Paying It Forward
Carr Thoren Scholarship Honors Alumna & Professor

Deidre Carr ’83 received a very special birthday gift from her husband, Joe. A full tuition scholarship was created to honor her and her friend and mentor, Professor Ray Thoren. The gift was created in recognition of Dee’s determination to earn a degree despite personal obstacles.

With plans to graduate in 1966, Dee had to withdraw from the college because “the money ran out.” She returned to her academics in 1983 and soon discovered she was pregnant. Dee thought she would be able to graduate before her daughter was born but Cailen had different plans, and arrived two months early. Her daughter was her first priority which meant academics slipped. Dee found the faculty to be very understanding and helpful as a whole, but Dr. Thoren especially so.

“Ray went out of his way to tutor me,” Dee remembered. “He was a real corporate guy, suit and

SUNY Plattsburgh Makes It to the Finals
St. Michael’s Business Ethics Case Competition

The competition starts on each of six campuses: University of Vermont, St. Michael’s College, Nichols College (MA), SUNY Potsdam, SUNY Plattsburgh (coordinated by Dr. Church and Dr. Gaber) and Champlain College (VT). Student teams develop case analyses and present papers to judges on their respective campuses. The winners on each of the six campuses then have the opportunity to move on to compete among the top three selected by judges at St. Michael’s College.

The 2009 winners of the SUNY Plattsburgh portion of the St. Michael’s Business Ethics Case Competition were Brad Smith ’09 and Nishit “Nash” Sood ’10. Members of the other teams who prepared high quality papers were: Nicole Montague and Mohamed Rajani ’10, Devin Noonan ’10 and Thuy Luong ’09, and Abhishek Bhattacharyya ’10 and Chulanga Perera ’11. The quality of this year’s entries at
It’s All About Timing
Bruce Gray ’89 — Landrock E&S Consulting, Inc.

There appears to be no coincidences where Bruce GrayG ’89 is concerned. As a chemical engineer, all things are based on formulas and part of a larger plan. Therefore it should not be surprising that Bruce started his business, Landrock E&S Consulting, Inc. on April 22, 2003 – Earth Day – it also happens to be his wife Kathy’s birthday – so it’s a date he does not forget.

In 2003, after six years at Wyeth, Bruce came to a crossroads professionally. With 23 years of experience in the chemical and pharmaceutical industries, it was a natural conclusion that businesses, large or small need environmental and safety services; and as a consultant he could provide them. “The first time I thought about what I wanted to do was when I sat down with my wife and discussed the possibility of starting my own consulting business,” he said. The timing was right and he began to plan.

When he visited the North Country Small Business Development Center (SBDC) in April 2003, Dee Clark, walked Bruce through start-up requirements for his business. With the assistance of the SBDC, he was able to launch his consulting business. Susan Matton, a Clinton Franklin Essex SCORE counselor, also worked with Bruce, and knew he had the skills and personality to be a success. “Bruce’s company is now a well-respected firm and he is in high demand,” says Matton.

Education and professional obligations always seemed to walk hand-in-hand for Bruce. When he was promoted to management at Wyeth – with no leadership training offered – he found that his graduate coursework (MALS) paralleled his professional needs by providing the necessary “answers” when he needed solutions. Then when he started his consulting business, Bruce says, “The timing was perfect. The SBDC was offering a three-part course, which provided answers about starting my business exactly when the information was needed.”

Bruce smiles when he thinks back on the pursuit of his Masters in Leadership. The Air Force Base was very strong; there were both military and civilian students in the classes, which meant a different approach to coursework. “We considered leadership a learning experience, whereas military students felt that ‘leaders are born, not made’ – you tell people what to do, not ask,” – a stereotype Bruce knows is not true.

Bruce says his studies enlightened him to the people-side of business. It gave him an understanding of how to motivate those he works with, as a manager and small business owner. With success of his business, says Matton, “Bruce has formed a network of Environmental Health and Safety experts to help him serve his customers’ needs.”

Reflecting on the past six years as a business owner, he credits timing and planning for the confidence and satisfaction in his life and business. Not only does he like what he is doing, he is in control. “Bruce is an example of how a person can control their own destiny through knowledge and hard work,” stated Matton.

