New Business Administration Degree Offered at Queensbury Location

Starting in fall 2010, the School of Business & Economics (SBE) now offers a bachelor’s degree in Business Administration at SUNY Plattsburgh at Queensbury. The decision was made to change the degree offered by the SBE from a B.S. in Management to a B.S. in Business Administration with the intent to provide a degree aligned more with the needs and backgrounds of the students it enrolls.

Thus far, the transition is going smoothly. Students who enrolled as Management majors will be able to complete their degree or have the option to transition to the new degree in Business Administration.

According to Kevin O’Neill, department chair for Business Administration and Global Supply Chain Management, “The change allows for increased flexibility in course provision. Students will now be able to experience a mix of supply chain, marketing, and management courses. We hope that by providing a more generalist degree, working professionals who live and work in the Glens Falls and northern capital region will view the body of knowledge provided by the program as a pathway to career enhancement.”

As in the past, the curriculum will be delivered through a variety of modes – face-to-face, televised, hybrid, and online. By making the most of all potential delivery methods, the SBE will be able to offer a wider range of topics to students completing their degrees in Queensbury.

Entrepreneurship Program Growing Through Grants

The SUNY Plattsburgh B.S. in Entrepreneurship program, the only 4-year program of its kind in the SUNY system, was introduced less than 10 years ago. It has recently experienced growth in both enrollment and offerings. Dr. Nancy J. Church, Chair for the Marketing & Entrepreneurship Department, reports that three external grant proposals have been funded within the past few months which will further enhance the program.

The first grant, funded by the Faculty Enrichment Program at the Canadian Embassy in Washington, DC, supports the development of a new course on Canadian Entrepreneurship. The new course will be incorporated into the entrepreneurship program and will also be open to Canadian Studies majors.

The second grant, funded by the U.S. Department of Education’s FIPSE North American Mobility Program, is a 4-year, $190,000 grant that is entitled, “Profiles in Entrepreneurship: North American Models of Innovation, Creativity, and Entrepreneurship.” The grant will provide support for student exchanges between partner schools in Canada (University of Manitoba and Laurentian University),
North Country Small Business Development Center (SBDC): Boosting Local Confidence

Each year, the Plattsburgh-North Country Chamber of Commerce sends out an Issue Survey to their membership. One of the areas the survey measures is the Business Confidence Index. It identifies those who expect their business to increase, remain steady or decrease as compared to the prior year.

In 2010, 87% of respondents expected their business to remain steady or increase. Yet, 66% of the respondents expect statewide business performance to go down.

With all of the negative press about the economy, perhaps this survey helps to explain the difference between micro and macro views of economics. It seems that in the North Country, the majority of businesses think that they are doing fine within their individual economies, while they suspect most others are struggling, thereby creating a weak macroeconomic situation.

There will always be opportunities locally, as each business has its own micro-economy in the form of their individual profit and loss statement. In his book, Global Financial Meltdown, Dr. Colin Read from our School of Business & Economics wrote, “Most of the things we enjoy are necessarily local, even today, perhaps made up of some combination of goods or services that originated elsewhere, but were ultimately brought here, sold here and enjoyed here.”

While technology and transportation may be making the world a smaller place, the competitive advantage will always benefit the local business owner. As Dr. Read points out, it is difficult to import all things. It is necessary to have home builders, medical providers and food retailers locally. There may be more global and regional competition, but eventually there will be a local point of purchase for food, shelter, energy and some of the amenities local consumers choose to make life enjoyable. Local business owners who get to know their market more intimately can position themselves to get a larger piece of that economic pie.

Unfortunately, for some business owners, a fairly stable local consumer base creates a false sense of confidence that their business will remain strong. Competition never sleeps and many national and global companies have increased their efforts to capture the share of what used to be almost exclusively local markets. There are now national and global restaurant chains, health care and other service providers competing more aggressively against our homegrown or locally owned companies.

No matter what size a business may be, or where it is located, those enterprises that look for ways to add value for their consumers will gain existing and potential new market shares. Value is dictated by the consumer and loyalty is determined by the consumer’s perception of a combination of confidence, convenience and price. It may be hard to fathom, but the reality is that some national chains have earned the trust of consumers over locally owned businesses by being more consistent in their quality and service.

