SBE Launches Web-Based Recruiting Network

The School of Business & Economics (SBE) is excited to announce the launch of a new online job posting system, NACElink. NACElink serves as a national recruiting network and suite of web-based recruiting and career service tools to meet the needs of our students, alumni and employers. NACElink is sponsored by the National Association of Colleges & Employers (NACE), the DirectEmployers Association Inc., and is powered by Symplicity.

Privacy and ownership of data was a top priority in our selection of NACElink. Users maintain complete control of their information by selecting to share information publicly or maintaining sole access.

Current SBE students, as well as self-registered alumni, have access to search millions of opportunities through NACElink and the NACElink Extended Job Search -- locally, nationally and internationally. With options including resume books and automated search agents, students and alumni can upload job search documents and apply directly for jobs with a click of the mouse.

For employers, once registered with the SBE’s NACElink, they can post jobs to the SBE for free and, for a small fee, can post to any of the other 894 participating schools. Employers also enjoy the benefits of a secure login and archiving system that allows for repeat access to profile and position information.

New Building Planning Continues

In July 2009 the faculty and staff of the School of Business and Economics (SBE), the Computer Science department and the administration benefited from a site selection study and presentation by Gwathmey-Siegel & Associates Architects as well as a space analysis presentation by Rickes Associates. The presentations by the project team provided alternatives and rationales for consideration as the project moves forward.

Four sites are under consideration for construction: 1) between Memorial Hall and the Student Health Center near the Saranac River, 2) behind Sibley Hall, 3) the Old Hospital Building Parking Lot near Champlain Valley Hall, and 4) behind Hawkins Hall on the corner of Cornelia and Draper Streets. The preliminary evaluation by the architects found...
EcoPreneur: Greener on the Other Side

There is a growing trend in today’s economy; businesses are going green. A green business is one that strives to conserve natural resources, eliminate waste and remain ecologically balanced. Any effort to help people live healthier lives is also green.

Did you ever read Dr. Seuss’ The Lorax? It was long ahead of its time, but typifies an awakening of 21st Century entrepreneurs and how they can positively impact the environment.

This relatively new “green business” phenomenon, also known as sustainable business, eco-capitalism or natural capitalism, requires a different type of business model which involves the “triple-bottom line.” The triple bottom line business model emphasizes a spectrum of values from economic, environmental to social; impacting the businesses profit, the planet and people.

The goal of a green business is to keep its environmental footprint small -- reducing waste and reusing materials as much as possible. These businesses also encourage workers to think about the environment when they generate printed material and think about new products. The success of green business has shown that it is economically feasible and very sensible to do business in a sustainable, environmentally friendly way.

If you are thinking about a new green business, you might consider one that manufactures or sells organic products, such as cosmetics, toiletries or foods and beverages. Another area is trash. Honestly, there is gold in trash! According to the EPA, we generate 4.54 pounds of trash per person per day. If you can figure out new uses for a specific garbage item, you may have yourself a business. There is also the government sector to consider.

Create a service or product to help other local businesses comply with environmental regulations/laws. Or, consider those who choose a green lifestyle and provide a product or service to these individuals by creating eco-friendly furniture or green homes for instance. Existing businesses can implement any number of green principles to begin or extend the greening of their business.

What can you do to “go green?”
1. Comply with environmental regulations (relevant to your business.)
2. Develop a plan for an environmentally friendly, energy efficient workplace.
3. Build green – whether you are new or remodeling consider going green.
4. Buy green products – made from post-consumer, recycled products, bio-based, non-toxic, energy efficient, renewable/recyclable, or locally produced.
5. Adopt energy efficient practices.
6. Reduce, reuse, and recycle wastes which lower removal costs and help cut costs of raw materials, office supplies and equipment.
7. Conserve water.
8. Prevent pollution. You pay for what you use twice – when you buy it and when you throw it away.
9. Create a green marketing strategy – enhance your brand image with eco-labeling. (Approximately 23% of the U.S. population are classified as LOHAS (Lifestyles of Health & Sustainability) because they have a profound sense of environmental and social responsibility, they will most likely to buy green.)
10. Build relationships with other green business owners in your industry.

The benefits of becoming a green business can vary depending on the type of business you are. Though there is some up front investment, over time you will see savings to your bottom line. Investment may mean incurring expenses for buying recycling bins or purchasing energy efficient equipment and appliances or yo may choose to take even greater measures.

However, going green will differentiate you from your competitors, give you leverage in the market and enhance your customer base. You may also create a healthier, more comfortable and inviting workplace, all the while, becoming a part of the evolution of benefit to the planet, the people and your profit.

Recruiter Rebecca Amadon commented, “They were very engaged with our associates and made a very positive impact. We have offered them the opportunity to continue their internship while they finish their last semester in college. They have both accepted our offer.”

Upon successful completion of the program, Dwayne and Raya will be offered jobs with Walmart upon graduation.

SUNY Plattsburgh’s Office of Internships and Career Placement looks forward to expanding student participation in Walmart’s internship program in summer 2010. In order to qualify for an internship position, students must be entering or currently in their junior or senior year of college and have a 3.0 cumulative GPA.

