Dr. Rowena Ortiz-Walters Named Dean
School of Business & Economics

The School of Business & Economics (SBE) will welcome a new Dean, Dr. Rowena Ortiz-Walters on July 1. Dr. Ortiz-Walters comes to Plattsburgh from Quinnipiac University in Connecticut where she served as chairperson and professor of management. As chair, she played a significant role in the turnaround of the department in terms of curricular quality, reputation, and increasing enrollment with the active support of the faculty through a collaborative approach.

Dr. Ortiz-Walters began her professional career as a chemist working for Uniroyal Chemical formulating engine oils for cars and developing tests to assess ASTM emission standards. While working at Uniroyal, she realized that there was an element of business that she had not anticipated. “I was intrigued by project teams and the ability of managers/leaders to harness the talent of different individuals on the team for the benefit of the organization and consumers. Thus, began my exploration into an MBA and later a Ph.D. in management to better understand organizational dynamics,” she shared. Her research looks at the careers of women and racial minorities with a particular emphasis on their personal, professional and leadership development through mentoring.

Upon completion of her Ph.D., Dr. Ortiz-Walters entered academia as a professor focusing on teaching, research and service. It was not until she was tapped to chair the management department that she realized how much she enjoyed the leadership role. This realization prompted her to aspire to the next level of leadership in academia – a deanship.

Dr. Ortiz-Walters is poised and ready to take on the role of dean of the SBE at SUNY Plattsburgh. “There is an authentically strong sense of pride among faculty and students at Plattsburgh. This sense of pride is truly a competitive advantage that cannot be easily replicated across all schools or universities,” she reflected.

She is passionate about promoting educational excellence by increasing access to education for students from all socio-economic classes and racial/ethnic backgrounds and fostering greater participation and better preparation of faculty to assume positions of academic leadership. “I firmly believe education is the key to personal fulfillment and economic empowerment,” she said.

Dr. Ortiz-Walters’ immediate focus as dean will be to oversee the upcoming AACSB maintenance of accreditation and evaluate new programs, including the potential for a MBA program. Beyond this, she plans to be visible, engaged and collaborative, “I will be a dean who seeks mutually beneficial relationships, involvement from different stakeholders, and will listen with genuine consideration to the aspirations for the future of the SBE.”
Is Marketing an Investment or an Expense?

Although marketing is accounted for as an expense on a business’s financial statements, it is actually an investment in the business. When you invest money on your marketing efforts, you expect a return on that investment, just as you would with any investment. That return can come in the way of more customers, better customers, more sales, or even, name recognition.

Unfortunately, many business owners view marketing as a luxury, something that they can only spend money on when things are good. In fact, many small business owners do not budget appropriately for marketing. The thought of paying a professional to design their website or create a logo seems like an extravagance, when in reality it is an investment in the future of the business. So many small business owners have a friend or family member design the website or make their sign, often with devastating results.

I remember visiting one of my clients for the first time and driving right past his store. When I asked him why his sign was so small, the answer was that a friend did it for free. In his mind, since it was free, it was okay that people could not read it while driving by the store. As we discussed it further, he explained that he did not have money for a sign because he needed the money for inventory. When I explained that his sign was an important marketing tool to attract customers, he began to understand.

Effective marketing always begins with a thorough analysis of your customer base and your competition. It is only by doing this that you will be able to develop the core of your marketing strategy. What separates you from the rest of the crowd and would make someone spend their money with you for a product or service rather than someplace else?

You must create differentiation within your own products or services. If you have an assortment of products or services to offer, you may have identified your differentiation already. Common examples of differentiation for products could include size, color, components, combinations, or accessories. Common examples of differentiation for services include speed, performance, quality, responsiveness or availability.

Be aware of the the Seven C’s when developing your marketing strategy:

1. Customer – A business’s marketing strategy needs to be customer focused. It’s about intimately understanding the target market not as a demographic, but as real, everyday people. Focus on the target customer and then work backwards on telling them why your product is right for them.

2. Consistency – Marketers need to maintain consistency in their communication messages to reinforce their unique value to the consumer. This will also serve to reinforce the brand.

