AACSB Maintenance Visit Complete

February 26-28, 2012 marked the School of Business & Economics maintenance of accreditation visit from AACSB-International. AACSB accredits 649 institutions in the world with 43 countries and territories represented. SUNY Plattsburgh’s SBE is confident it will continue to be one of these select institutions.

The visit was short but full of information seeking and sharing. Unlike the initial accreditation visit where the school is evaluated on 21 standards, individually, the maintenance visit is a bit less formal and takes the time to focus on areas that seem to be most necessary.

Time was spent reviewing our assurance of learning process, internship placement services, and community and student interactions with the SBE. In all of these areas the SBE exceeded the expectations of the review committee and was applauded.

Review also occurred of our strategic planning processes, including mission and vision. The team felt we were not as successful in portraying our uniqueness and encouraged continuous work in this area. Well underway, the SBE will be unveiling a new mission, vision, and strategic plan in the near future.

Finally, the team focused on faculty qualifications (academically or professionally) and while noted that the location of our institution does not lend itself to a large pool of professionally qualified candidates (master’s in field of teaching with 5 or more years of professional experience in the field) we are actively working to find such individuals to increase the number of faculty teaching with these qualifications. Issues with academic qualifications (research related) were noted in a few areas but the SBE has already gained forward momentum in addressing these minor concerns from the committee.

“The SBE was well-prepared for the feedback we received. We are excited about our future and the positive changes that will be made as a result of a consultative visit from the peer review team,” commented Tara Studley, Assistant Dean.

Construction Continues on the New Building

Construction of the New Academic Building for the SBE and Computer Science Department is progressing as expected. We are still on target for a Spring 2013 occupancy - the faculty, staff and students are excited for the move from Redcay Hall.
From the North Country Small Business Development Center:

Who We Are and What We Do?

The NC SBDC is funded by the Small Business Administration (SBA), SUNY Plattsburgh and New York State. Most think that we only help start-up businesses prepare business plans. What they don’t realize is that in addition to business plan assistance, we provide a broad spectrum of services to the small business community.

Through a network of 24 regional centers, the New York State Small Business Development Center (NYS SBDC) delivers high quality business counseling and training to New Yorkers who want to start a business or improve the performance of an existing business. Thanks to our partners in the public and private sectors, our services are free of charge.

While the core services of the SBDC are: one-on-one, confidential business counseling; business training seminars; and research assistance, our scope of services also include:

- Business Planning Assistance
- Marketing & Customer Service Advisement
- Record Keeping Set-Up
- Loan Application Assistance
- Personnel Management Advice
- Financial Management and Budgeting Assistance
- Strategic Planning
- Government Procurement Assistance
- General Business Start-Up Assistance
- Minority and Women-Owned Business Enterprise (MWBE) Certification Assistance
- Product and Service Export Assistance
- Assessing an Invention’s Viability
- Navigating and Understanding Regulatory Issues
- Buying & Selling a Business

In addition to the services above, we also participate in a variety of outreach efforts throughout the North Country, and beyond, including work with the businesses that have been impacted by a disaster, whether natural or manmade. Over the past few years the staff at the NC SBDC has assisted local, small businesses that have been impacted by the Pfizer plant closure, the closure of the Champlain Bridge, and Hurricane Irene.

Disaster assistance is another service provided by the SBDC. Not only do individual SBDC staff members participate in disaster recovery efforts in their service area, but SBDC business advisors throughout the SBDC Network travel to locations not only in NYS, but around the country, providing assistance to business owners dealing with disasters.

The NC SBDC has been in existence since 1984, with a service area that includes Clinton, Essex, Franklin, Warren, Hamilton and northern Washington counties. Each year our business advisors work directly with an average of 400 potential and existing business owners. Over the past five years the NC SBDC has served 2,214 clients, creating an economic impact of over $26.8 million in the region, adding 530 jobs and saving 206 jobs in the North Country. This economic impact is derived from personal client investment of cash and equity, as well and loans obtained. However, economic impact through funded projects and job creation is not our only means of recording economic impact. Over this same period, the NC SBDC also held 88 training events in the region, reaching 1,453 individuals. Topics of these workshops and seminars range from accounting to using social media as a marketing tool. Workshops are developed through partnerships with economic development groups, Chambers of Commerce, other government agencies, and private businesses.

According to the SBA, U.S. small businesses employ nearly 68 million workers—approximately half of all private-sector jobs—and are a driving force behind new job creation, generating between 60 percent and 80 percent of all new jobs annually over the past decade. Many small employers are creating jobs for those individuals that were laid off by large corporations. Small U.S. firms pay about 44 percent of the total U.S. private-sector payroll, accounting for approximately $2.1 trillion of the total (non-farm) private-sector payroll of $48 trillion.

