



A DYNAMIC PARTNERSHIP
PAGE 2



MARK RABIN TOURNAMENT
A SUCCESS PAGE 7



NEW DEPARTMENT IN
THE SBE PAGE 11

Plattsburgh
STATE UNIVERSITY OF NEW YORK

VOL 4
ISSUE 1

FALL

2008



School of Business
and Economics



NYS SBDC
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

New SBDC Director Appointed

Rick Leibowitz has been appointed regional director of the North Country Small Business Development Center (SBDC). He replaces Dee Clark who recently retired.

The SBDC and the School of Business & Economics (SBE) are taxpayer-funded resources for regional economic development. The expertise of the faculty, staff, and students are increasingly being engaged by the community. Mr. Leibowitz brings to the job a wealth of experience directing SBDC offices in Alaska, Arizona, and Indiana. His philosophy is consistent with the SBE agenda.

“What attracted me to the SBE and to this region is the strong sense of community spirit and its commitment to creating a vibrant economy. I am confident some of the things that work in other states can also work well in the North Country,” said Mr. Leibowitz.

Some of the tasks at the top of his list include the expansion of outreach to existing business owners, the

continued development of the North Country Business Incubator, and growing the Virtual Business Incubator concept through a portfolio of new, web-based resources.

“I am truly pleased that we were able to attract Mr. Leibowitz to this community. He very much shares our priority for outreach and community engagement, and will help us continue the great work of the SBDC,” said Dean Colin Read. ☞



SBE on Board for Samuel de Champlain Celebration

Next year will be a “once in four centuries” year for the North Country.

In 1609, French explorer Samuel De Champlain, first reached what we now know as Lake Champlain. His arrival initiated a series of events that, to this day, center on our critical location, the movement of goods and services, and the celebration of our nation’s



history. The governors of New York and Vermont have appointed a blue ribbon commission to coordinate the celebration of Lake Champlain as well as Henry Hudson’s arrival on the Hudson River.

Dr. Colin Read, Dean of the School of Business and Economics, is working with Celine Paquette '60, co-chair of the Hudson-Fulton-

Rapid Response to Entrepreneurial Needs

A partnership between the School of Business and Economics (SBE), the NYS Small Business Development Center and the U.S. Small Business Administration (SBA) hosted by the North Country Small Business Development Center (SBDC).

As part of the SBE's goal to provide outreach services to the community, the SBDC provides rapid response assistance to existing and prospective small business owners in Clinton, Essex, Franklin, Hamilton and Warren counties. These services are tailored to meet the individual needs of clients.



Counselors at the SBDC are previous business owners and managers who have experience dealing with the challenges of developing and operating small businesses. The North Country SBDC is also part of a statewide network of 23 other centers serving the small businesses

The SBDC's services are free and provide a confidential forum for clients to communicate with counselors on a wide range of topics. Some typical areas of counseling include:

- Business Planning
- Record Keeping
- Market Research
- Advertising Strategies
- Personnel Management
- Loan Application Assistance
- Customer Service
- Financial Analysis of Performance

Services are offered through one-on-one counseling, business training, and market research assistance. Counselors are willing to travel to meet with small business owners in all of the communities serviced, but also offer counseling via telephone, Internet chat, and e-mail correspondence.

"Our program is designed to help entrepreneurs increase their business knowledge and achieve their profitability goals," says Rick Leibowitz, Regional Director of the SBDC. "Whether our clients have one question or if they would like ongoing mentoring assistance, our staff is committed to providing solutions to meet their needs."

in New York State. All counselors participate in ongoing professional development and training to stay abreast of business management best practices and market trends.

The SBDC also manages the North Country Business Incubator located on the U.S. Oval in Plattsburgh. There are two offices that emerging businesses can utilize to help get their business started. The incubator agreement includes a commitment of technical assistance, which provides new entrepreneurs access to management expertise through the SBDC.

"One of our greatest strengths is our connection to over 200 business counselors in the Statewide SBDC network, as well as our association with the faculty at the SBE who bring so much expertise in their particular fields of study," remarked Rick Leibowitz. "Many emerging entrepreneurs have amazing visions for their businesses, but not the experience dealing with the responsibilities of self employment that we can share with them. Seasoned entrepreneurs know there is always more to learn and the SBDC is there for them, as well."

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

SBDC WORKSHOPS

OCT 2008

16th Increasing Your Bottom Line
(Plattsburgh-Chamber)

NOV 2008

19th Right Place, Right Time Marketing
(Plattsburgh-Chamber)

Visit BizEssentials.org/event for details of all upcoming events.

SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

Rick Leibowitz
Regional Director

Andy Allison
Business Advisor

Philip Cerne
Business Advisor

Karen Stehlin
Business Advisor

Linda Willett
Intake Advisor/
Office Manager

194 US Oval,
2nd Floor North
Plattsburgh, NY 12903

(518) 564-2042

EMAIL:
sbdc@plattsburgh.edu

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

Jeff Rendinaro '84
Darwood Associates

Andrew Sabella
Anthony's
Restaurant & Bistro

Bob Smith
Nine Platt Hospitality Group

Jim Tooley
Bombardier

Victoria Zinser Duley
Technical Assistance Center
@ SUNY Plattsburgh

BAC Member Spotlight:
Bruce Carlin '81
Committed to the Community

Business was not Bruce Carlin's major while at SUNY Plattsburgh. He is actually a graduate of the Communications department. Nonetheless, his generosity and involvement with the School of Business & Economics (SBE), the SBE Business Advisory Council, and SBE students has certainly given him honorary status.

After a number of years working in production and promotions with WPTZ-TV in Burlington and Plattsburgh, Bruce decided to merge his need for independence with his creative talents. A true entrepreneur, he started his own business, Carlin Media Services, in 1993. He reflects, "Owning your own business is very hard because of all of the pressures you face. You have to hire the right people, you have to build a reputation and you have to do a great job. You have very few second chances - it's not for everyone, but I personally would find it difficult to work for someone. If you have a dream of achieving career or financial goals then being in control of your destiny is the best way to achieve them."

After six years he learned, "Being a sole proprietor gives you 100% control and 100% responsibility. It's hard to be great at everything." Bruce then took his own advice and found partners that he respected, who complimented his skill set, and who were willing to work hard. In 1999, he merged with another ad agency and computer animator to form Media Central, LLC.

Nearly 17 years of business ownership is a true testament to Bruce's dedication to his

business as well as his reputation in the Plattsburgh community.

Media Central believes, "You have to be honest and in a small community like Plattsburgh you need to do a great job every time. We are a service for our clients and we need to be able to help them meet their goals, not our goals. By helping them with their goals we will achieve ours."

Beyond superior customer service, Bruce and Media Central develop community relations in many ways as well. One way, and most notable for the SBE, is offering academic internships. Each semester, a few SBE students majoring in marketing intern with Media Central. Bruce remarks, "We take the time to train them on specific software and hardware and the end result is often a resume filled with real life projects that they had a significant hand in creating." This is the true intention of any internship and Bruce's program is first-rate.

Bruce commented, "Having the college in Plattsburgh and getting the opportunity to have thousands of people come into this community every year is a big part of what is special about Plattsburgh. Being able to still be a part of my alma mater has been very rewarding and seeing the SBE become more involved in the business community has added to this bond."

The SBE values its partnerships with local business, and especially appreciates the contributions of Bruce and Media Central. ☞



Samuel de Champlain (from page 1)

Champlain Quadricentennial Commission, on marketing and publicity for the celebration. They have established a website, discoverlakechamplain400.org, to publicize the work of the many volunteers spanning the lake.

Lake Champlain is truly great. And for a brief period, Congress declared it as one of the Great Lakes, based on its drainage into

the St. Lawrence River, something it has in common with the other Great Lakes. Though this designation was short-lived, Lake Champlain remains great for the North Country.

It is also great that the dean, faculty, staff, and students can play a role in a celebration marking an event that has helped shape our region's destiny. ☞

Clubs and Honor Societies

ACCOUNTING AND FINANCE ASSOCIATION (AFA)

The AFA is interested in more than accounting or finance majors; this club is open to all. Workshops on Basic Financial Management and Taxation will be planned for all students. The AFA also plans to work with the community through outreach and community service (and are open to ideas) as well as through invited guest speakers on various topics related to the club's focus. As is done every year, the AFA will be coordinating a trip to Boston in the fall and the New York City trip in the spring to tour their financial districts. Meetings will be held on Tuesday evenings at 9 p.m. in the Angell College Center, Amnesty Room and are open to all.

THE INTERNATIONAL BUSINESS CLUB (IBC)

The IBC was founded in winter 2007 with the goal of promoting knowledge and understanding of global business issues. We successfully went through the process of official registration and are proud to be recognized by the SUNY Student Association. This year we are planning on continuing with our guest speaker series. Additional activities will include roundtable discussions, international film series, fundraising events, book discussions, and business opportunity presentations. IBC is open to all students. You can find more information about the IBC on our Facebook page, or by contacting Rali Larsen at rlars001@mail.plattsburgh.edu.