3. Creativity – It is important to use creativity to attract the attention of the target consumer. Develop a message that stands out and reaches your target consumer. Develop a message that is right for them.

4. Culture – Not everyone thinks, acts, and makes purchase decisions like you; try to understand your customer’s perspective.

5. Communication – People do not appreciate “in your face” marketing. Speak their language and tell your customers what they want to hear, and how they want to hear it.

6. Change – Don’t fight change, embrace it. Marketing must constantly change as society changes. Don’t be afraid to try something different.

7. Cost – Marketing is an investment, not an expense! Always establish a budget backwards on telling them why your product is right for them.

If you have questions or need answers to specific business issues, contact the SBDC by email at sbdc@plattsburgh.edu or call 518-564-2042.

Our services are free and confidential.
NEWS AROUND THE SBE...

DUAL DEGREE PROGRAM AGREEMENT CREATED WITH CHINESE UNIVERSITY
A dual degree program with Zhejiang Wanli University (ZWU) (China) in E-Commerce/MIS will start in fall 2015. Students from ZWU will spend two years at SUNY Plattsburgh (MISA Department) to complete MIS coursework. Upon completion, they will earn a Bachelor in E-commerce from ZWU and a Bachelor in MIS from SUNY Plattsburgh.

3RD ANNUAL FREE ENTERPRISE MARATHON LARGEST EVER!
The 3rd Annual Free Enterprise Marathon attracted teams from 9 colleges and 3 high schools on March 6, 2015. The early morning “Speak-Off” competition involved student speeches on the topic of “Free Enterprise: My Strategy for Overcoming Obstacles to Entrepreneurship.” The afternoon “Team Creativity & Innovation Challenge” offered the students an opportunity to develop a new cookie concept and name for the Girl Scouts of Northeastern New York. The SUNY Plattsburgh team (pictured below: Matthew Robert’15, Adam Saccardi’16, Kevin Clayton’16, Shirin Mehri’15, Sapoon Duttaduwarah’16 with Dr. Church) placed 4th and won $200.

SUNY PLATTSBURGH ENTREPRENEUR WINS 1ST RUNNER UP IN NATIONAL STUDENT ENTREPRENEUR-OF-THE-YEAR CONTEST
Emily Gandolfo’17, a triple major in entrepreneurship, marketing, and art, placed second in the 3rd Annual Sigma Nu Tau Entrepreneurship Honor Society’s National Student Entrepreneur-of-the-Year Awards Program in April. Her business venture, Emily’s Marvelous Masks, organizes parties for children of all ages. Emily won an engraved plaque and $300.

NEW MINOR IN BUSINESS ANALYTICS
A minor in Business Analytics was created by the MISA department and will replace the current Business Analysis minor effective August 2015.

TWELVE AMA MEMBERS ATTEND INTERNATIONAL CONFERENCE IN NEW ORLEANS
Twelve members of the SUNY Plattsburgh Chapter of the American Marketing Association attended the 37th Annual International AMA Collegiate Conference from March 19-21 in New Orleans. Four members of the group (Thierry Lochard’15, Danielle Mazza’15, Erika Posten’15 and Matthew Robert’15) gave a presentation in the leadership sessions. All 12 students constructed an exhibition booth for the opening evening of the event, and the club also entered its T-shirt design in the T-shirt competition this year! Dr. Nancy Church, faculty advisor, presented a paper entitled, “Successful Fundraising Methods of the Top AMA Collegiate Chapters: An Exploratory Study,” in the faculty track.

SIGMA NU TAU ENTREPRENEURSHIP HONOR SOCIETY UPDATE
Sigma Nu Tau Entrepreneurship Honor Society, Inc. founded at SUNY Plattsburgh in 2009, continues to grow. According to founding president, Dr. Nancy Church, there are now more than 900 members around the country at 19 colleges and universities. The two newest chapters, which were chartered in April 2015, are York College of Pennsylvania and University of Iowa.

FACULTY MEMBER LED EFFORT TO COLLECT BOOKS FOR LIBRARY IN AFRICA
Dr. Mohamed Djerdjouri coordinated a successful book collection from the SBE faculty and donated a number of books to a library in Burkina Faso (Africa).
Internship Site Spotlight:

Internship Opportunities Abound
On Campus at Plattsburgh

What does the SUNY Plattsburgh’s
Men’s hockey team have in common with
the Office of Emergency Services, the
Environmental Health & Safety Department,
and the Library & Information Technology
Services? The answer is interns.