Small businesses have a huge impact on our economy, so please always remember to “Shop Small, Shop Local”. Not only will you have a more personal shopping experience, but you will help your community grow and prosper.
NEWS AROUND THE SBE...

SUNY Plattsburgh Places 3rd in Adirondack Cup Competition

The recent Adirondack Cup competition teams were recognized at the office of the Adirondack Small Cap Fund run by Greg Roeder and Matt Reiner, SBE alumni. The competition tracks 18 New York and New England colleges as they create and maintain their own small-cap portfolio. SUNY Plattsburgh’s team placed 3rd out of the 18 collegiate teams who participated! Pictured above, left to right: Benjamin Rosner ’13, Matt Reiner ’87, Khary Ward ’12, Greg Roeder ’86, & Eric Alvayero ’12 

SUNY Plattsburgh Team Wins 2nd Place in St. Michael’s Business Ethics Case Competition

We are proud to announce that the SUNY Plattsburgh team composed of juniors Ethan Bicskei ’13, Alexander Pierce ’13, and Benjamin Depo ’13 (pictured above, left to right) did a marvelous job analyzing and presenting their ethics case about DKNY vs. PETA on Friday, March 2 at the St. Michael’s Business Ethics Case Competition, winning 2nd place in the competition! The team won first place in the SUNY Plattsburgh portion of the case competition ($150) and won $500 for placing second in the final competition.

Healthcare Informatics Certificate Approved

The MIBIS department certificate in Healthcare Informatics (The use of Information Systems in Healthcare) was approved by Senate in April, 2012. The certificate program is expected to officially start in Spring 2013.

Marketing Club/AMA Chapter Wins Big Honors in 2012

Five students attended the American Marketing Association International Collegiate Conference from March 22-24 in New Orleans, bringing home two award plaques. One award was for Outstanding Chapter Planning, and the other was for Outstanding Programming.

On campus, the Marketing Club was presented with the prestigious President’s Cup by President John Ettling on April 24th at the Student Recognition Ceremony. The Cup recognizes the best organization on campus based on activities, community service, and contributions to campus. This is the first time the Marketing Club has won this award.

8th Annual Mark Rabin Memorial Golf Tournament Date Set

MARK YOUR CALENDAR

8th Annual Mark Rabin Memorial Golf Tournament

Wednesday, July 25, 2012

Westport Country Club

An unbelievable $49.99 per person for 18 holes of golf, cart, dinner, prizes & hilarious hats!

Contact Dr. Nancy Church (churchnj@plattsburgh.edu) for more details or visit https://sites.google.com/site/markrabingolfourney2/
Laura Dunn ’12
Community Bank, N.A.

With her May 2012 graduation approaching, Finance major Laura Dunn was worried about entering the workforce without relevant experience. An internship seemed like a good solution, but she wasn’t sure how to begin. A visit with Mary Carpenter, Director of Internships & Career Opportunities, provided the answer. “As it turned out, I was in the right place at the right time,” Laura observed.

Community Bank, with more than 180 branches located in Upstate New York, the Southern Tier and west to Lake Erie, had just agreed to host its first intern. Carpenter believed Laura would be a good fit for them and Kent Backus, Community’s Regional Banking Manager, was enthusiastic about the opportunity to support the work of SUNY Plattsburgh. The match was made and the work began.

During her training program Laura rotated through the various Community Bank branches in the Plattsburgh area and spent three days of her Spring Break at the bank’s northern region administrative offices in Canton New York. She observed and was given basic training in compliance, credit analysis, collections, loan originations, human resources, commercial lending, trust services, and deposit operations. She attended a mortgage training session and an American Red Cross fund raising event as a guest of the bank.

Kent Backus said, “Working with Laura was a real pleasure. She approached every day with energy, enthusiasm and a real desire to learn. It is rewarding for our bank and employees to know that we added value and made a difference. This internship was a “win-win” for both Laura and Community Bank!”

Laura concluded, “I won the internship jackpot. I’ve learned so much and everyone here has been encouraging and supportive. They let me know that they appreciate everything I do. I couldn’t ask for more.”

Laura Dunn ’12
Community Bank, N.A.

Intern Spotlight:
The North American Entrepreneurship Symposium

SUNY Plattsburgh hosted a 3-day Symposium in mid-April on the theme of North American Models of Innovation, Creativity, and Entrepreneurship for its grant consortium partners from Canada, Mexico, and the US. Attending the symposium were representatives from Universidad de Guadalajara, University of Manitoba, Laurentian University, University of North Dakota, and University of Northern Colorado. Six students are currently studying at Plattsburgh from the partner schools.

