SUNY Strategic Plan Unveiled
School of Business & Economics Answers the Call to Action

In April, Dr. Nancy Zimpher, SUNY Chancellor, unveiled SUNY’s Strategic Plan for the next five years. “The Power of SUNY” plan will help guide the nation’s largest, most comprehensive public university system into the future.

The plan was the result of months of dialogue and incorporates bold goals based on input from various stakeholders throughout the New York State. Chancellor Zimpher introduces the plan writing, “There is a growing and welcome recognition that in a knowledge economy, institutions of higher education can—and must—be pivotal in generating growth and revitalizing communities.”

President John Etling joined the Chancellor and other dignitaries at the release of the strategic plan in Albany on April 14, 2010. He commented, “Chancellor Zimpher has given us a roadmap to a bright future for SUNY and the citizens of New York. It dovetails very nicely with the campus strategic plan we adopted a year ago.”

The first “big idea” of the plan, “SUNY and the Entrepreneurial Century,” identifies the core tenants of success for all businesses: knowledge, talent and expertise.

The School of Business & Economics (SBE) at SUNY Plattsburgh is poised to play a pivotal role in developing an action plan to educate in the Entrepreneurial Century. As the only school in the SUNY system to offer a 4 year program in Entrepreneurship, we have already laid the ground

New Academic Building Planning, Ahead of Schedule

Groundbreaking and construction are expected to begin in approximately one year, May 2011. The campus planning group, lead by Campus Project Coordinator and Assistant Vice President for Administration, Diana LaPorte, is working efficiently and effectively to stay on course. With an expected date for completion no later than November 15, 2012, decisions are being made quickly regarding all of the details of the future School of Business & Economics and Computer Science building.

The overall design of the building (pictured left) was selected from three possible options presented by the
SBDC Corner
North Country Small Business Development Center (SBDC)

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work for action, providing our students with the knowledge of the components necessary to bring innovation to the marketplace.

We also serve as a host to the North Country Small Business Development Center, which provides direct counseling services to help nascent and existing entrepreneurs overcome the many challenges of small business ownership. These services are provided at no cost to the business owners in this community through a partnership between SUNY Plattsburgh, SUNY Central and the US Small Business Administration.

Another foundation to our service to the Entrepreneurial Century is our dynamic internship program. This program has a history of matching students with local enterprises to create a synergistic relationship between SUNY and the business community. The businesses benefit from the diverse talent and expertise our SBE educators provide our students through coursework. In turn, the students are offered the unique opportunity to get practical experience applying their education to help local businesses and organizations grow and prosper.

While we have laid the foundation towards being an integral component of “SUNY and the Entrepreneurial Century,” our work has only begun. This strategic planning process is a call to action and Chancellor Zimpher has outlined two bold new programs as components of this plan.

The first is SUNY Start-Up. The outline for action calls for bringing successful entrepreneurs to campus to serve as mentors to professors and students. This will help foster the development of curriculum to further explore how entrepreneurs choose to develop innovation, fund their concepts and shape them into thriving businesses.

Another new program outlined in the strategic plan is called SUNY INC (Incent New Companies). While the SUNY system has had a strong history of research and technology transfer programs, SUNY INC will assist in fast tracking research advances with manufacturing assistance, market development and even job training for these new technologies.

As with any strategic plan, the plan is not nearly as important as the actions that follow. The SBE is prepared to accept this call to action. As written in the plan, “We will cultivate entrepreneurial thinking across our entire learning landscape, helping new and existing businesses innovate, prosper and grow.”

By connecting our knowledge, talent and expertise with the communities that we serve we will exhibit the true Power of SUNY. ❯
Event Spotlight:

Don’t Miss “The Fun Tournament”
6th Annual Mark Rabin Memorial Golf Tourney

On Wednesday, August 18th, the 6th Annual Mark Rabin Memorial Golf Tournament, affectionately known as “The Fun Tournament,” will be held at the Westport Golf Club. The tournament is open to the community as well as to all SBE alumni.

The entry fee, which includes green fees, cart, 3-course dinner, crazy hats, and prizes for all remains at the unbelievably low price of $49.95!

In the first five years of the tournament, nearly $22,000 has been raised for the Plattsburgh College Foundation. The proceeds have now been used to endow the Mark Rabin Memorial Scholarship in Marketing. The first recipient to receive the $1000 scholarship for the 2010-11 school year is Ms. Kristen Knobloch.

For further information, visit the tourney website at:
http://markrablingolfourney.googlepages.com/home

New Building… (from page 1)

architects at Gwathmey-Siegel. Various factors were considered in selecting the final scheme. An atrium entrance, the abundance of windows for light and the attempt to save two historic trees were all factors in the College’s ultimate decision.