While most students in the SBE
find internships with accounting firms,
manufacturers, hotels and restaurants, retail
businesses, not-for-profits, or government
offices, this semester six students found great learning opportunities in
places they might not have considered, right here on campus.

Business Administration major Joe Marciano ’16
worked with Mike Caraballo in the Office of Emergency
Management to develop a marketing plan. “Joe did
an outstanding job,” Mike said. “He applied his skills
effectively and showed initiative by searching out better
ways of doing our project.” Joe was equally enthusiastic
about the experience. “My internship was at a great location with a
positive supervisor and it was a good resume booster.”

Ryan McCarthy ’15, an MIS major, worked with Dr.
Khashayar Mohammadi, the campus Electronic Records/
Information Technology Program Manager. “Working
alongside Dr. Mohammadi helped me to get a better feel
for the real world,” Ryan said. “It is a great feeling to know
that some of the work I performed is now part of official
documents on file at SUNY Plattsburgh and can be accessed and used
in the future. It was a great step toward my career.” Dr. Mohammadi
complemented Ryan’s work, saying, “Ryan is a team player who works
well with his peers and has good work ethics.”

John Bradley, Strategic Information Technology Officer
in Library & Information Technology Services, emphasized
that Taylor Manor ’15, a MIS major, “…was a quick study on
the basic concepts of project and service management. Her
final reports and recommendations were very well received
by clients.” Reviewing her experience, Taylor observed,
“John gave me feedback in a way that allowed me to come to my own
answers and conclusions. I learned that you get out of anything what
you put in.”

INTERESTED IN A BUSINESS INTERN
FOR YOUR COMPANY OR ORGANIZATION?
We have qualified students looking for
internship opportunities in a variety of
business disciplines and locations.

Contact:
MRS. MARY CARPENTER
Director of Internships & Career Opportunities
School of Business & Economics
E-mail: mcarp001@plattsburgh.edu
Phone: 518-564-4303

School of Business & Economics
BUSINESS ADVISORY COUNCIL

The School of Business & Economics (SBE) values
the insight of the business community members
and consults with selected members, known as
the Business Advisory Council (BAC).

2015 BAC MEMBERSHIP

Kent Backus
Community Bank, NA
Matt Boire
CDC
Tim Boshart
Mold-Rite Plastics
Herb Carpenter ’72, G’79
BAC Coordinator/SBE Faculty
David Coryer ’91
ETS
Bob DeCamp ’97, G’99
AN Deringer, Inc.
Vicki Demarse Giroux
LaQuinta Inns
Garry Douglas
North Country Chamber of Commerce
Alex Edwards
Alexander Edwards & Company
Deena Glitz-McCullough
Northern Insuring
Paul Grasso
The Development Corporation
C.J. Madonna
Schluter Systems
Brian McBride
Bill McBride Chevrolet & Subaru
Terry Meron
Comfort Inn
Devi Momot
Twin State Technology
Tom Murphy
Glens Falls National Bank & Trust Co.
David Napolitan
Champlain Centres (Pyramid Company)
Michael O’Connor
Wells Fargo Advisors
Bill Owens
Stafford, Owens, Piller, Murnane, Kelleher &
Trombley, PLLC
Lee Ann Pray
Swarovski Lighting
Joyce Rafferty
CVPH Medical Center
Pat Russell
Abbott, Frenyea, & Russell, CPAs, PC
Paul Sands
Community Providers, Inc.
Bob Smith
Nine Platt Hospitality Group
Trent Trahan
Primelink

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Internships On Campus

To enhance the visibility of the Environmental Health & Safety Office on campus, director Cathy Eldridge brought Marketing major, Kathleen Valle’15, on board. “We were excited to have Kate work with us. She effectively researched different options for a free newsletter service and used a digital photography program to create a department logo (pictured). She was able to use some marketing methods she had not tried before and she learned about safety as a bonus.” Kate explained, “This internship not only taught me more about marketing and branding, but also how to operate in a professional environment. It was a pleasure to work with Ms. Eldridge.”