The Symposium began with a meeting among the partners to hammer out details of the upcoming student exchanges in Guadalajara, Mexico and Sudbury, Ontario. The attendees were then hosted at a luncheon by President John Ettling and Ms. Lisa Lewis at the Olive Mason Flynt House. During the afternoon, the delegates were welcomed at City Hall by Mayor Donald Kasprzak in the Common Council Chambers, followed by a historical presentation by City Clerk Keith Herkalo. The group then visited the Small Business Development Center, where they heard presentations by Andy Allison from the SBDC and Bill Ferguson from Empire State Development.

The first day ended with a dinner at the student-run restaurant—Samuel D’s. The second day of the Symposium, held at Valcour Education and Conference Center, began with four student presentations that profiled American and Canadian entrepreneurs. Dr. Bret Golann, a consultant and entrepreneur, then gave a fascinating talk on the marketing challenges of bringing innovations to market. The group was treated to the singing of the three North American countries’ national anthems by the a capella group, Minor Adjustments. Following a North American-themed luncheon, Mr. Terry Meron, a well known entrepreneur and community leader, made a memorable keynote presentation on principled entrepreneurship. The remainder of the afternoon featured a Trade Fair, which involved all of the students in Dr. Heroux’s New Product Development class making presentations to judges about their product and service inventions. The top three new product ideas won prizes for their efforts.

The final day of the Symposium included a field trip to the Ben & Jerry’s plant in Waterbury, Vermont, where the group heard about the progressive company’s social responsibility philosophy. SUNY Plattsburgh is the lead school and Dr. Nancy Church is the project director of this 6-school, 4-year consortium grant from the U.S. Department of Education that funds student exchanges between universities in Canada, Mexico, and the US.
SBE NEWS CONTINUED...

Recent Graduates Off to Great Starts...

Ms. Emily O’Hara ’11, International Business, is a Merchandise Planning Allocator for the Home business of Macys.com. Her responsibilities include allocating all orders by warehouse, and coordinating with buying, planning, and vendor teams on all purchasing issues. As a key stakeholder in improving the allocation process, Emily is keen to build upon this position in a global capacity, in line with her international business degree.

Mr. Mohamed Rajani ’10, International Business, was hired by Macys.com as a Merchandise Analyst for the Planning team in April 2011. In April 2012, he was promoted to Associate Planner, Men’s Basics at Macys.com where he manages two of Men’s Basics divisions: Casual Tops and Active/Outerwear. His responsibilities include forecasting sales and inventory, analyzing trends, proactively dealing with potential stock outs, and evaluating possible opportunities for maximizing revenues. Macys.com recently started international shipping to over 90 countries and Mohamed is excited to leverage his international business education as he incorporates global sales into his business plans. His words of advice to current students, “Corporations are more interested in knowing how you would use your education for their benefit. Implementation is the key! For this, there is nothing better than INTERNSHIPS...[they] will make all the difference”.

A Student Perspective:

EMILY HIGGINS ’13 (GLOBAL SUPPLY CHAIN MANAGEMENT)

STUDYING ABROAD BECOMES A GOLD MEDAL OPPORTUNITY

In Spring 2012, I decided to take my studies across the pond to London, England. I have been in central London since January and have loved every minute of my experience. While studying at City University’s Cass Business School, I have seen the educational differences between the United States and European education. It enabled me to interact with students from all over the world, while learning about the European Union and how the culture of business can be very different compared to North America.

While my overall education in studying abroad was very insightful, understanding and seeing the cultural differences was just as much fun. I was able to see the Houses of Parliament, Big Ben, take a stroll in Westminster Abbey, stand in Shakespeare’s Globe Theatre and pose next to Buckingham Palace. I even got to catch a glimpse of the Queen herself! London has a lot of big events in 2012 including the Queen’s Diamond Jubilee marking her 60 years in power and the Summer Olympics. The city has been gearing up for these large events and it has been so exciting to view the transformations.

I have always been fascinated with the Olympic Games, so I asked my academic advisor at SUNY Plattsburgh, Dr. Brian Neureuther, if there were any internships available. Since I study Global Supply Chain Management, I thought this large-scale event would be perfect to learn about the business.

He introduced me to Kelly Wilton who is currently working in London for UPS via the London Organizing Committee for the Olympic Games. We have been in contact since September and I met with her in London. I was offered a position to work on Kelly Wilton’s logistics team in the Olympic Village and Media Centre while the Olympic and Paralympic Games are being held. It has been a lot of planning, but I feel so fortunate to have been offered this amazing opportunity.