To learn more about Walmart’s summer internship program visit the company’s information table at the SBE’s Annual Internship & Career Fair on November 4th.
Emily O’Hara, an International Business and Canadian Studies major, is learning firsthand about what it takes to organize a conference for regional business leaders.

Emily is currently assisting The Development Corp in the identification and organization of resources for a day-long conference that will focus on what the community would like this area to look like in 2040. As the semester progresses, Emily will also play a role in the execution of the November meeting.

Emily graduated from Northeastern Clinton Central School in Champlain, NY and attended SUNY New Paltz before transferring to SUNY Plattsburgh in 2008. She is currently involved in a number of on-campus activities including TAWS, a community service organization which raises money for worthy causes. She is also a senator in the Student Association, a member of the International Business Club and one of the organizers of the new Model UN, which has just received provisional status.

In the spring Emily will enroll in York University in Toronto under the Killam Exchange fellowship program.

Through her involvement in the SBE internship program, Emily hopes to gain the experience that will allow her to successfully apply for an internship at the Woodrow Wilson Center in Washington, DC. These selective internships offer college students the opportunity to serve as research assistants for visiting scholars.

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**NACElink... (from page 1)**

For instance, if a filled position reopens, employers simply reactivate the post without wasting time recreating it. Furthermore, recruiters may request electronic “resume books” that compile the resumes of qualified candidates. This will certainly simplify some recruiting tasks.

We encourage employers and alumni to register with us and start using all of the wonderful tools NACElink has to offer.

**Alumni Registration:**
https://business-plattsburgh-csm.symplicity.com/students/

**Employer Registration:**
https://business-plattsburgh-csm.symplicity.com/employers/

Questions regarding NACElink/Symplicity should be directed to sbe-careers@plattsburgh.edu.

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- Bruce Carlin
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- Jim Tooley
  Nova Bus

- Victoria Zinser Duley
  Technical Assistance Center @ SUNY Plattsburgh
Scholarship Spotlight:

Chulanga H. Perera ’11
SAP North America Scholarship Recipient

Each year students from 191 SAP University Alliance institutions in North America are eligible to apply for highly selective SAP North America Scholarships.

Chulanga H. Perera ’11, a double major in Finance & Business from Colombo, Sri Lanka, rose to the top among a strong pool of applicants. In addition to his high academic achievement, he was evaluated on quality of application, resume, letters of recommendation, community service and volunteerism, and a demonstration of understanding of enterprise technology.

The SAP University Alliances program works with educational institutions around the world to create, capture, organize, and disseminate intellectual capital – helping to establish SAP as a thought leader and educational force across the globe. The 2009-10 applicant pool consisted of 89 students competing for 15 possible awards.

“I never thought I would get it,” Chulanga said. “When I found out, I was so excited. Five thousand dollars is not a small amount of money and recognition from SAP is a big thing. I was ecstatic.” Paired with his existing scholarships and grants from the college, the SAP North America Scholarship reduced his total tuition bill for fall 2009 to a mere $37.

Associate Professor Brian Neureuther, SUNY Plattsburgh liaison to the SAP University Alliance, commented, “I am very excited that the use of SAP software in the classroom and our relationship with SAP can be extended to help SBE students in this way. SAP has been very generous in offering these scholarships. I hope many more of our students are able to benefit from this program.”

Contact:
Tara Marlow
Assistant Dean for Student Services
School of Business & Economics
E-mail: tara.marlow@plattsburgh.edu


Professors Chuo-Hsuan (Jason) Lee & Mohamed Gaber participated in the Effective Learning Strategies Session and presented “Using the Balance Sheet Concept to Help Students Understand the Current Economic Crises” at the American Accounting Association Annual Conference in NYC, August, 2009.

NEWs Around the sbe...

5th Annual Mark Rabin Memorial Golf Tournament - August 18, 2009

This year’s tournament generated $4725 for the College Foundation including a $250 grant from Walmart, making this year’s revenue the highest in its 5-year history. This annual event has raised more than $21,750 for the College Foundation to date. Thanks to Dr. Nancy Church for her continued commitment to the event and congratulations to "Patel’s Par PGAers" who placed first, once again, out of 25 teams competing!

Economics & Finance Department Welcomes New Faculty Member

Stephen Henry, Ph.D., joined the Finance faculty as an Assistant Professor in August 2009. Dr. Henry received his B.B.A. ('90) and Ph.D. ('99) degrees in Finance from the University of Georgia. He has taught courses in financial management, financial markets and institutions, investments, international finance and derivative securities. Dr. Henry’s research interests include topics in both corporate finance and investments. His work has been published in several national academic journals, including The Journal of Applied Finance and The Journal of Financial Education.

The SBE Has a Facebook Group...

Join us: School of Business & Economics (SBE) at SUNY Plattsburgh. This group is open to SBE students, alumni, faculty, staff and friends!