He enjoys teaching every January for Dr. Fuller of the SUNY Plattsburgh Geology Department. He is involved in the community (Northern Adirondack and Vermont Safety and Health Councils, United Way, Soccer United) and spends quality time with his family. It means that his daughter, Martha (age 16) can entice him to swim in the pool, and that son Chris (age 14), sees him at his soccer games.

A relaxed and confident Bruce is, in fact, exactly where he wants to be as his 50th birthday approaches. Where will he be in five years? “Absolutely doing the same thing I’m doing now”— he says, because it’s the right timing in his master plan.!
BAC Spotlight: Andrew Sabella\textsuperscript{(G’91)}

From Fast Food to Fine Dining

Andrew Sabella has not always worked in the food industry; his first job out of college was manager of a large appliance, hardware and auto parts store. He did not stay in that business for long; soon after he moved into the “then-hot” fast food industry. He started out managing one store which quickly grew to four. Drew was offered a chance to buy stock in the business, and did. In a matter of a few years, he opened fifteen fast food outlets and restaurants including chicken stores, donut stores, pizza shops, ice cream parlors and steak houses.

Ten years after arriving in Plattsburgh to open a Dunkin Donuts franchise, Drew and his wife, Linda, set out on a new venture and began the transition from fast food to fine dining. In 1980, they opened Anthony’s Restaurant and Bistro and have since celebrated 29 years as successful restaurateurs.

“When people walk into our restaurant, we want to greet them with warm smiles, a warm atmosphere, and great food as well as provide a respite from their often overly busy lives,” Drew states. “I think the keys to our success have been respecting our employees and our customers, offering a good value to our customers and trying to bring a high level of quality to everything that we do.”

While Drew finds his degree in business administration from Pennsylvania State University to be invaluable, especially the coursework in finance, accounting and marketing, he also attributes part of his business success to his Masters degree in marriage and family counseling from SUNY Plattsburgh.

“I believe that the human interactional and group process skills that I learned in the counseling program have allowed me to maintain a long-term, loyal group of employees and customers.”

Beyond training and education, Drew also noted the importance of participating in the community as contributing to their continued success. In addition to serving on the SBE Business Advisory Council, he serves on the board of directors for The CVPH Medical Center and The Development Corporation of Clinton County. And, he is a former board member for Behavioral Health Services North and The Foundation of CVPH Medical Center.

Drew’s advice to new and aspiring business people, “Pick a field where you enjoy the process of the work and apply the highest level of quality that you can bring to bear on all facets of your work.”

Business Ethics Finals (from page 1)

Plattsburgh was by far the best to date, and the judges had a difficult task evaluating the case analyses.

As SUNY Plattsburgh’s winning team, Brad and Nash received a $150 cash prize from St. Michael’s College and moved forward in the competition. After their analysis received a positive review, Brad and Nash were invited to St. Michael’s as finalists to present their case analysis to the judges on April 2.

Brad and Nash placed third in a tight competition, behind SUNY Potsdam and St. Michael’s, and won an additional $250!
Department of Accounting News

Professors Ed Lusk and Jason Lee (SUNY Plattsburgh) and Dr. Michael Halperin (Wharton) will have their article, “CFO Resignations: Their Underlying Performance and Behavioral Context,” published in the special issue (Behavioural Corporate Finance) of International Journal of Behavioural Accounting and Finance (IJBAF). In addition, they are working on a paper entitled: “A Simple Approach for Decoding CFO Resignations” and will present it at Annual Meeting of the American Accounting Association in August 2009.

Professors Jason Lee and Mohamed Gaber will participate in Effective Learning Strategies at the American Accounting Association national Conference in NYC in August, 2009.

Featured Accounting Student: Kirsten Pope (’09)

Kirsten Pope came to college expecting to obtain an education. To her surprise she received so much more; friendships, mentorships, and a promising career in Accounting.

Attending SUNY Plattsburgh started as a decision of convenience. Kirsten wanted to pursue a bachelor’s degree but did not want to leave the area, her family or her work. A degree in Business seemed the best route until she took an Accounting course with Dean Steria. With Dean’s urging, Kirsten changed her major and is thankful for his advisement.

“It has been a challenging but rewarding program, and I am very optimistic about the future.”

In the summer of 2008, Kirsten was selected for an internship with KPMG, one of the Big 4 national and international accounting firms. During her internship, she trained side by side with students from a variety of prestigious business schools including Wharton and Boston College.

“The experience gave me confidence that we have a stellar Accounting program at SUNY Plattsburgh that is providing us with the knowledge and skills to be very competitive in our profession.”

After graduating in May with honors, Kirsten will return to KPMG as a full-time Audit Associate at their Colchester, VT office.

Featured Accounting Alumnus: Matej Kollar (’07)—KPMG

After graduating only two years ago, Matej (Matt) Kollar is already making a name for himself in the Accounting field. Right out of college, he obtained a job as an audit associate with KPMG, one of the Big 4 accounting firms. Today, Matt finds himself dealing directly with Controllers, Chief Financial Officers, and Vice President’s of KPMG’s clients to complete his assignments on financial statement audits.

Matt credits the faculty of the School of Business and Economics with giving him the education and tools needed to be successful in the field of Accounting. Matt cannot remember a time when Dr. Gaber didn’t have his door open helping students when not teaching a class.

Throughout his years at SUNY Plattsburgh, Matt’s professors taught him: “if there is potential to improve, it should always be capitalized upon.” Matt has worked hard to take this skill and the other skills he learned at SUNY Plattsburgh and apply them to his professional career.

His hard work at SUNY Plattsburgh is already starting to pay off. Shortly after graduation and starting with KPMG, Matt passed all parts of the CPA exam within a five month span, an accomplishment few in his field have achieved.

The job market today is extremely competitive and in a competitive market, Matt’s advice to current students is quite simple: “know your goal, find out what it takes to achieve it, do what it takes (and do it better than everybody else).”

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., Assistant Professor

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

Dean Steria
M.B.A., Lecturer
Don’t throw it away, take it seriously.

Nick’s interest in business as a degree started out entrepreneurial, hoping to open a series of martial arts studios. After some self-reflection, he discovered that his career goals had changed. He was accepted to the SUNY Plattsburgh/Clarkson University 4+1 MBA program for fall 2009.

“I’m leaning toward the new Operations/Supply Chain Management MBA. [Ultimately], I think that my background would be valuable in working for a defense company such as Lockheed Martin.”

After graduate school, Nick plans to hike in Scotland or the Inca Trail to Machu Picchu.

FEATURED BUSINESS STUDENT: Nick Marrone (’09)

Nick Marrone loves a challenge. Having climbed Mount Kilimanjaro, surviving Four years as a Marine Corps Infantryman, and achieving a Bachelors degree in business with honors, his determination is evident. Nick was not always so driven, barely maintaining a GPA of 2.0 in his first year in college. For Nick, his experience in the Marine Corps was the turning point. After a tour in Afghanistan and one in Iraq, Nick returned to Paul Smith’s with a new perspective on academics and soon after transferred to SUNY Plattsburgh.

“I grew up and learned discipline which, for me, is the most important thing to be successful in school.” He also learned, “There are a lot of people out there who would love the opportunity to live in this country and go to school,” with that he urges others, as a model for future SUNY Plattsburgh hosted conferences. Current attendance numbers are 90+, representing organizations across the economic and infrastructure spectrum, from the government of Quebec to several international and regional enterprises.

Thanks to the efforts of Mary Carpenter, and the drive and imagination of our first Diamler cp-op intern, Travis Dasilva, Diamler Bus (Utica, NY) has requested our assistance in placing two supply chain co-op interns for summer 2009.

FEATURED BUSINESS ALUMNA: Heidi Husser (’03)—NYC Department of Education

After working eighteen years in the postal service, Heidi resigned and returned to school to pursue her law degree at Albany Law School. Her hard work and determination has led her to become the Director of Labor Relations in the NYC Department of Education in the Division of School Facilities.

Heidi represents her division in employee and labor relations matters, including negotiations with employee unions, developing policies and procedures based on union contracts and grievances.

When asked what advice she had for our current students, Heidi stated: “graduate with honors if possible, and get some kind of work experience. A degree is important, but experience is also very important in this tough job market.”