I am very excited for the work ahead and the ability to learn more about Supply Chain Management. It will be an exciting atmosphere and environment to be in London this summer and to give my part to help the Games run smoothly with the UPS logistics team.
INTERNS IN THE COMMUNITY

James Standish’12
Hotel, Restaurant & Tourism Management
Hampton Inn & Suites
Plattsburgh, NY

Alyssa Mau’12
Management & Marketing
PepsiCo
Plattsburgh, NY

Katelyn Cole’12
International Business
Schonbek/Swarovski Lighting
Plattsburgh, NY

“I have been able to explore the operational departments in ways that wouldn’t be possible as an entry-level employee. This opportunity has given me a depth of understanding that is difficult to achieve in the classroom.”

“My internship has been on-the-job training for my job after graduation as a Pre-Sale Account Manager in Albany. Now I have a head start.”

“My major fits perfectly with Schonbek/Swarovski Lighting’s global operations. I have had an incredible supervisor who made my internship a truly worthwhile experience.”

CVPH Pharmacy
Local Impact of Drug Shortages

Drug and other medical product shortages have impacted hospitals across the United States including Plattsburgh’s CVPH Medical Center. To prevent and mitigate the impact of these shortages on patient care, the pharmacy staff aggressively sources alternative suppliers, an effort Tsz Kin (Alex) Cheung’12 has seen firsthand during spring semester. “Every day when we come to work we deal with the issue of shortages,” said Pharmacy Buyer Melissa Bresnahan. “We must do everything we can to be sure patients are not adversely affected.”

Alex, a Global Supply Chain Management major from Plattsburgh, also worked on a number of other projects during his internship. He utilized the Medical Center’s wholesalers’ reporting system to analyze pharmaceutical purchases in order to identify areas of potential cost savings and, utilizing projected 2012 figures, he helped to build a budget within the Sentry RCM software system.

“Through my internship I learned how to deal with problems in a company’s supply chain. While a product may be in short supply, there is always a way we can find a substitute, but often it comes at a higher price,” Alex explained. “Finding what we need is our first priority; controlling costs is our second priority.”

“It has been a pleasure to have Alex on board,” Melissa emphasized. “He is very detailed and is eager to learn and understand our Supply Chain Management processes.”

Alex concluded, “It has been a great privilege to work with Melissa. I benefited a lot from this internship experience.”

INTERESTED IN CREATING A BUSINESS INTERNSHIP WITHIN YOUR COMPANY OR ORGANIZATION?

Contact:
Mrs. Mary Carpenter
Director of Internships
School of Business & Economics

E-mail: mcarp001@plattsburgh.edu
Phone: 518-564-4303
Dr. Elie Chrysostome joined the department of Management and International Business in 2004. With an interest in teaching and research and the desire to teach at a US institution of higher education, Plattsburgh was the perfect fit due to its proximity to Canada where he was a university professor. “Being in the classroom allows me to help young students to achieve their professional dreams. It has always been a great pleasure to see my former students happy with their professional life and recalling the classes they took with me, fondly,” he shared.

He earned his PhD at Laval University (Quebec, Canada) while lecturing part-time in the areas of strategic management and international business. Prior to moving to the US, he taught management at the University of Moncton (New Brunswick, Canada.) In addition, he has supervised the dissertations of many graduate students and served on review committees for several PhD students.

Dr. Chrysostome’s research background and experience compliments his teaching. He shared, “I worked for Pepsi Cola in Africa as Director of Marketing and in that position I was member of the Executive Committee of the subsidiary. I was exposed to a wide range of managerial situations that I use in the classroom to illustrate theoretical concepts.”

In addition to receiving promotion to full professor in 2011, Dr. Chrysostome is the current director of CEDIMES Institute USA hosted by SUNY Plattsburgh. CEDIMES Institute is a large international research network operating in more than 40 countries around the world; serves as research associate at the Montreal Local Global Research Group of John Molson School of Business (Concordia University, Montreal, Canada); and has served as a visiting professor or invited speaker in several leading business schools internationally, including: Thunderbird School of Global Management (Arizona, USA), Haute Ecole de Gestion de Fribourg (Switzerland), HEC-Montreal (Canada), Richard Ivey School of Business of University of Western Ontario (Canada) and Laval University (Canada). He also served as the chair of the International Business Division of ASAC (Administrative Sciences Association of Canada) as well as the editorial board of several well known journals in International Business and is a member of Academy of International Business and Academy of Management.

In the area of research, Dr. Chrysostome focuses on SMEs internationalization, international strategic alliances, immigrant entrepreneurship and diaspora entrepreneurship. Most recently, he published the following articles: