Construction Under Way
New Home for the School of Business & Economics

The corner of Draper and Cornelia is a flurry of activity with the construction of the New Academic Building underway. Site preparation is underway and the intended completion date of Fall 2013 is still reasonably in sight with an occupancy date of Spring 2014.

The building, while serving as the new home to the School of Business & Economics and Computer Science Department as well as numerous new classrooms and student study spaces, will also be LEED Silver certifiable. Environmentally friendly materials will be wherever possible and unused roof space will be landscaped with hardy plants that can sustain the North Country winters.

On November 9, faculty, staff and community members attended a groundbreaking ceremony to commemorate the first new stand alone building on SUNY Plattsburgh's campus since the 1970's.

With unemployment in the U.S. hovering near nine percent, School of Business & Economics (SBE) graduates know it will be a challenge to find a job in their field when they graduate. Through its internship program the SBE is committed to providing students with real world learning experiences that will prepare them for today's competitive job market. And now there is another program that will increase students' chances for success.

The SBE, in conjunction with Plattsburgh’s Noon Rotary Club, has created the New Generations Mentoring Program. Director of Internships & Career Placement Mary Carpenter developed a pilot program during spring semester 2011 with a handful of students and local business leaders. The resounding success of the pilot inspired the idea of partnering with an established community service organization. That led her to the Rotary Club and its president Jon Cooper.

“Rotary International has established “New Generations” as a recognized avenue of service and...
When Pfizer announced their plant closings resulting in a loss of $21 million in payroll, both Pfizer employees and local business owners knew their lives would be impacted negatively. In response, the North Country Small Business Development Center applied for, and received an SBA Portability Grant. The grant was two-pronged and was designed to: 1) help Pfizer employees explore the feasibility of opening a small business; and 2) help locally-owned businesses market to the millions of Canadians who travel to Clinton County. The grant funds were allocated to employ a project coordinator, create a website, and provide advertising and promotional support to the locally-owned businesses.

In November, 2010, Kim Manion was hired as the project coordinator and work began. After conducting research on Canadian shopping habits and preferences, GoPlattsburgh.com was selected because the research showed that when the Canadians traveled to the North Country they said they were “going to Plattsburgh”. It was also determined that Canadians were interested in shopping with locally-owned businesses, but they didn’t know how to find them. Also, many of the French speaking Canadians preferred the anonymity of shopping in the larger box stores because of the language barriers.

In addition to promoting the local small businesses, the GoPlattsburgh.com website features helpful and hard to find information such as border crossing times, the cost of gas, price comparisons, a calendar of events and travel information. The idea was to create a site people will return to again and again. It can be viewed in English or French.

The participating businesses have embraced a “French friendly” attitude. They were provided with French friendly signage indicating that although they may not speak French, they will do their best to help the French speaking customers. Some of the local businesses have also had their menus translated into French. Champlain National Bank showed their generosity and support of this project by donating hand held translators and Quebec flags to the businesses participating in the program. The translators are used to help both the customers and the businesses to have a more productive and enjoyable transaction.

A marketing campaign including strategically-placed posters (in French and English) plus many online ads on Facebook and Google have driven considerable traffic to the site. Additionally, based on the valuable content added by the participating businesses and the project coordinator GoPlattsburgh.com gets considerable ‘organic’ traffic, i.e. hits on the site from search engines such as Google and Bing.

The diversity of businesses in the area can be seen by viewing the thirty-three participating businesses currently advertising on the GoPlattsburgh.com site. The businesses come from a variety of towns and villages throughout Clinton County with services ranging from fine dining to clothing retailers to agritourism.

The project has been successful with 100% of surveyed businesses responding that they believe there is value in participating in GoPlattsburgh.com. Respondents indicate that they found value not only in pooling their marketing dollars, but also in networking and discussing new ways to market their businesses.

Although the grant ended on September 30, 2011, the North Country SBDC, with the support of the NYS SBDC, will continue to host the GoPlattsburgh.com site and support the local businesses. Going forward, in addition to marketing to Canadians, the participating businesses plan to promote ‘shop locally’ to area residents. Incorporating this strategy will allow the group to promote the benefits to the community of ‘Keeping it Local!’ The goal is to increase the number of participating businesses and increase awareness of the wide variety of small, locally owned businesses in the area.