An avid hockey fan, Heidi never missed a PSU hockey game. When not attending hockey games, Heidi was an average student. It was not until the day that she crossed paths with a fellow student who was a “hard working, over achiever,” that her perspective on academics changed. She learned that “hard work really does pay off.”

Heidi still remembers receiving an “A” for her marketing plan in the Principles of Marketing course and graduating with honors as her family watched the commencement ceremony.

Heidi’s determination helped her pursue a new career path later in life; she is very proud of where she is today.
Student Intern Spotlight

Travis Dasilva\(^{\text{10}}\)
Daimler Bus North America

We are pleased to announce a new co-op agreement between Daimler Bus North America and the School of Business & Economics. This exciting collaboration will provide on-the-job experience for students in our Global Supply Chain Management (GSCM) major.

Daimler Bus, which is owned by Mercedes Benz, is the world’s largest manufacturer of buses and motorcoaches worldwide. As a lean manufacturer that employs the concepts of Just in Time Inventory, Daimler’s goal is to insure accurate on-time delivery of parts to the assembly line.

Our first co-op placement, GSCM major Travis Dasilva, has been working at Daimler’s U.S. manufacturing facility in Oriskany, N.Y. since January 2009. Asked about his experience working under the supervision of both the Logistics and Warehouse Managers, Travis said, “I have taken on numerous projects that have encompassed a broad range of supply chain functions. All have had a common goal: to improve the efficiency of logistics operations and to facilitate the production of more buses all the while eliminating waste and adding value to the customer. My many challenging assignments have helped me develop a unique set of skills.”

While Travis does not see himself pursuing a career in manufacturing, this has been a valuable learning experience none the less, commenting, “I feel that when searching for employment after graduation, my success here at Daimler will definitely give me an upper hand.”

Paying It Forward (from page 1)

“It’s been a privilege to work with the knowledgeable people at Crossborder Development Corp. This amazing experience will definitely help me with my career.”

Constantinos Kavvas\(^{\text{09}}\)
International Business
Crossborder Development Corp.

Calla Rudolph\(^{\text{11}}\)
Hotel, Restaurant & Tourism Management
Best Western

“My internship at Pine Harbour allowed me to work with professionals who were passionate about their jobs which enabled me to find my passion for accounting.”

Michelle Perry\(^{\text{09}}\)
Accounting & Business
Pine Harbor

“My internship at the Best Western has opened my eyes to the behind the scenes part of the hotel industry. I now feel confident enough to obtain an excellent job at a hotel.”

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Pine Harbour

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"A Symbiotic Relationship"

Behavioral Health Services North

When Tricia Eisenberg began her internship with Bonnie Black at Behavioral Health Services North, she wasn’t quite sure what to expect. Bonnie had an international trip scheduled and Tricia quickly learned she was going to be the point person for BHSN’s annual fundraiser. The Mardi Gras dinner/dance at Anthony’s Restaurant in Plattsburgh was just weeks away.

With a quick tutorial from Bonnie, Tricia went to work and when Bonnie returned just days before the event, everything was ready to go.

Next, Tricia focused on the development of a marketing plan for the agency. “Tricia has had a wonderful array of experiences with us. It has been a marriage of the practical and the theoretic,” Bonnie explained. “She learned that in a small organization, a marketing person can’t concentrate on just one thing. She needs to be able to do everything.”

Tricia echoed Bonnie’s assessment of her time at BHSN. “All the things I learned in my classes contributed to the success I have had and the marketing plan I have worked on.”

In conclusion Bonnie emphasized, “We have had three successful internship placements through the School of Business & Economics and each student brought an array of talents that we matched to our needs. It has been a symbiotic relationship for the student and our staff and we look forward to continuing to host interns.”

April 15 brought accounts together at SUNY Plattsburgh but it wasn’t because it was “Tax Day.” Two board members of the Green Mountain Chapter of the Institute of Management Accountants (IMA) presented an information session for aspiring managerial accountants.

Mr. Thomas Van Dzura, CMA, CFM and CFO of Society of St. Edmund, Inc. and Mr. Russell Moore, CMA and Accounting Manager of Vermont Gas Systems visited the School of Business and Economics (SBE) to discuss the IMA program with students. Approximately 50 students as well as Professors Gaber, Kaiser, and Lee attended.

