGEMENT & INTERNATIONAL BUSINESS

**Mohamed Djerdjouri**  
Ph.D., Professor, Chair

**Faten Moussa**  
Ph.D., Professor

**Elie Chrysostome**  
Ph.D., Associate Professor

**Rohit Rampal**  
Ph.D., Associate Professor

**Zuopeng (Justin) Zhang**  
Ph.D., Assistant Professor

**Areeg Barakat ('92)**  
A.B.D., Ph.D., Instructor

**Don Austin**  
Ph.D., Lecturer

### MARKETING & ENTREPRENEURSHIP

**Nancy J. Church**  
Ph.D., Distinguished Service Professor, Chair

**Lise Heroux**  
Ph.D., Professor

**James Csipak**  
Ph.D., Associate Professor

**Richard Gottschall**  
Pursuing Ph.D., M.I.M., Lecturer

**Mark Barie ('75)**  
M.S., Adjunct, Teaching Excellence Award

**James McArdle**  
M.B.A., Adjunct Lecturer

**BUSINESS  
& GLOBAL  
SUPPLY CHAIN  
MANAGEMENT**

**Kevin O'Neill**

Ph.D., Associate Professor,  
Chair

**Kwangseek Choe**

Ph.D., Associate Professor

**Brian Neureuther**

Ph.D., Associate Professor

**Herb Carpenter**

M.S., Lecturer

**MALS**

**Sue Catana**

Ph.D., Program Coordinator

**Mohamed Gaber**

Ph.D., Professor

**J. Justin Gustainis**

Ph.D., Professor

**Ed Lusk**

Ph.D., Professor

**Ellen Fitzpatrick**

Ph.D., Associate Professor

**Kevin O'Neill**

Ph.D., Associate Professor

**Jason Lee**

Ph.D., Assistant Professor

**Chandler Atkins**

Ph.D., Adjunct Lecturer

**Bob Karp**

Ph.D., Adjunct Lecturer

**A Message from the Chairperson:  
Marketing & Entrepreneurship**

The Department continues to have an active agenda in order to better serve its students. Marketing majors have been able to join the national marketing honor society, Alpha Mu Alpha, since 1981.

Now, a new honor society for Entrepreneurship majors, ENT, will be introduced during the spring 2009 semester for junior and seniors. The honor society will also be rolled out nationally later in 2009.

A new focus group facility, complete with a conference table setup and one-way mirror, has been installed on the second floor of the Redcay Building. This will be particularly useful to students for marketing research and advertising research projects. A new tool for helping students find positions after graduation, The Resumé Book, provides Marketing and Entrepreneurship majors the opportunity to have their resumé included in a book that is offered to employers.

Experiential learning remains at the forefront of our programs. Students work on projects for actual clients in almost every marketing course, including Marketing Principles, Marketing Research, Principles

of Advertising, International Marketing, Entrepreneurship and Intrapreneurship, Small Business Management, The Creativity Process in Marketing, Interactive Marketing and E-Commerce, and Public Relations. In addition, marketing and entrepreneurship internships are plentiful with most students taking advantage of one or more outstanding opportunities.

Dr. James Csipak and Dr. Lise Héroux are serving as president and vice president of the SUNY Plattsburgh Chapter of Phi Kappa Phi Honor Society, an honor society for students in all majors. They lead this organization by initiating programs of interest to the entire campus community and organize the annual induction ceremony for new members.

The Department is pleased to welcome Mr. Richard Gottschall as a full-time member of our faculty and as the new advisor to the Students in Free Enterprise group. ☞



**Locally Going Global**

From May 19-21, 2009, SUNY College at Plattsburgh will host the first ever Global Supply Chain Management Conference. This event will bridge the campus, the community with its international counterparts.

"This inaugural conference is a wonderful opportunity for our faculty and students to network with internationally recognized executives and government officials from the U.S. and Canada" says Dr. Brian Neureuther, Associate Professor in the School of Business & Economic's Department of Business & Supply Management (GSCM).

This conference will bring to SUNY Plattsburgh, additional esteem for the GSCM major and to other departments of the SBE. Sponsoring this conference shows other companies that the SBE is active in its ways for continual learning outside of the classroom which increases its credibility.

Students will reap benefits because it offers them an opportunity to increase their marketability because of this reputation building event. SBE's GSCM majors will be able to attend this conference free of charge and students from other schools, such as Clarkson, will only have to pay a nominal fee.

The SBE faculty too are deeply involved, organizing speakers, panel sessions, workshops, will introduce speakers and panelists as well as presenting some of their own workshops.

Says Dr. Neureuther, "This conference gives the local community access to insights of these internationally recognized speakers with respect to enhancing the distribution of goods and services across international borders; an especially important base of knowledge for industries within the supply chain corridor that is northern New York and within the NY-Quebec Corridor. ☞



## Faculty Spotlight:

**Dr. Lise Héroux**

*Professor, Marketing and Entrepreneurship*

Dr. Lise Héroux has taught a wide range of courses over the 22 years she has been at SUNY Plattsburgh, but she is probably remembered most by students for her Principles of Advertising and International Marketing classes.


Over the years, her advertising students have created dozens of ad campaigns for small businesses and nonprofits, such as Rambach's Bakery, Adirondack Humane Society, Kent-Delord House Museum, and Lola's Closet. Dr. Héroux's International Marketing students have traveled to Canada and Vermont to compare different types of businesses (such as bed & breakfasts, sugarhouses, and restaurants) with comparable U.S. firms.

The icing on the cake, says Dr. Héroux, is when the students see their ads being used in the media or when their research is published in a journal. These types of hands-on, service-learning projects are one of the hallmarks of Dr. Héroux's teaching.

Additionally, she is a strong supporter of student internships and serves as

faculty sponsor to many interns every year. The awards she has received are evidence of Dr. Héroux's outstanding teaching —The Chancellor's Award for Excellence in Teaching and the Outstanding Teaching Through Service Learning Award—as well as her service on the Advisory Board of the Center for Teaching Excellence.

Originally from Montreal, Dr. Héroux earned her MBA from McGill University and her Ph.D. from Concordia University. Coincidentally, her twin daughters are currently freshmen in Montreal, with Alexie studying at McGill and Sarah studying at Concordia.

An international scholar, Dr. Lise Héroux's research has been presented at conferences around the world as well as being published in various journals. Most recently, Dr. Héroux's travels have taken her to Algeria for presentations at Institute National de Commerce and to Singapore where she and husband, Dr. James Csipak, taught courses at the UB/ Singapore Institute of Management. 

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**Business Essentials** is published three times a year as a collaborative effort of the State University of New York College at Plattsburgh School of Business & Economics and the North Country Small Business Development Center.



The SBDC is a program supported by the U.S. Small Business Administration and extended to the public on a nondiscriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities.



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