Businesses that remain complacent and that do not strive towards continually exceeding customer expectations can easily lose the allegiance of the local market. To paraphrase Colin Powell, “Business is about solving problems. The day customers stop bringing you their problems, is the day you have stopped selling to them. They have either lost confidence that you can help or concluded you do not care. Either case is a failure of business.”

In any market place, business owners need to excel at providing value to earn consumer confidence. They need to listen to their customers and take care to continually find the solutions to their problems. Success is not determined by just providing a product or service that the local economy needs, but by being the best provider of that product or service, consistently. Those businesses that go the extra mile to exceed customer expectations will ultimately see the increase in sales that they desire.

To position your business for growth, consider reaching out to the North Country SBDC or other local service providers such as SCORE, CITEC and the Workforce Investment Board. We are confident we can assist you in your efforts.
Robert Golden, Dean and Assistant to the President at the Queensbury campus, adds, “The recent changes make the program more transfer-friendly and broaden its appeal to a wider variety of students.” With the large majority of students coming directly from the 2-year program at Adirondack Community College, aligning the curriculums is important.

Furthermore, the SBE added a full-time, on-site coordinator/professor for Business
Erika Delong described her summer 2010 internship at Target in Plattsburgh as, “One of the best experiences of my life.” Erika, a senior majoring in Management and minoring in Business Analysis, praised the 10 week program as one that allowed her to take her “textbook learning and apply it to real life situations.”

Target is the second largest discount retailer in the U.S. and was listed as #19 on Fortune Magazine’s list of the “Most Admired Companies” for 2009.

Target uses its internship program to develop leaders. Erika explained, “In order to grow you need to understand your strength and weaknesses. During the training program I was given a great deal of feedback about how to best utilize my strengths. Sometimes it was hard feedback that I didn’t necessarily want to hear, but I needed to hear it if I was going to develop professionally. This internship helped me learn about myself, the areas I need to work on and how to get where I want to go.”

According to Erika, “Everything at Target revolves around the team. A store cannot function properly if the team is not working well. The team members are your mentors and throughout the internship the team helps you to grow.”

Learning all aspects of Target’s in-store operations meant Erika worked in Hard and Soft Lines, Human Resources, Guest Experience, and Logistics. “I even came in one morning at 4 a.m. to unload a truck,” she recalled with a smile.

At the end of her internship experience in August, Erika received the best complement of all – a job offer from Target. When she graduates in December Erika will move on to further training with Target and then receive an assignment as a salaried Executive Team Leader in her very own Target store.

The United States (SUNY Plattsburgh and University of North Dakota), and Mexico (Universidad de Guadalajara and Universidad Autonoma de Nuevo Leon). The program will include six symposia hosted by the six partner schools, as well as courses in which students will investigate entrepreneurship practices in the host country and six innovation competitions.

The third grant, funded by the Charles G. Koch Foundation, provides funding for the launch of a national honor society in entrepreneurship that will be housed at SUNY Plattsburgh—Sigma Nu Tau Entrepreneurship Honor Society. Universities and colleges with entrepreneurship programs across the country will be offered the opportunity to initiate a chapter of the honor society at their institutions.

For more information about the SUNY Plattsburgh Entrepreneurship program or the new Sigma Nu Tau Entrepreneurship Honor Society, please contact Dr. Nancy J. Church at (518)564-4169 or nancy.church@plattsburgh.edu.

SBE-BAC BUSINESS/COMMUNITY PARTNERS

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| Adore Kurtz | Jim Tooley |
| The Development Corporation | Nova Bus |
| Victoria Zinser Duley | Technical Assistance Center @ SUNY Plattsburgh |
Event Spotlight:

**School of Business & Economics Internship & Career Fair**

**Wednesday, November 3, 2010, 1 - 4 PM**

The SUNY Plattsburgh School of Business & Economics (SBE) Internship & Career Fair will be held on Wednesday, November 3rd from 1–4 pm in the Angel College Center Ballrooms. (Please notice the change in venue from years past to allow for better flow and more space for exchanges between businesses and students/alumni.)