The IMA representatives discussed a variety of topics including IMA resources for students interested in managerial accounting, careers in managerial accounting, and the issues facing the accounting professions such as the convergence of International Financial Reporting Standards (IFRS) and U.S. Generally Accepted Accounting Principles (GAAP).

Mr. Dzura and Mr. Moore were quite impressed with the questions from the SBE students stating, “It is a stimulating experience to have this opportunity interacting with the students from SUNY Plattsburgh. The IMA Green Mountain Chapter is looking forward to a stronger relationship with the local chapter of the SBE students.”

A new local IMA student chapter is currently under organization and will begin once permission is granted by the university. This new student chapter will provide many opportunities for the SBE students to explore and prepare for the world of managerial accounting.

Keep in Touch!

Contact:
Tara Marlow, Assistant Dean
School of Business & Economics
Email: tara.marlow@plattsburgh.edu
Department of Economics & Finance News

As another academic year draws to a close and our seniors enter the world of work and responsibilities, we have much to be thankful for. Departmental enrollments in both Economics and Finance continue to increase and the caliber of students improves every year.

In other departmental news, Dr. Neuhauser has announced her intentions to return to her home state of Texas and will be leaving the Plattsburgh area sometime in July; we wish her well and thank her for her exemplary service to the department and university over the past three years. In related news, we have an ongoing search to replace Dr. Neuhauser and we will be announcing her replacement sometime soon. We are also pleased to report the Economics Club has been reactivated by Dr. Razvan Pascalau and has had several meeting this semester and is planning for a busy 2009-2010 academic year. Drs. Gaber and Christopherson chaperoned the Accounting and Finance club to both Boston and NYC again this year and had superb visits with financial professionals in both cities. They were also able to meet many alumni now working in their fields in both cities.

Featured Finance Student: Doina Gidilica('09)

Doina Gidilica has wasted no time while at SUNY Plattsburgh and upon graduation in December 2009 will have complete four majors, two minors, and at least two internships.

Doina started at SUNY Plattsburgh majoring in International Business. She said, “I thought this would be a good match given my being an international student [from Moldova] and my ability to fluently speak in several languages.” After taking courses with Dr. Gaber and Dr. Neuhauser, respectively, she declared Accounting and Finance as majors as well, rounding it out with a fourth major in Business.

While academics certainly would seem to keep Doina busy enough, she further challenged herself by completing internships with Webber International Packaging, Inc. and Schonbek Worldwide Lighting, Inc.

“The internship experience gave me the opportunity to work in a real work environment and deal with real problems! It is everything that we don’t have the opportunity to learn in a classroom and the professional skills that we need to acquire in order to succeed.”

Furthermore, she states, “The internships taught me that in many cases it is passion, creativity and ability to work and interact with others that will be most valued and will earn the respect of colleagues and superiors.”

After graduation Doina would like to take the CPA exam and start working in public accounting.

Featured Alumnus: Gary Stevens('79)—Morgan Stanley

As the co-founder of the Accounting Society in the School of Business and Economics, double major in Business and Accounting, Resident Assistant, and Senator in the Student Association during his undergraduate years, Gary Stevens has utilized all of his experiences at SUNY Plattsburgh in his twenty seven years of financial advising.

Starting out as a financial advisor for Smith Barney, he has continued to work his way up in the industry and is now a Senior Vice President at Morgan Stanley.

Gary encourages students, “Get involved in as many activities, clubs, and organizations as they can. He believes “college is a learning experience that goes beyond the classroom.”

As our country is going through tough economic times, Gary states, “You need to be able to shift gears and use some of the business background you receive and be ready to apply it to many fields of endeavor.”

Named “Man of the Year” by the American Lung Association of Queens, NY, Gary has also learned how important it is to pay it forward and give back to his community. After many years of fundraising for the association, Gary was honored as an integral member of the charity’s efforts to prevent lung disease and promote lung health.