SBE Enrollments Remain Strong and Are Growing

The fall 2009 incoming class matched our largest new class since 2006 and an overall enrollment of 1290 majors.

School of Business & Economics (SBE) Enrollment
Fall 2004 - Present

<table>
<thead>
<tr>
<th>Year</th>
<th>Fall 2004</th>
<th>Fall 2005</th>
<th>Fall 2006</th>
<th>Fall 2007</th>
<th>Fall 2008</th>
<th>Fall 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Admits</td>
<td>230</td>
<td>282</td>
<td>327</td>
<td>314</td>
<td>282</td>
<td>327</td>
</tr>
<tr>
<td>Total Enrollment</td>
<td>795</td>
<td>807</td>
<td>983</td>
<td>1079</td>
<td>1179</td>
<td>1290</td>
</tr>
</tbody>
</table>

Global Supply Chain Management & Business

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

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 Cspak
Ph.D., Associate Professor

Richard Gottschall
A.B.D., M.I.M, Lecturer

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

James McArdle
M.B.A., Adjunct Lecturer
Alumni Spotlight:

Mark Yatarola ’81
Committed to Green Marketing

If you have ever read Consumer Reports, then you probably benefited from Mark Yatarola’s experiences in actual use tests.

Mark is Production Associate for Publishing Operations at Consumers Union, the pre-eminent nonprofit testing organization headquartered in Yonkers, NY. Mark has participated in numerous product tests over the years, most recently for electric toothbrushes, mattresses, pillows, and ellipticals. His direct mail experiences at Reader’s Digest, as well as a brief stint with Grey Direct marketing agency, led him to his current position.

Mark’s Bachelor of Science in Marketing from SUNY Plattsburgh (’81) coupled with his Master’s in Publishing from Pace University (’01) provided a key combination of knowledge and skills essential to his work at Consumers Union. His extensive responsibilities in direct mail fundraising include procuring, producing, and mailing 18 million direct mail packages valued at approximately $2 million, annually. Mark also produces numerous special interest consumer reference publications. More than one million of these buying guides are distributed each year, primarily on newsstands.

Featured in Target Marketing magazine, “Green Mission: Sustainable marketing strategies benefit both Consumers Union and its customers” (June 2008), Mark is proud of ongoing initiatives to incorporate sustainability objectives into direct marketing campaigns. Mark initiated an analysis of mailing with and without the petroleum-based poly film window patch on outer envelopes. Results determined they were unnecessary on outgoing mail packages. On one mailing alone, Mark was able to save more than $1,000 and 10,824,000 square inches of poly patch material while also making the recycling of these envelopes easier.

Originally from Rochester, Mark is currently living in Cross River, NY, in Westchester County.

When asked about his SUNY Plattsburgh experience, he commented, “I have many fond memories of the people I met and the education I received. Looking back I am glad I chose the Marketing program. It provided a diverse cornerstone on which to build my career. Direct Marketing/Publishing is varied, multifaceted, and ever changing which makes it an exciting place to be and it all started in Plattsburgh.”
Dr. Kameliia Petrova graduated with honors from the University of National and World Economy in Sofia, Bulgaria with a degree in industrial economics.

After graduation, she worked for five years for a small consultancy company specializing in economics consulting in privatization. Although she found her work interesting and challenging, she felt that teaching would present even greater challenges and rewards. With this in mind, she applied to and was accepted into the graduate economics program at Boston College. Dr. Petrova received a M.A. and a Ph.D. in Economics from Boston College, specializing in Econometrics and Labor Economics.

Some of Dr. Petrova’s current work involves theoretical and empirical models of part-time entrepreneurship. She presented her research paper, “Part-time Entrepreneurship: Theory and Evidence,” at the Global Conference on Business and Finance, San Jose, Costa Rica in May 2009 and will present the paper again at the International Atlantic Economic Conference in Boston in October. Dr. Petrova also received a grant from the Organization for Economic Cooperation and Development (OECD) for participating in the 2006 Comparative Analysis of Enterprise (Micro) Data Conference held at the Federal Reserve Bank in Chicago, IL.

Dr. Petrova’s recent research, “Economic Development and Patterns of Entrepreneurship in the North Country Region,” was supported by the 2007-2008 Walker Fellowship from the Center for Regional Research and Community Education at SUNY Potsdam. In addition, she is working on “Employment Growth and Workforce Development in the North Country” supported by the New York State Department of Labor. The project will be a study on how business establishment dynamics in the North Country impact the employment growth of the region.

Dr. Petrova taught at Boston College, Wellesley College and Paul Smith’s College before coming to SUNY Plattsburgh. She felt a “welcoming atmosphere” during her interview which continues to this day. After living in Sophia, the largest city in Bulgaria, Dr. Petrova wasn’t sure how she would feel in a suburban area but stated, “Not only is SUNY Plattsburgh located in a beautiful area with friendly people, it is close to large urban areas, making it easy to get the “big city experience” when I feel that urge.”

Faculty Spotlight: Dr. Kameliia Petrova
Assistant Professor
Department of Economics & Finance