STUDENT ADVISORY COUNCIL (SAC)

Focusing on bridging the gap between faculty and students, the SAC is full of energy and innovative plans. This semester the SAC would like to complete the satisfaction survey and complete a faculty and staff profiles to display in the SBE. The SAC also plans to organize a presentation to new students, introducing them to the SBE faculty, clubs, services and the value of involvement. In addition, SAC evaluates the survey results and organizes various activities for the benefit of the general SBE community.

AMERICAN MARKETING ASSOCIATION (MARKETING CLUB)

For more information on the Marketing Club contact co-presidents, Griffin Burnett, at gburn001@mail.plattsburgh.edu or Nicholas Strange, at stra9677@mail.plattsburgh.edu.

STUDENTS IN FREE ENTERPRISE (SIFE)

SIFE has big plans for 2008-09. In addition to participating in the "Dress for Success" program, performing community service, and educating the community by providing presentations to local high schools, they also plan to attend and compete at the annual SIFE USA National Exposition in Chicago. Above and beyond the club's annual activities, SIFE has decided to embark on their own entrepreneurial adventure. They will create a business plan for a bagel shop in Plattsburgh, and hopefully open it by the end of the year. SIFE is always looking for more members and community partners if you would like to get involved please contact SIFE President Pat Linden at plind001@mail.plattsburgh.edu.

STOCK MARKET CLUB (SMC)

After a successful and eventful spring semester, team SMC is excited to bring a host of new opportunities to students this semester. The SMC is the largest club in the SBE with more than 50 members. Team SMC raises its goals to a new benchmark of 100 students in the coming academic year. Some highlights from last semester: creating the SMC Portal through Yahoo!, dual weekly presentations, receipt of a \$600 grant from the SBE to purchase investment newsletter subscriptions and research access, campus wide Million Dollar Challenge, coordinating a fundraiser auction, and visiting Wall Street firms like ClearBridge Advisors and Knight Equity Markets LP on a trip to New York City. For 2008-09, the SMC plans to broaden the Million Dollar Challenge to incorporate other SUNY campuses, raise at least \$500, continue the twice weekly presentations, create a marketing team for the club, increase collaboration with other student clubs and organizations, and getting associated with R.I.S.E (Redefining Investment Strategy Education) for their annual conference.

HOSPITALITY MANAGEMENT CLUB (HMC)

For more information on HMC contact president, Rebekah Schedra, at sche2889@mail.plattsburgh.edu.

APICS (STUDENT CHAPTER OF THE ASSOCIATION FOR OPERATIONS MANAGEMENT)

For more information on APICS contact president, James Alger, at jalge001@mail.plattsburgh.edu.

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

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

SBE Scheduled for New Building

The School of Business & Economics (SBE) will be saying goodbye to Redcay Hall.

The SBE has been advocating for a new building for some time in order to keep pace with the technological and pedagogical needs of our business students.

Our faculty in the Hotel, Restaurant, and Tourism Management program moved into a beautiful new facility in 2004. Since then, we have been hopeful that the rest of the faculty can locate nearer this facility in Sibley Hall.

It looks like our wish will come true. The SUNY capital projects list, approved by the State legislature, now includes a provision for a new home for the School of Business & Economics. Construction is expected to begin immediately after completion of the new science building on campus.



Drs. Edward E. & Lillian B. Redcay Hall

“The dramatic growth of the SBE, in both the number and quality of our graduates, and the new programs designed to meet the evolving needs of the business community, has been recognized. This new building addresses my concern for our accreditation standard that requires our resources to be appropriate for our mission,” says Dean Colin Read.

While planning for the new building is still preliminary, there is some discussion about locating the new building nearer to Sibley Hall and the Saranac River. It is fitting that the college matches the wonderful resource of a river flowing by the campus with the resources of the faculty, staff, and students of the SBE. The river and the SBE are two things that connect the campus to the Plattsburgh community. ☞

SBE Dean to Lead Town Comprehensive Plan Committee

The Town of Plattsburgh has tapped Dean Colin Read to chair the most recent incarnation of the Comprehensive Land Use Plan Committee.

Every ten years the Town develops a plan that will dictate its future growth and economic development. This new plan is coming at a critical time for Plattsburgh. The former Clinton County Regional Airport land has been returned to the Town and will provide the basis for some new and yet to be determined urban space. Also the former Plattsburgh Air Force Base is rapidly evolving into a major new international airport and commercial center. Finally, Route 9 North is receiving a new multi-screen theater and plans are afoot for new retail space in that area of town.