Giving back to his community is a value Gary will always live by. As an Associate trustee for four years and member of the New Leadership division for eight years, Gary also supports the North Shore University Hospital in their efforts in providing quality care in both the current and future health care systems.
Department of Hotel, Restaurant & Tourism Management News

The Hotel, Restaurant & Tourism Management (HRTM) students were busy volunteering this semester. They hosted a Seder dinner at the Beth Israel Synagogue as well as participating in the 25th Annual Mountain Lakes PBS Art Auction.

With the assistance of Dr. Konstantin Frank and Swedish Hill Winery the department coordinated a 5 course wine dinner. The Beverage Management class traveled to Snow Farm Vineyard in Vermont as well as participating in a wine tasting with Mr. Don Poulson of Goose Watch Vineyard.

A number of guest speakers spoke to HRTM students on various topics this semester including: Garry Douglas, President and CEO, Plattsburgh/North Country Chamber of Commerce; Michelle Powers, VP of the Adirondack Shores Visitors Convention Bureau and Regional Director of the Adirondack Tourism Council; Bob Smith, President of NinePlatt Hospitality Group; Dan Phelen ’00, General Manager of the Windjammer Restaurant; and Upper Deck Pub and Shanna Losee, Energy Efficiency Specialist, from New York State Energy Research and Development Authority (NYSERDA).

For Michelle Mora it was love at first sight. “The second I stepped on this campus I knew that I wanted Plattsburgh to be my home for the next four years. I loved the small community and how many opportunities there were to get involved.” she recalls.

“I heard from a speaker once that most people come to college to get a degree, and most do... but there are the few that come and get an education.”

Michelle is one of the few. She has been a Resident Assistant, an Orientation Leader, Student Association Senator and Vice President for Organizations as well as an active member of Sigma Delta Tau Sorority. In addition to her many extra-curricular commitments, Michelle maintains a 3.52 GPA overall.

Just as she knew Plattsburgh was the perfect fit, she had no doubts when selecting her major in Hotel, Restaurant & Tourism Management (HRTM).

“I want to do event planning and in order to be an effective planner you have to know every aspect of the hospitality industry.”

Michelle’s passion and exuberance along with her minors in Business, Broadcast Management and Women’s Studies will most certainly help her to achieve her ultimate goal to plan a wide spectrum of political, social, service, and pluralistic events to raise awareness on Women’s Rights all over the world.

“I hope that through my career, I can ignite a small spark of passion for social equality.”

The SBE can’t wait to see the change Michelle will make in our world!

FEATURED HOTEL, RESTAURANT, & TOURISM STUDENT: Michelle Mora’(10)

FEATURED HRTM ALUMNA: Stephanie Brill’(04)—Langham Hotel

While traveling to business conventions, tradeshows, and meetings around the country with her parents, Stephanie knew from a young age that she wanted to pursue a degree in meeting planning and hotels. Following in her parents footsteps, both alums of SUNY Plattsburgh, Stephanie has never regretted her decision to obtain her education from SUNY Plattsburgh.

A Hotel, Restaurant, and Tourism Management graduate, Stephanie moved to Boston after completing her master’s degree in liberal studies. She now works to satisfy her customers in attending to all of their conference needs at the Langham Hotel in Boston, Massachusetts.

“Plattsburgh gave me the skills to move ahead in my field,” Stephanie said. One of those skills was identifying her strengths and learning how to sell them. Stephanie’s advice to current students: “start conversation with people, show your enthusiasm and interest when talking about your passions and your future career goals.”

Stephanie is excited to continue her career in hotel management always looking to improve on her strengths and gain more responsibility in her position, but she’ll never forget SUNY Plattsburgh and will draw upon her experiences here to help her reach her goals for the future.
Department of Management & International Business News

Just two semesters after its inception, enrollment in the Management Information Systems (MIS) major is at 14 students with its first major, Paul Luiza, graduating in May.

In addition to teaching and service, our faculty are very active in research and scholarly activities: Dr. Rampal was appointed as an Associate Editor for the International Journal of Virtual Communities and Social Networking and presented “A Pilot Study of Factors that Influence Undergraduate Students’ Opinions of IT Ethics” at the 2008 annual meeting of the Decision Sciences Institute. Dr. Zhang published “Personalizing Organizational Knowledge and Organizationalizing Personal Knowledge.”