This event is an excellent opportunity to:

- Recruit or be recruited for internship and/or full-time positions;
- Network with students, recent graduates and employers; and
- Profile your company and employment opportunities to students/alumni and develop contacts with future graduates.

SBE students are enrolled in various disciplines including Accounting, Business Administration, Entrepreneurship, Economics, Finance, Hotel/Restaurant/Tourism Management, International Management, Management Information Systems, Marketing, and Global Supply Chain Management.

Businesses will be provided with a table (6 feet x 2 feet) and two chairs. You are encouraged to bring posters, catalogues and any other materials to showcase your company and your internship/career opportunities.

**REGISTRATION IS FREE!**

To obtain further information, please contact Mary Carpenter, SBE Director of Internships and Career Opportunities at (518)564-4303 or mcarp001@plattsburgh.edu.

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**ALUMNI SUCCESS STORIES**

**BEN CALKINS ’10**

*Business & Global Supply Chain Mgmt*

Ben recently accepted the position of Head Equipment Manager with the Stockton Thunder (ECHL affiliate of the National Hockey League’s Edmonton Oilers and San Jose Sharks.) He will handle management of all day-to-day equipment-related duties while assisting the hockey operations department with administrative duties and supervision of Thunder game day equipment staff.

**CLAIRE CANNON ’10**

*International Business*

After graduation, Claire moved to D.C. for an internship at BAE Systems in business development and recently accepted a job offer with BAE in a different sector. She will be working in Information Systems at BAE Systems in Vienna, VA on a product called Datagate Cross Domain Solutions - a security device composed of hardware and software that allows corporations and government agencies to share classified information between networks. The product has the highest security rating in the industry.

**JESSICA SALVATORE ’10**

*Marketing & International Business*

Jessica accepted a position with NBC News as a Sales Assistant. She will be assisting a sales team with ad sales for NBC News, which encompasses five properties - CNBC, MSNBC, Nightly News with Brian Williams, The Today Show, and Meet the Press.

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**SBE ALUMNI KEEP IN TOUCH!**

The SBE is always interested in where and what our alumni are doing, please keep us updated...

**Contact:**

**TARA MARLOW STUDLEY**

Assistant Dean for Student Services
School of Business & Economics
E-mail: tara.marlow@plattsburgh.edu
NEWS AROUND THE SBE...

DEAN SEARCH UPDATE
In July, the search for a permanent Dean for the School of Business and Economics (SBE) began. The committee created to review applications and make recommendations to the President will begin their work in October. The SBE and the College hope to have many qualified applicants and to fill the vacancy with an intended start date of July 2011.

The SBE extends their appreciation to Dr. Raymond Guydosh who has served in the role of Interim Dean for the past two years. Dr. Guydosh will return to the SBE teaching faculty in fall 2011. [8]

JAMES STILES MEMORIAL AWARD
The Marketing & Entrepreneurship Department is pleased to announce a new award established in Marketing Research. The family of Mr. James Stiles ’98, an outstanding marketing graduate, has funded the James Stiles Memorial Award for Excellence in Marketing Research in his honor. This award (a plaque and a book) will be presented each semester to the top Marketing Research student. [8]

SBE STUDENTS HELP WITH HURRICANE RELIEF
During the UDEM North American Mobility Program (an 8-week summer session) in Monterrey, Mexico, eight students from SUNY Plattsburgh experienced the great devastation of Hurricane Alex. While the group was slated to go to a rural area to do community service during their 6th week, they instead remained in Monterrey to assist with the post-hurricane clean up! (See photos, left and below.)

2011 GLOBAL SUPPLY CHAIN MANAGEMENT CONFERENCE SCHEDULED
The date has been set - the 2011 GSCM Conference will be held at SUNY Plattsburgh May 24-26, 2011. [8]

RABIN MEMORIAL GOLF TOURNAMENT Recap
A message from the Tournament Director, Dr. Nancy Church:
I am proud to announce that we have made more than $5500, a new high, on this year’s tournament (we finally broke $5,000), which will be added to the Mark Rabin Memorial Scholarship in Marketing Endowment at the Plattsburgh College Foundation!

Many thanks to Mrs. Mark Rabin for her loving support and sponsorship of this great event!