Please check out GoPlattsburgh.com and support locally owned small businesses!
MIBIS Joins CEDIMES Network

The department of Management, International Business and Information Systems (MIBIS) has joined the CEDIMES (Centre d'Etudes du Developpement International et des Mouvements Economiques et Sociaux) network. The CEDIMES-USA office is chaired by Dr. Elie Chrysostome, professor of International Business. The president of CEDIMES, Dr. Claude Albagli from Université Val de Marne, Paris XII, France, is expected to visit SUNY Plattsburgh in late Fall 2011 or early Spring 2012 to inaugurate the CEDIMES-USA office.

Hospitality Industry Panel Hosted

The Hospitality Management Club (HMC) organized the Hospitality Industry Panel Discussion on Wednesday, October 19 focused on a discussion of career paths in hospitality, networking, resume building, job search, and the interview process.

Panelist for the event were:
- Terry Meron, Owner/Operator of Comfort Inn & Suites
- Tony Galloro, Owner/Operator of Baxter's Bagel
- Scott Hughes, District Manager of Chartwells Corporation
- Jon Lundin, Public Relations Coordinator of Olympic Regional Development Authority (ORDA)
- Kristy Kennedy, Group Marketing Specialist of Adirondack Coast Visitors and Convention Bureau

The 7th Annual Mark Rabin Memorial Golf Tournament, which was held on July 27th, was the largest tournament hosted by the SBE with 125 golfers and duffers playing! All golfers won prizes, and approximately $6000 was raised to benefit the Mark Rabin Memorial Scholarship in Marketing endowment as well as the graduation awards ceremonies.

4+1 Agreement Signed with Syracuse University for M.S. in Entrepreneurship

A new agreement has been inked between the Whitman School of Business at Syracuse University and the School of Business and Economics at SUNY Plattsburgh that will allow SUNY Plattsburgh Entrepreneurship graduates to earn their master's degree in one year. Two entrepreneurship majors, Agnes Heyerdahl and Kathryn Piancentino, traveled to Syracuse on October 1st with Drs. Nancy Church and Lise Héroux to learn more about the program.

Sigma Nu Tau Entrepreneurship Honor Society Adds Two More Chapters

Sigma Nu Tau Entrepreneurship Honor Society, established at SUNY Plattsburgh in 2009, presented charters to new chapters at California State San Bernardino and Clarkson University in November. Sigma Nu Tau also received its second grant from the Charles B. Koch Charitable Foundation to assist the honor society with travel funding to present charters.

FACEBOOK

Join us: School of Business & Economics (SBE) at SUNY Plattsburgh. This group is open to SBE students, alumni, faculty, staff and friends! See what's happening in the SBE today.

Join us on Facebook!

Accounting Faculty:
Mohammed Gaber
Ph.D., Professor, Chair
James Coffey
J.D., Professor
Edward Lusk
Ph.D., Professor
Chou-Hsuan (Jason) Lee
Ph.D., Associate Professor
El-Sayed Hussein Kandiel
Ph.D., Assistant Professor
Mark Kaiser
M.B.A., C.P.A., Lecturer
Dean Steria
M.B.A., C.P.A., Lecturer

Economics & Finance Faculty:
Colin Read
Ph.D., Professor, Interim Chair
Robert Christopherson
Ph.D., Professor
Neal Duffy
Ph.D., Professor
Greg Gregoriou
Ph.D., Professor
Ellen Fitzpatrick
Ph.D., Associate Professor
Kamelia Petrova
Ph.D., Associate Professor
Stephen Henry
Ph.D., Assistant Professor
Razvan Pascalau
Ph.D., Assistant Professor
Suki Gras
M.S., Lecturer

The SBE on FACEBOOK

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Mentoring Program...

(Cont’d from page 1)

our club saw a partnership with the SBE as a perfect opportunity,” Cooper explained. “It allows us to connect our talented members with the future business leaders at SUNY Plattsburgh.”

“Jon Cooper and the Plattsburgh Noon Rotary Club have made an invaluable contribution of time and service to our students,” said Carpenter. “The enthusiasm and support of the business leaders who have volunteered for this first phase of the mentoring program is gratifying.”

According to Cooper the club recruited 35 community leaders to participate. Mentors and students meet for four or five one-hour sessions. They work from an agenda designed to help students define their career goals, evaluate their resumes, improve their interview skills, and participate in mock interviews. This one-on-one relationship provides the students with an opportunity to get to know their mentors on a personal and professional level and to benefit from their career successes and challenges.