These various projects, and others, can

act as a basis for smart growth for the community surrounding the College. It is expected that Dean Read’s Ph.D. in Urban Economics and his leadership experience will provide just the right mix of skills to enable the committee to complete this important task.

Of course, this effort is consistent with the SBE’s focus – to use taxpayer dollars and the talents of faculty, staff, and students to contribute to the betterment of our communities. ☞



Student Spotlight:

Ryota Sakurai '09 Making Every Experience Count



With a triple major in Accounting, Finance, and Business and a double minor in Economics and Business Analysis in the School of Business & Economics, international student Ryota Sakurai '09 from Iwaki, Japan, is wasting no time making connections and preparing for life after SUNY Plattsburgh.

In fall 2007, Ryota ventured to Boston, MA to experience the largest job forum for English-Japanese bilingual students, the Boston Career Forum (BCF). Ryota shared, "Though BCF is specialized, utilizing these career forum opportunities is important for creating job opportunities." Entering the forum with no set expectations, Ryota left BCF after just three interviews, securing a summer analyst position in the Investment Banking Division at Merrill Lynch Japan Securities.

Upon completion of his summer position, he reflects, "Our investment banking clients were big corporations. Creating presentations for CEOs and CFOs of these blue chips was fascinating and encouraged a sense of responsibility at the same time. It is very different from college homework or a part-time job."

Ryota will graduate in May 2009 with honors, right on time despite multiple majors and minors. He plans to take advantage of the BCF once again this fall. With broad career possibilities, he is not concerned about the actual position, but rather the quality of the experience. Ryota's only set plan is to return to Japan to be close to his family.

There is no doubt that whatever company is lucky enough to hire Ryota will not be disappointed. ☞

RETURNING FACULTY/STAFF RECEIVING NEW APPOINTMENTS

MR. DEAN STERIA, M.B.A., C.P.A. - Lecturer, Accounting Department

MR. HERB CARPENTER, M.S. - Lecturer, Department of Business & Global Supply Chain Management

KAMELIA PETROVA, PH.D., - Assistant Professor, Department of Economics & Finance

MR. RICH GOTTSCHALL, M.B.A., PH.D. (in progress) - Lecturer, Department of Marketing & Entrepreneurship

MRS. MARY CARPENTER - Director of the SBE Office of Career Opportunities & Internships (part-time)

SPOTLIGHTING



NABANITA "Nita" NANDI, Ph.D. joins the Economics & Finance faculty as an Assistant Professor for the Fall 2008. Dr. Nandi teaches Introductory Macroeconomics. She completed her B.A. and M.A. in Economics at the University of Pune, India and her Ph.D. in Economics at University of Pittsburgh. Her research interests include developmental economics, econometrics, asset pricing, and international finance. Dr. Nandi recently presented "External Shocks, Depth of Financial Institutions and Economic Growth: Accounting for the Determinates of Responses to Major Financial Shocks," at the Midwest Economics Annual Meetings.



RHONDA PHILLIPS, Ph.D., joins the Hotel, Restaurant & Tourism faculty as a Visiting Professor for the academic year from Arizona State University where she was the Director of the School of Community Resources & Development overseeing tourism development and management, nonprofit and philanthropic studies, and parks and recreation management. Dr. Phillips's primary teaching responsibilities at SUNY Plattsburgh will focus on tourism. Dr. Phillips is noted for her work in community and economic development, holding dual professional certifications with the American Institute of Certified Planners (AICP) and the International Economic Development Council (CEcD). She serves as the Editor of *Community Development: Journal of the Community Development Society* (www.comm-dev.org) and is the immediate past chair of the Economic Development Division which includes the Tourism and Resort section of the American Planning Association. Her research and service areas are community development and revitalization, tourism and arts-based development, economic development, and sustainability. Projects include working with the US Agency for International Development in Ukraine, "Creating Special Places: Tourism-based development for economic development outcomes" as part of the *Municipal Economic Development Tool Kit* and serving as the 2006 UK Fulbright Ulster Policy Fellow in Northern Ireland where she worked with the Townscape Heritage Initiative program on heritage tourism based development. Her latest book, *Introduction to Community Development*, is forthcoming from Routledge in November.

NEW FACULTY



RAZVAN PASCALAU, Ph.D. joins the Economics & Finance faculty as an Assistant Professor for the Fall 2008. Dr. Pascalaу teaches Introductory Microeconomics and Econometrics. He completed a B.S. in Finance & Banking at the

Academy of Economic Studies, Bucharest, a M.S. in Financial & Forex Markets at the Doctoral School of Finance & Banking, Bucharest, a M.A. of Economics, M.S. in Finance and Ph.D. in Economics at the University of Alabama. His research interests include time series economics, macroeconomics, financial economics, forecasting, international economics & finance, and managerial economics. Dr. Pascalaу is currently working on a publication for Applied Economic Letters, "Unit Roots Tests with Smooth Breaks: An Application to the Nelson-Plosser Data Set." He is also under publication review for "Recruitment of Seemingly Overeducated Personnel: Insider-Outsider Effects on Fair Employee Selection Practices" and "Productivity Shocks, Unemployment Persistence, and the Adjustment of Real Wages in OECD Countries."



ZUOPENG "Justin" ZHANG, Ph.D. joins the Management & International Business faculty as an Assistant Professor for the Fall 2008. Dr. Zhang's primary teaching responsibilities are in our

new Management Information Systems major in which he teaches Business Applications & Information Systems and Introduction to Business Application Programming. He completed a B.E.E. at Tongji University, China, a M.A. of Economics & International Trade at Shanghai University of Finance & Economics, China, and a Ph.D. in Business Administration/Information Systems at Pennsylvania State University. His research interests include knowledge management, economics of information systems, electronic business/e-commerce, web development, database management and ERP systems. Dr. Zhang has recently collaborated on the following publications: "Toward Strategic Framework of Mobile Knowledge Management" and "Pricing Strategy of Online Knowledge Market: the Analysis of Google Answers."

Fundraising Spotlight:

4th Annual Mark Rabin Golf Tournament Over Four Thousand Dollars Raised!!!

On August 13, Dr. Nancy J. Church organized the 15th annual golf tournament (the 4th Annual Mark Rabin Memorial Golf Tournament) at the Westport Country Club. Despite wet (at times swampy) conditions, a wonderful time was had by all!

Approximately 45 sponsors helped to make this event possible and 29 teams participated raising a total of \$4,200 for the Plattsburgh College Foundation to benefit the School of Business & Economics.

A special thanks goes to the organizer, Dr. Nancy Church, and major sponsor, Pearlie Rabin, as well as to all of the sponsors. Furthermore, the smooth functioning of the event would not have been possible without wonderful volunteers: Houda Bakour, Rick Dumas ('91), Linda Fortsch, Naromie Ganesh, Paul Leduc, Sarah McCune ('00), and Lisa Newton. ☺



SBE ALUMNI KEEP IN TOUCH!

Contact:

TARA MARLOW

Assistant Dean for Student Services
School of Business & Economics

E-mail: tara.marlow@plattsburgh.edu

Internship Highlights

Citi Smith Barney

Valuing the Client-Advisor Relationship



Jason Walker '10
Finance & Economics



Junior Finance & Economics major Jason Walker '10 spent his summer at Citi Smith Barney, in Mystic, Conn., shadowing and learning from three financial advisors. "The experience helped me to establish a greater understanding of the financial advising profession, and the advantages and difficulties of being successful in this business. I was able to sit in on meetings between the financial planners and their clients. This allowed me to see how important the client-advisor relationship is and what some of the important questions are when managing someone's finances. I was also able to listen in as the advisors attempted to obtain new clients through cold calling. This experience showed me negotiating techniques and helped me to understand how difficult it is to establish a relationship with a new client."

"Many of the advisors' clients were interesting in purchasing new bonds," continued Jason, "and so we spent a lot of time reviewing bond holdings and discussing their different strengths and weaknesses. We also spent time discussing retirement planning. Finally, I learned how to develop a Morningstar Portfolio Snapshot, which most of the Smith Barney advisors use in order to view a breakdown of the diversification of a client's assets."

Jason says that his internship was a great learning opportunity which allowed him to obtain firsthand experience that cannot be obtained inside the classroom. ☞

The Hain-Celestial Group

A Healthy Way of Life

...A Great Place to Work



Eric Malmad '08
Marketing



Senior Marketing major Eric Malmad '08 spent his summer as a member of a retail marketing team for the Hain-Celestial Group. The company, which is headquartered in Melville, New York, is publicly traded on the NASDAQ as HAIN. With almost 40 natural and organic product lines, Hain Celestial is an industry leader in North America and Europe.