Featured International Business Student:

Growing up in Bulgaria, Ralitsa Larsen witnessed the transition from government controlled economic policy to an open market economy in 1989. At the age of 20, she moved to the U.S. to give herself “the opportunity for total freedom in personal development.”

“My initial interest in business began when I saw that goods and services became more widely available under the invisible hand of free markets and trade. Later on, I became involved in intellectual property development on the management side. After two years in this role, I decided to become a business professional.”

Ralitsa relocated to Plattsburgh from Florida when she married. Once she arrived, she found that SUNY Plattsburgh was her best option to pursue her degree in International Business.

“I chose to study International Business because I believe that in an increasingly globalized world, this is the future.”

Ralitsa also believes in supplementing her education with extracurricular activities, most notably, she is the founder and president of the International Business Club.

Ralitsa will continue a four year intellectual property project throughout the summer with plans to start her MBA in the fall. As graduation approaches, she looks back on her experiences with gratitude to the entire SBE and with a special thanks to her advisor, Dr. Djerdjouri, for his undying support, energy and personal guidance.

Featured International Business Alumna:

Fascinated by the global world and other cultures, Lisa Besserman started her international career in Japan as an English teacher. Her experiences in Japan gave her “the foundation to become a strong and knowledgeable participant in the global market,” while improving on her cross cultural relations.

Lisa’s career has kept her busy, traveling to over thirty countries and five continents! As a travel writer for an online travel guide and social networking website, Social Sauce, she spends her time writing articles which focus on recommendations and reviews about all the places she visits, including information in the Online Information Review; “Trade Press Articles vs. Refereed Proceedings Articles: Quantifying the Lag Time for Publication of Information Technology Articles between the Two Venues” in the conference proceedings of the 2008 DSI Annual Meeting; and two book chapters. Dr. Djerdjouri was appointed to the editorial advisory board of the International Journal of Excellence in Public Sector Management. Dr. Chrysostome presented “Success factors of immigrant entrepreneurs: towards the search of a model” at the 2008 Annual Conference on Trends on Global Business. And, Dr. Austin is writing a focus book titled “Affirmative Inter-Action™ Builds Strong, Effective Groups.”

Lisa Besserman (’06)—Social Sauce

As a student at SUNY Plattsburgh, Lisa was the recipient of the “Award for Excellence in International Business,” Lisa was motivated to inspire her fellow classmates to reach their full potential. While at SUNY Plattsburgh, Lisa learned how important it is to strive for excellence knowing “that one person truly can make a difference.” When asked what message she would give to our current students, she stated: “Don’t be deterred by the odds, or overwhelmed by impossibilities, because anything you set your mind to, or fully devote yourself to, is possible.”

Just two semesters after its inception, enrollment in the Management Information Systems (MIS) major is at 14 students with its first major, Paul Luiza, graduating in May.

In addition to teaching and service, our faculty are very active in research and scholarly activities: Dr. Rampal was appointed as an Associate Editor for the International Journal of Virtual Communities and Social Networking and presented “A Pilot Study of Factors that Influence Undergraduate Students’ Opinions of IT Ethics” at the 2008 annual meeting of the Decision Sciences Institute. Dr. Zhang published “Personalizing Organizational Knowledge and Organizationalizing Personal Knowledge.”

Growing up in Bulgaria, Ralitsa Larsen witnessed the transition from government controlled economic policy to an open market economy in 1989. At the age of 20, she moved to the U.S. to give herself “the opportunity for total freedom in personal development.”

“My initial interest in business began when I saw that goods and services became more widely available under the invisible hand of free markets and trade. Later on, I became involved in intellectual property development on the management side. After two years in this role, I decided to become a business professional.”

Ralitsa relocated to Plattsburgh from Florida when she married. Once she arrived, she found that SUNY Plattsburgh was her best option to pursue her degree in International Business.

“I chose to study International Business because I believe that in an increasingly globalized world, this is the future.”

Ralitsa also believes in supplementing her education with extracurricular activities, most notably, she is the founder and president of the International Business Club.