As the first semester of the New Generations Mentoring Program winds down, the feedback is positive. “The mentors have been wonderful and the students are enthusiastic,” Carpenter emphasized. “In addition to their initial, generous commitment, many of the mentors have gone above and beyond. Some have arranged for their students to interact with other members of their professional circle; they have taken their students to lunch, to dinner, to networking events; coached them on life skills, and created a bond that may well extend beyond their time in the program.”

Through the Plattsburgh Noon Rotary Club’s flagship New Generations mentoring effort, members are working with SUNY Plattsburgh to help produce the next generation of business leaders who are prepared and ready to embrace their future.

SBE ALUMNI KEEP IN TOUCH!
The SBE is always interested in where and what our alumni are doing, please keep us updated...

Contact:
Tara M. Studley
Assistant Dean
School of Business & Economics
E-mail: marlowta@plattsburgh.edu

School of Business & Economics
BUSINESS ADVISORY COUNCIL

The School of Business & Economics (SBE) values the insight of business and community members and meets with selected members, known as the Business Advisory Council (BAC). This year the BAC will be called upon to share their ideas toward strategic planning and the areas where the SBE can be a positive impact in our community.

CO-CHAIRS:
Pat Russell
Abbott, Frenyea, Russell & Coffey

Trent Trahan '70
Champlain Telephone Co.

MEMBERS:
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
North Country Chamber of Commerce

Victoria Zinser Duley
Clinton Community College

Paul Grasso
North Country Workforce Investment Board

Adore Flynn Kurtz
The Development Corporation

Jessica Miller '00
Stafford, Piller, Murnane, Plimpton, Kelleher & Trombley, PLLC

Kurt Mowry
Lockrows

Jeff Rendinaro '84
Darwood Associates

Bob Smith
Nine Platt Hospitality Group
New Graduate Spotlight:

Josh Venne ’11
George Washington Univeristy Law School

An overnight trip to Washington, DC, with nothing more than the suit on his back and an intense desire to succeed is what ultimately brought Josh Venne’11 to George Washington University Law School. The process of getting there was not quite as direct. Josh’s college career started in Boston, MA studying music. In 2009, he returned home and enrolled at SUNY Plattsburgh with a plan to get a degree and get out as soon as was possible. That plan became flexible as Josh discovered things about SUNY Plattsburgh that may not have been apparent to him having grown up next door.

“Plattsburgh was never short of opportunities. The adage ‘it is what you make it’ could not have been more applicable,” he reflected. “I had a few excellent mentors while at Plattsburgh, who not only had a fair amount of wisdom to share, but also cared about my success. It was important for me to be able to bounce ideas off of them.”

Josh became more involved in the School of Business & Economics and ended up graduating with high honors in two years, one year longer than originally planned, with a dual major in Economics & Finance. Through his coursework and leadership in the Student Managed Investment Fund, he began to think more and more about his future and law school was where he saw himself.

“Law influences almost every aspect of our daily lives, making understanding and applying it all the more useful in our society today. It is equally, if not more useful, to develop the flexibility of mind and communication skills that many good lawyers espouse, even if one ultimately decides not to practice law after getting the degree. For these reasons, I decided to study law, and I am glad I made that decision,” said Josh.

He applied and was accepted at some very prestigious schools across the US and debated all of the pros and cons with his mentors and family. Josh had narrowed his pool down to two schools when GW Law came into the mix.

After much deliberation, Josh booked the flight to Washington, DC and boarded the plane the next day. His interest in GW and his commitment to the field could not be denied by the Admissions Director during an improptu meeting.

In his first year at GW Law, he shared, “I am inundated with work, but I could not be happier with my decision to come here. Overall, law school has been a great experience so far.”

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SBE NEWS CONTINUED...

Recent Graduates Off to Great Starts

Mat Maloney ’11, Accounting, and financial analyst at Bombardier in Plattsburgh is in the process of becoming a CMA®. He successfully completed Part 1 of the certification exam in fall 2011 and plans to take Part 2 in early 2012.

The following Management Information Systems graduates are working in their field:

- Ms. Paige S. Brower ’10, Data & Business Process Analyst, Fujitsu/Fujitsu Frontech North America as a
- Mr. Peter Scalzo ’11, Business Systems Integrator, GXS
- Mr. Wander Morello ’11, Advisory Paraprofessional, KPMG Advisory
- Mr. Paul Luizzi ’09, Data Analyst, Arrow Electronics

SIFE Entrepreneurship Club Awarded Green Grant

The Students in Free Enterprise Club was awarded a $7000 Green Grant based on the group’s proposal to purchase and operate a filtered water vending system. The purpose of the project is to reduce the number of plastic water bottles being purchased by offering an inexpensive option of refilling reusable drinking bottles at a fraction of the cost. The group is in the process of ordering the system and expects to have it operational by spring semester.

Marketing Club Fall Activities

Under the leadership of President Kim Tetreault, the Marketing Club has had a very active fall semester! They organized a fall speaker series on Marketing and Entrepreneurship with NEPCO founder Herb Carpenter, Cheechako Taco owner James Ward, and Global Sugar Art entrepreneur Alan Tetreault. The club visited the Kelliher Samets Volk Advertising Agency in Burlington, VT, co-founded by Tim Volk ’78.

To raise money for the annual trip to the International Collegiate AMA Conference in New Orleans, they held a bottle drive and organized a dodgeball tournament. Community service activities included the Buddy Walk, the Alzheimer’s Walk, and helping out with the SBE Internship and Career Fair.

Accounting and Finance Association Annual Trip to Boston, MA

SBE Students Come From All Over

The SBE is made up of just over 1000 students from 34 countries (highlighted in blue below) and 15 states. Of the total student population, 17% are international and 4% come from states other than New York.

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Lake City Choppers Work and Play Come Together

Casey Spiegel, owner of Lake City Choppers Inc. in Plattsburgh, says motorcycles are his life. Ask him why people get into “biking” and he will tell you, “There is something special about it. It makes you feel like a kid again.”

That love of motorcycles attracts not only Lake City’s customers, but students in the School of Business & Economics who are drawn to the internships Spiegel offers.

One student who knows first-hand the great learning opportunities at Lake City is Nick Brown’12, a Marketing major minoring in Graphic Design. “When I took the internship at Lake City I wanted work experience and to fully understand the best ways to advertise for a small business,” he said. “In addition, I wanted to learn how to create effective, user-friendly websites. “

And that is exactly what happened. Nick designed posters and flyers for many of the signature fund raising events sponsored by Lake City. He also spent hours researching the advantages of two industry-specific companies that were competing for Lake City’s web business. When he fully understood what each had to offer, he made a presentation that allowed Spiegel to choose his best option.

“Nick was awesome,” Spiegel emphasized “The internship program offered by the School of Business & Economics is a great opportunity for students to work in a professional atmosphere and, in Nick’s case, in an industry that was unfamiliar to him. It helped to broaden his view of business.”

According to Spiegel, Lake City Choppers is a place that “people visit when they are looking for something they can have fun with.” Students from the SBE look to Lake City for a large dose of learning along with their fun.
Dr. Stephen Henry joined the Department of Economics & Finance in fall 2009. “My wife and I both seem to enjoy the atmosphere and activities available here, and we also have relatives in the region. After visiting Plattsburgh State, I knew it was a perfect fit,” he shared.

Dr. Henry’s primarily research and teaching interests lie in the areas of corporate finance, financial decision-making, and how decision-making affects firm valuation, furthermore, he has experience in developing instructional techniques for use in investment-oriented classes.

Dr. Henry did not embark on his career and academia directly. He worked in a corporate environment for a few years after college but the job market, particularly in the financial services sector was difficult in late 1990.

“The economy was in recession, and the savings & loan crisis was at its peak, so there weren’t many finance jobs opening up at the time. As a result, though, I can relate to students’ apprehension regarding today’s uncertain job market,” he shared. The difficult job market paired with an affinity for breaking down and explaining difficult concepts to others in understandable terms led him to pursue his Ph.D. in Finance at the University of Georgia.

He believes that sound financial management practices are truly important for the economy and for society and he hopes that students leave his classes with and appreciation for critical thinking and logical problem solving, as well as an understanding of the role of finance in the business environment.

“Investment in value-creating enterprises is what drives economic growth, and that’s what ultimately makes us all better off. The study of financial management gives us tools for identifying and pursuing opportunities for value creation, so I think it’s an important subject for our future decision makers!”

FACULTY SPOTLIGHT:
Stephen Henry, Ph.D.
Assistant Professor
Department of Economics & Finance