And a million thanks to the following VOLUNTEERS who make the day possible: Houda Bakour, Linda Fortsch, Paul Leduc, Rita Durham, Matt Murray, Lisa Lafountain, & Pearlie Rabin! [8]

THE SBE ON FACEBOOK
Join us: School of Business & Economics (SBE) at SUNY Plattsburgh. This group is open to SBE students, alumni, faculty, staff and friends! [8]
The North Country Small Business Development Center (NC-SBDC) is one of the School of Business & Economic’s (SBE) premier internship sites. The agency is part of a statewide network of business assistance centers supported by the State University of New York and the Small Business Administration.

Since its start in 1984, the NC-SBDC has worked directly with more than 6,500 businesses, helping them to invest more than $70 million in the area’s economy and create or save more than 2,500 jobs.

Headquartered on the former Plattsburgh Air Force Base, the agency has outreach offices in Elizabethtown, Lake George, Lake Placid, and Malone, New York.

The NC-SBDC’s mission is to offer North Country entrepreneurs and industry advice, training and research. By assisting new and existing small business firms, it contributes to the local, regional and state economies.

According to Regional Director, Rick Leibowitz, “We offer student interns the opportunity to work with business owners who are faced with various management challenges. We allow the students to apply their classroom experiences to help clients find practical solutions relating to financial forecasting, business planning, marketing, and operational management.”

This semester, for instance, Hotel, Restaurant & Tourism student interns are working with establishments that have struggled to control their prime costs (food and labor). The interns are doing labor hour scheduling, developing recipe cost cards and a cost margin analysis that will allow the clients to see some industry best practices that they may not have applied or updated recently to maximize their profit potential.

Leibowitz continued, “We have an accounting intern this semester working with a client who is considering a major expansion. While this client has been successful, he does not necessarily have the skills to accurately format the forecasts he will need to present to a lender for loan approval.”

Working with the counselors at the SBDC allows students from the SBE to understand the importance of business planning, analyze financial statements, discover sources of funding, and develop marketing plans.

The SBDC is great for small business and great for our students.
The School of Business & Economics (SBE) is pleased to announce the addition of Dr. Ken Strang to our faculty as on-site program coordinator and associate professor for the Business Administration program at the Queensbury campus.

Dr. Strang received his Doctorate from Royal MIT University (Australia). He is licensed as a Project Management Professional P from the Project Management Institute and is a Fellow of the Life Management Institute (LOMA) specializing in insurance actuarial statistics and pension systems. Ken also has an MBA, a BS in Business Administration, and an Associate Bachelor of Technology.

Dr. Strang has cross-functional and inter-disciplinary project experience in several industries (insurance/finance, education, technology, government, oil/gas, law, education, energy creation, agriculture, aquaculture, transportation and others). His research interests are broad, covering business, technology, culture and educational psychology. He has written and contributed to several books, most notably the Guide to Project Management Body of Knowledge (2009). Ken’s background enhances his ability to develop and teach a variety of courses in the Business Administration curriculum.

Ken revealed that he came to SUNY Plattsburgh at Queensbury for a variety of reasons. “I loved teaching abroad for the culture and geography but the pedagogy was far behind us in the states. I wanted a chance to ‘make a difference’ from the university perspective - create new programs, add courses, do more research, integrate teaching with online technology to deliver effective management science courses.”

Dr. Strang accepted the position knowing that the new Business Administration program was designed to enhance transfer into the program by community college students as well as by industry professionals. Ken feels the program is flexible for existing and new students because relevant courses are available as electives in the management program, and vice-versa in Business Administration.

“I hope to see even more industry-related courses added as electives. I feel this will help students gain useful skills that employers actually look for in new graduates,” he commented. “Employers want specific skills that are needed in their businesses. They prefer employees with the basic skill sets, because they can develop the person over the years to understand their business processes and to assimilate into the organizational culture. However, it is more difficult to teach students management science skills - that is our job [at SUNY Plattsburgh]!”

Faculty Spotlight: Dr. Kenneth D. Strang
Associate Professor/Program Coordinator
Business Administration
SUNY Plattsburgh at Queensbury