Ralitsa will continue a four year intellectual property project throughout the summer with plans to start her MBA in the fall. As graduation approaches, she looks back on her experiences with gratitude to the entire SBE and with a special thanks to her advisor, Dr. Djerdjouri, for his undying support, energy and personal guidance.

Fascinated by the global world and other cultures, Lisa Besserman started her international career in Japan as an English teacher. Her experiences in Japan gave her “the foundation to become a strong and knowledgeable participant in the global market,” while improving on her cross cultural relations.

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Today, Mike is the District Manager of Aldi’s stores along part of the Canadian Border. Throughout his college career, Mike learned that “getting involved in extracurricular activities such as clubs, sports, Greek letter organizations, the arts or philanthropic events can make you more marketable to companies and make your life more fulfilling in general.” His advice to current students: “do something!”

Starting out servicing over 1000 customers a day as a general manager for Florian Food Service was a challenge for Mike Love, but a welcomed challenge. After much hard work, he was promoted to Food Service Director where he worked directly with the management of individual units, developed menus, and served as a Liaison between Florian Food Service and its clients.

After re-locating to the Albany area to be closer to family, Mike took a job with Taco Bell Corporation where he acted as a Food Safety Auditor. In 1998, he joined Aldi Inc. as a Manager in Training and has been promoted many times since. One of his greatest accomplishments has been his involvement with the opening of a 500 thousand square foot facility that services the stores of Western Pennsylvania and Northern West Virginia.

In May the Entrepreneurship Honor Society inducted its charter membership, 7 majors and 2 faculty members, Drs. Heroux & Csipak.


The faculty continue to bring real world experience to the classroom: Dr. Csipak’s Marketing Research class conducted marketing research for the Plattsburgh North Country Chamber of Commerce on Factors that Attract Professionals Age 45+ to the North Country; Dr. Church’s Creativity in Marketing class created new names, taglines, and logos for the agency (The Prevention Team) led by SUNY Plattsburgh graduate, Doug Terbeek; Dr. Heroux’s Advertising students developed ad campaigns for Rambach’s Bakery, Adir Clothing LLC, Saranac Review and Westport Marina; and Mr. Gottschall introduced an online business simulation, Go Venture, to his Small Business Management class.

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Passion For Practice
Kim Emery ’00, G05—Chef and Instructor
Department of Hotel, Restaurant and Tourism Management

Kim Emery started at SUNY Plattsburgh as a student in the Hotel, Restaurant and Tourism Management (HRTM) department. She was looking for a four-year hospitality program that was established and technologically advanced and that is what she found at SUNY Plattsburgh.

In her college career, Kim was involved with the HRTM club and honor society, Eta Sigma Delta. Upon graduation, Kim obtained a job working for the Taste of Home Cooking School at the Fox Acres Country Club in Red Feather Lakes, Colorado. Kim traveled to eleven states conducting live cooking shows for the Taste of Home Magazine. She enhanced her skills in the field gaining sales, promotion, and teaching experience.

While working, Kim discovered she really liked the teaching aspect of her job. She enjoyed teaching people that were really interested in food. Since food is such an integral part of all aspects of the hospitality industry, Kim knew students at SUNY Plattsburgh would benefit from her knowledge.

Now, as a faculty member in the HRTM department, Kim teaches the Food Service Operations course, which introduces students to the application of food preparation, production, and service. Kim also directs the Field Experience requirement of the HRTM program, which combines classroom theory with practical application in the industry.

With all of her experience in the hospitality industry, Kim has been able to use her personal experiences in the classroom to teach students about interacting with employees, clients, and co-workers.

Kim strives to bring her students the latest in the food industry, but also the basic principles that are behind all the “fancy food.” She motivates students by giving them a lot of responsibility.

“They can accept this responsibility in a safe classroom environment while doing great things, such as coming up with a great menu for Samuel D’s.”

Kim feels SUNY Plattsburgh’s HRTM students have a tremendous advantage now that they have a place to call their own in Sibley Hall.

“Having all the HRTM classes and offices in the same building and meeting areas for the students allows the students to get to know each other better and the faculty,” Kim said.

She is proud to be a part of a program that trains such terrific students. “Our students amaze me with their drive and enthusiasm. We have a great graduating class that I am sure will go on to do wonderful things in the hospitality industry.”