Finally, Business Administration major, Denis Pobric’15, worked with Coach Bob Emery to increase attendance at the Men’s hockey games and coordinate community outreach activities for the team. Denis was enthusiastic about his experience. “This internship was a great experience and I recommend it to other students.” Coach Emery summed up his contribution this way, “He took a great deal of pride in his tasks and the results were there.”

In a highly competitive job market, students need to stand out, and having career-related work experience can be crucial to their job search. Each semester students in the SBE are gaining important know-how through internships both on and off campus. 

Event Spotlight:

11th Annual Mark Rabin Memorial Golf Tourney

Dear Fellow Duffers, Dog Leggers, Sandtrappers, Par Golfers, UnderPar Golfers, and Mulligan Aficionados,

Save the Date for the best little golf tournament in the North Country!

All proceeds from the Tournament benefit the Plattsburgh College Foundation.

Date:       Wednesday, July 29, 2015
Location:  Westport Country Club, Westport, NY
Time:       10 am - 12:15 pm Sledgehammer Putting Contest
            Noon arrival with shotgun start at 12:30 pm
            Dinner at 6:15 pm (or so)
Cost:       You won’t believe it, but it is still $49.99 for golf, cart, 3-course buffet dinner, and prizes for all!

For more info or to register contact Dr. Nancy Church at churchnj@plattsburgh.edu or 518.564.4169.
SBE Student & Alumni News

ALUMNI UPDATES:

Chris Rwechungura ’10
(Finance & Accounting)

Chris is now the Country Manager for BancABC, a regional financial services provider serving eastern and southern Africa with locations in Botswana, Mozambique, South Africa, Tanzania, Zambia, and Zimbabwe. He manages overall sales strategies for retail and small and medium sized enterprise portfolios. After nearly five years, Chris returned to Plattsburgh for a visit. The flight from his home in Dar es Salaam, Tanzania to New York took 25 hours followed by a seven hour train ride. But for Chris, the trip was worth it. At a get-together in his honor, he talked about his career, life back home, and his new passion for marathon running. Present to reconnect with Chris were Drs. Gaber and Christopherson, Professors Kaiser and Carpenter, Director of Internships Mary Carpenter, Doina Gidilica ’09, Nick Lungu ’09, Golden Mokiwa ’10 (pictured above) as well as a group of community friends.

David Boucher ’12
(Global Supply Chain Management)

David went on to earn a MBA from Clarkson University in 2014 and is currently in the Future Business Leadership Graduate Development Program with Cobham plc, an aerospace and defense manufacturer. This program is designed to create future upper-level managers through a three year rotation program. Every 6-9 months David will rotate from one Cobham site to another working in various departments and roles. He is currently in his first rotation in Davenport, Iowa as a Continuous Improvement Engineer for the Mission Systems Division and supporting the Supply Chain Department as well.

SBE ALUMNI PLEASE KEEP IN TOUCH!

Send Updates:
Tara Marlow Studley
E-mail: marlowta@plattsburgh.edu

NATIONAL ASSOCIATION OF BLACK ACCOUNTANTS (NABA) CHAPTER AND THE DEPARTMENT OF ACCOUNTING HOST ALUMNI SPEAKER

Wander Morrobel ’11, Senior Associate from KPMG Advisory spoke to SBE students on how to build a successful career and excel professionally on Friday, April 24.

ACCOUNTING & FINANCE ASSOCIATION AND STUDENT MANAGEMENT INVESTMENT PORTFOLIO GROUP ANNUAL TRIP TO NYC

On April 16, 18 students and three faculty members traveled to NYC. On Thursday, Mr. Chris Steinhardt ’91, Managing Director at Grant Thornton coordinated a 2-hour workshop and a dinner sponsored by the firm. On Friday, the group spent time at Knight Capital Group (KCG) with Mr. Tom Skea ’81, Managing Director of Sales & Trading. They also visited the New York Stock Exchange.