The company prides itself on its commitment to promoting health and well-being by meeting growing consumer demand for better beverages, snacks, specialty foods, and personal care items. Its well-known brands include Celestial Seasoning's, Terra, Garden of Eatin', Health Valley, Earth's Best, Hain Pure Foods, Imagine Foods, Mara Natha Butters, Natural Skincare, and Alba Botanica.

Eric and the other members of his team concentrated their efforts on the independent natural and organic stores in the metro New York area. "We were the eyes and ears of the Marketing Department at headquarters," he explained.

Asked about his experience, Eric was enthusiastic. "This internship gave me an insight into the daily tasks of a marketer. I have a better idea now of what the real world is all about and what it will be like once I am out of college." ☞

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
CAREER
OPPORTUNITIES
and
INTERNSHIPS**

Mrs. Mary Carpenter
Director

INTERNS IN THE COMMUNITY



QIAN ZHANG '09
Accounting & Finance

Bank of China
New York City



CHAEMEE COLFER '08
Hotel, Restaurant &
Tourism Management

Public House USA



CHRIS RWECHUNGURA '10
Accounting & Finance

The Northeast Group
Plattsburgh, NY

"During my internship I worked in the Compliance Department's Anti-Money Laundering operation. It was my job to identify suspicious money transactions. I learned so many things I couldn't learn in the classroom."

"Internships are a great way to get started in the field of your choice. Many times, based on your performance, the company will offer you a position once the internship ends. Also, you learn a lot from the experience that you can't learn in a classroom."

"My internship at The Northeast Group has improved my accounting knowledge, confidence and work ethic and has broadened my thinking as to my true potential."

Helping Interns Shine
SCHONBECK WORLDWIDE LIGHTING

Schonbeck Worldwide Lighting, a leader in the design and manufacture of crystal chandeliers, was recently acquired by Swarovski, the acknowledged world leader in the production of cut crystal. Together the two companies bring a potent mix of creativity to the world of home fashion.

The School of Business & Economics (SBE) is proud to have the opportunity to place talented interns with Schonbek in the company's Plattsburgh manufacturing facility. Doina Gidilica '09, a triple major in accounting, finance and international business, interned with Schonbek during summer 2008 and made such a favorable impression she was asked to continue during the fall semester. "The primary focus of my work so far has been accounts payable," Doina explained. "I've also done bank reconciliations, credit analysis, and have worked on a project dealing with the depreciation of the company's fixed assets. Working at Schonbek has been a great experience. They are wonderful people to work with. The internship has given me a chance to take my theoretical learning and see how it fits into the real world. I now have a taste of what I will do in the future."

Schonbek's Controller, Mike Dupuis, is enthusiastic about SBE student interns. "Our



Doina Gidilica '09 & Site Supervisor, Mike Dupuis

experience with SUNY Plattsburgh's interns has been nothing short of exceptional. The program has provided us with hard working and positive students who have a zest for learning new skills. They arrive with a well rounded knowledge of business and accounting principles and are quickly able to apply this comprehension to practice as they become solid contributors within the company. It is Schonbek's goal that the experience the students gain during their internship will benefit them in whatever endeavors lie ahead in their bright futures." ☞

Departmental News & Updates

ACCOUNTING

QuickBooks is now fully integrated in the Intermediate Accounting, AIS and Auditing courses. Students will find this is a great addition to their resumes and will allow them to better explore the accounting model. An informational program has been instituted, Profiles in Accounting Excellence, highlighting recent graduates in a story that is distributed to students in ACC 201 and ACC 202. Tameka Walker '06, a KPMG Audit Associate in New York City, is the first to be recognized. She also passed all four parts of the CPA examination as did Brian Piotrowski '04 of Lockheed Martin. Matt Kollar '07, also an Associate for KPMG, scored 92 on the Financial Accounting and Reporting [FAR] section of the CPA exam, the most challenging section. Their accomplishments are a true validation of the program. Once again, almost every accounting graduate in 2007-08 who sought a job got one. KPMG and IBM are coming to campus (Sept/Oct, 08) to recruit accounting graduates.

ECONOMICS & FINANCE

The number of majors in the department now stands at 148 with students changing to economics and finance nearly every week. This represents the highest enrollments, since Drs. Duffy and Christopherson joined the department in the late 80's. Dr. Greg Gregoriou continues his phenomenal publication record in the area of finance, with nearly 40 books and articles to his credit in the past five years. Dr. Neuhauser continues to publish and is engaged in exemplary teaching and was promoted to associate professor. Ms. Suki Gras continues her stellar performance in the classroom and just recently returned from a summer trip to Spain. Dr. Kameliia Petrova became a tenure-track, assistant professor and will teach statistics, econometrics, labor economics and applied microeconomics. Drs. Withington, Stoller, Jang, Gandhi, Page and Dixon are all enjoying retirement and continue to remain in contact with the department.

HOTEL, RESTAURANT & TOURISM MANAGEMENT

Nearly every 2007 graduate of HRTM found employment by end of summer, continuing the excellent placement rate of previous years. A strong demand for our graduates was especially gratifying given economic conditions. Students and faculty are planning to attend the American Hotel & Lodging Association's annual convention and trade show in New York City, the largest industry trade show in the world. Samuels D's will open September 18th. The annual volunteer day of grape picking at

Snow Farms Vineyard will be in early October. The HRTM Department welcomes one new faculty member, Dr. Rhonda Phillips from Arizona State University. Ms. Heidi Duquette returns for fall semester in place of Ms. Kim Emery who is on leave. Dr. Ray Guydosh, Chair, has accepted a term appointment as Associate Dean for the SBE for 2008-09. In Dr. Guydosh's absence, Dave Hensarling was selected to serve as interim Chair of HRTM.

MANAGEMENT & INTERNATIONAL BUSINESS

The new B.S. in Management Information Systems (MIS) was officially approved by the New York State Education Department and is open for enrollment this fall 2008. In addition to the approval, the department welcomes a new faculty member to teach in the MIS program, Dr. Justin Zhang. This year, the department plans to review and revamp the International Business program. Once again, the intellectual contributions of the Management & International Business faculty were excellent. In total, they published eight refereed journal articles, made eight conference presentations and performed eight other scholarly activities including editorial duties and acting as reviewers for academic journals and conferences. The department is also very pleased with the excellent enrollment growth in the Management program at our Adirondack Community College Branch Campus in Glen Falls with 37% increase from last year.

MARKETING & ENTREPRENEURSHIP

The SUNY Plattsburgh Collegiate Chapter of the American Marketing Association begins its 30th year under the leadership of co-presidents Griffin Burnett and Nicholas Strange. Three North American Scholars and scholarship recipients—Christopher Franke, Jason Walker, and Trevor Bougill—are spending fall 2008 at the Universidad de Monterrey in Mexico on the Strategic Market Expansion in the NAFTA Nations exchange program, which is a grant-funded program by the US Department of Education FIPSE program. Dr. Nancy J. Church and Dr. Lise Héroux will attend the annual project directors' meeting in Ottawa in late September. Dr. Lise Héroux and Dr. James Csipak taught courses in advertising and product and brand management at the University of Buffalo's Singapore Institute of Management for six weeks during summer 2008. Mr. Richard Gottschall completed his Ph.D. coursework in entrepreneurship at Concordia University and is preparing for his comprehensive exams.

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 Héroux
Ph.D., Professor

James Csipak
Ph.D., Associate Professor

Richard Gottschall
Pursuing Ph.D., M.B.A., 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

**NEW SBE DEPARTMENT
Business & Global Supply Chain
Management**

A new major and our largest major have joined forces. The Business major provides students with a versatile and generalist business degree. It is fitting that this program that spans the business disciplines has joined with faculty in our Global Supply Chain Management major.

Global Supply Chain Management is a budding program that teaches students what they need to know to manage products across the entire supply chain. From production to logistics, operations to distribution, enterprise resource planning to e-commerce, this major is the rising star within the business disciplines, at SUNY Plattsburgh and at AACSB schools in general.

It is logical that the School of Business & Economics (SBE) would offer both majors.

This region requires graduates with general management skills but is also positioned as an integral node in the global supply chain. With Montreal, the country's most advanced commercial border crossing to our north in Champlain, a new international airport, and

the interstate highway joining Montreal to New York City and the entire Northeast, it is likely that this new department will make a significant difference on behalf of our students.

The faculty in this new department include Drs. Kevin O'Neill, Brian Neureuther, Kwangseek Choe, and Mr. Herbert Carpenter. The School's

growth has also necessitated new office space for this new department.

They can be found in the former Technical Assistance Center on the second floor of the Redcay Hall. ☞



**New Master of Science in Leadership
SIGHTS SET ON SPRING 2009**

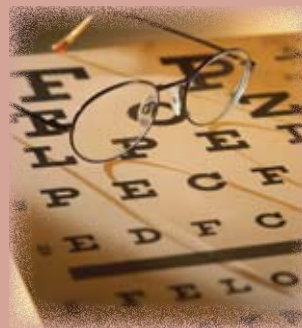
Approved by the Faculty Senate and pending review by SUNY Central and the State Department of Education, the Master of Arts in Liberal Studies (MALS) in Leadership will soon be changing. With a desire to increase flexibility within the program, to shift the content from a management to a leadership orientation and improve marketability of program graduates, MALS coordinator, Dr. Suzanne Catana, has been working diligently on the program proposal for a Master of Science (MS) in Leadership.

"Leadership in today's organizations requires the ability to analyze what's going on and to make appropriate in-the-moment decisions. Our refocusing of the capstone thesis on action learning and research allows students to focus on leadership in action

rather than traditional research."

In addition to the campus, university, and state reviews, a commitment was also made to an external review. A team of external faculty visited both the branch and main campuses August 26th - 28th and will prepare a report which will be added to the program proposal.

With a goal to begin offering the degree in spring 2009, courses have already begun to be folded into the curriculum to allow non-matriculated students to begin the new degree. Dr. Catana states, "Whether a student is a social worker or line supervisor in a manufacturing plant, the skills and competencies acquired in the MS in Leadership program will provide them with a degree that will position them for promotion and new career opportunities." ☞





Establishing the Link

Bringing Professional Experience into the Classroom

Mr. Rich Gottschall, M.B.A, Ph.D in progress, Lecturer in the Department of Marketing & Entrepreneurship


After owning two businesses in Plattsburgh and with experiences in sales and economic and enterprise development, Rich Gottschall joins the School of Business & Economics (SBE) as a full-time faculty in the Department of Marketing & Entrepreneurship for the fall 2008. While this is Rich's first full-time appointment in the SBE, he has been teaching on a part-time basis with the School since returning from his development position in Macedonia in fall 2001.

Rich has had the benefit of working internationally and locally. He has a great appreciation of all of his experiences but is especially fond of his time at the Small Business Development Center (SBDC). This fondness is mainly because he gets a great deal of satisfaction seeing those he has worked with pursuing their vision on a daily basis. "Looking back, I have spent my entire career working with or as an entrepreneur," Rich reflects.

Rich's professional background is an excellent base from which to teach, but his academic accomplishments and pursuits only enhance his qualifications. He received a B.S. in Management from Juniata College in Huntingdon, PA, a Master of International Management

from Thunderbird in Phoenix, AZ and is currently working on a Ph.D. in Entrepreneurship at Concordia University in Montreal. As Rich commences his doctoral research, he plans to pursue learning in an entrepreneurial context. Rich states, "No matter what I am working on, I always consider how it applies to a person trying to start a business."

Rich's approach to the classroom is one of respect and shared experience. He states, "Learning is a personal experience and if students can in some way internalize their classroom experience then I think I have been useful." He actively integrates his personal experiences with cross cultural relations, ethical dilemmas, and the difficulties and frustrations of starting a business in order to motivate students and interest them in learning the basic material of the course. This he hopes will allow the students to establish linkages with their other courses and their real world experiences, as well as prepare them for their upper level coursework.

"Ideally I want students to become more inquisitive, reflective, critical, and active in their thinking," Rich commented. 

Plattsburgh
STATE UNIVERSITY OF NEW YORK

School of Business & Economics
Dr. Colin Read
Dean
Redcay Hall
(518) 564-3185
EMAIL: readcl@plattsburgh.edu
WEBSITE: www.plattsburgh.edu/academics/BUSECO

North Country Small Business Development Center

Rick Leibowitz
Regional Director
194 US Oval
Plattsburgh, NY 12903
(518) 564-2042
eMail: sbdc@plattsburgh.edu
WEBSITE: www.NorthCountrySBDC.org



MANAGING EDITORS
TARA MARLOW, Assistant Dean, SBE
DR. COLIN READ, Dean, SBE

LAYOUT/DESIGN
LINDA M. WILLETT ('82, G'08) NC-SBDC
TARA MARLOW (G'03)

CONTRIBUTING WRITERS
MARY CARPENTER ('65 & '83)
RICK LEIBOWITZ
TARA MARLOW (G'03)
COLIN L. READ
LINDA M. WILLETT ('82, G'08)

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.



School of Business & Economics (Redcay 104)
North Country Small Business Development Center
101 Broad Street, Plattsburgh, NY 12901

NON - PROFIT ORG
U.S. POSTAGE
PAID
PLATTSBURGH, NY 12901
PERMIT No. 1