HOTEL, RESTAURANT & TOURISM MANAGEMENT

Peter Ensel
Interim Chair
Mark Gultek
Ph.D., Associate Professor
Heejun (Ellen) Kim
Ph.D., Assistant Professor
John Parmelee
M.S., Lecturer
Kimberly Emery ’00, ’05
M.A., Chef/Instructor

BUSINESS & GLOBAL SUPPLY CHAIN MANAGEMENT

Kevin O’Neill
Ph.D., Associate Professor, Chair
Brian Neureuther
Ph.D., Professor
Kenneth Strang
Doctorate, Professor
Branch Campus
Kwangseek Choe
Ph.D., Associate Professor
Herb Carpenter
M.S., Lecturer
When Dan Roll began his college career his goal was to teach high school studio art and art history. He earned his Bachelor of Fine Arts degree from SUNY Oswego in 2009, spent a year in the Masters of Art Teaching (MAT) program at the Sage Colleges in Troy and then, after a student teaching internship in an inner city school, changed his direction to focus on business.

During the past four years Dan has worked full-time as a food service representative and head corporate trainer in Saratoga Springs. He is currently a student in the School of Business and Economics at SUNY Plattsburgh, attending classes at the branch campus in Queensbury, New York. He will receive his Bachelor of Science degree in Business Administration with a minor in Global Supply Chain Management in December.

During the spring semester Dan completed an internship with Georgia Mills Direct Ltd. in Saratoga Springs, a retailer specializing in rugs of virtually every type. Dan’s site supervisor, Palen Conway, explained, “During his time with us Dan demonstrated a unique ability to gather facts quickly and efficiently and ultimately render sound solutions coupled with a logical order of execution. He has been a pleasure to work with and any company who hires him will be truly lucky to have someone with his work ethic.”

Summing up his experience at Global Mills Dan offered, “This internship was unique in its opportunities. It presented situations that allowed me to challenge myself, hone my skills and gain new perspectives.”

After graduation Dan’s goal is to enter the workforce in the Capital Region as “an eager entry level business associate and quickly move up the ranks.” Someday he would like to use his business knowledge to start his own company to “help businesses improve their corporate branding messages and overall marketing identities.”
FACULTY SPOTLIGHT:
Anthony Noce
Lecturer
Department of Economics & Finance

The School of Business & Economics (SBE) welcomed Anthony Noce as a lecturer in the Department of Economics & Finance in fall 2014.

Prior to coming to Plattsburgh, Anthony worked for the Government of Canada as a Senior Economist for the Department of Fisheries & Oceans focusing on economic and statistical analyses from 2008-2015. He also pursued and has now nearly completed his dual discipline Ph.D. combining economics and chemistry in the modeling economic growth in the context of ecological sustainability. The doctorate elevates his undergraduate work in biochemistry and his graduate work in economics.

With previous college level teaching experience, he knew that teaching was something that he wanted to pursue. “I am a strong believer in Mark Twain’s quip that one should not let schooling interfere with one’s education. Undergraduate education should be able to equip one with the tools necessary to gain employment, but I believe that the primary role of the professor is to develop the student’s ability to think critically and intellectually challenge “established” ideas –especially in a world where opinions abound,” he shared.

The small class sizes and the faculty diversity at Plattsburgh drew him to this particular position.

Anthony comes to Plattsburgh with over 12 years of experience in three different (Canadian) federal government departments (Health, Industry, and Fisheries & Oceans) where he was responsible for a variety of economic and policy files. Pairing his work experience with his research in the areas of pollution and the determinants of economic growth, including cross-country differences, the role of energy and technology in economic growth, and the effects of monodeuterated hydrogen on stratospheric reactions, he brings interesting and current examples into the classroom and beyond. He has already begun an interdisciplinary endeavor with the Center for Earth and Environmental Science to create a minor in Economic and Environmental Sustainability at SUNY Plattsburgh.

When asked about what motivates him in the classroom, he responded, “My motivation is the opportunity to train and inspire others to challenge the status quo.” Furthermore, he added, “As an economist, I think in terms of trade-offs; that is, social returns versus private returns. I engage students in the classroom in critical thought about their role in society and the role of economic policy in society so that, should any of them become tomorrow’s leaders, they can play a part in increasing social returns not just their private returns.”