In addition to all of the faculty and administration office’s that will be housed in the new building there are also plans to incorporate a 12 person seminar room, a 60 person case classroom, two 30 person computer labs (one for Computer Science and one for Management Information Systems), a 40 person accounting lab/trading room, a 48-50 person classroom, a 50 person shared conference room, one shared 20 person shared classroom, multiple student study rooms and a 12 person shared conference room.

“Currently we are on schedule. We have completed the Architectural Concept Phase and the Schematic Design Review Phase. We are getting ready to start the Design Manual Phase. Depending on any delays from the state, we may be able to complete the project a few months earlier than scheduled. We expect to advertise for bids for the project in January 2011.” said Diana LaPorte.
Alumni Spotlight:

Nicolae Lungu ’09
McSoley McCoy & Co.
Burlington, VT

Nicolae (Nick) Lungu, a May 2009 School of Business & Economics (SBE) graduate, is enthusiastic about the education he received at SUNY Plattsburgh. “I was extremely lucky to have great professors who helped me shape my professional skills and prepare me for my career,” he said.

Nick, who earned majors in Accounting and Business and a minor in Finance, is currently a staff accountant at McSoley McCoy, a Burlington, Vermont public accounting firm. His responsibilities include performing general, captive and retirement audits for businesses and non-profits.

Originally from Moldova, Nick came to the U.S. in 2005 to attend Lincoln Trail College, located in Robinson, Illinois. After earning an Associates degree in Liberal Arts and Sciences, he began looking for a four year college that offered a business program. SUNY Plattsburgh appealed to him because it had “a strong reputation and was affordable.”

As an undergraduate Nick served as a member of the Executive Board of the Accounting & Finance Club, a member of Phi Theta Kappa, a volunteer at AARP Tax Aid which prepares income tax returns for seniors and low income families, and he completed a two semester accounting internship at The Northeast Group. “I learned to work hard, be persistent, have a good work ethic, and never stop learning,” he said.

Asked to offer advice to current SBE students, he responded, “Realize that today’s work environment is very competitive and in order to succeed, it takes dedication, hard work and a passion for the job you are doing.”

SBE Alumni Keep In Touch!
The SBE is always interested in where and what our alumni are doing, please keep us updated...

Contact:
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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), at least 3 times per year.

This year the BAC will be called upon to share their ideas for our new building and the areas where the SBE can be a positive impact in our community.
Alumni Spotlight:

Darren Hubbard ’02
Talent Recognized

Darren Hubbard’s decision to attend SUNY Plattsburgh was not based solely on academics. While interested in the Hotel, Restaurant & Tourism Management (HRTM) program with plans for owning a sports bar and grill in the future, his athleticism was a large factor as well.

“I was recruited to Plattsburgh and a number of other small division 3 schools across New York and after my visit to Plattsburgh I knew it was where I wanted to go. I liked the area, the facilities and the staff,” he shared. Darren was a 4-year letterman (1998-2002) on the Cardinal Men’s Basketball team. “We finished the 2002 basketball season undefeated at home on senior night, it is something I will always remember. I was part of a team with a great group of guys with strong support from the student body and faculty that year,” he recalled.

While athletics played a large role in Darren’s experience at Plattsburgh, he still remembers Mr. Rolfs’ Food and Beverage Cost Control course which he took in his freshman year. The simple lessons he learned in this class have certainly assisted him in his work today.

Darren has been with Centerplate, one of the largest hospitality companies in the world, as a General Manager for 5 years and has worked for the company for 8 ½ years total. He started with Centerplate working as a concessions supervisor at the Olympic hockey rink in Lake Placid and then took over as Operations Manager at Whiteface Mountain. He was promoted to General Manager of National Trail Raceway in Hebron, Ohio in May 2005 and promoted again to open a new account in March 2006 at Virginia Motorsports Park in Richmond, VA.

Presently, Darren is beginning his third season as the General Manager at Regency Furniture Stadium home of the Southern Maryland Blue Crabs. He is responsible for the oversight of all food, beverage and merchandise operations at the Stadium. “My staff and I are responsible for feeding the 250K plus fans that come to the ball park every year and make sure they have an enjoyable time,” he said.

Darren never really thought about how being a concessionaire would keep him involved in athletics, but since starting with Centerplate he has been involved in a lot of high profile sporting events and now cannot see himself in any other line of business. He has worked 1 Fiesta Bowl, 1 BCS National Championship Game, 3 Belmont Stakes, 2 Travers Stakes, 1 Breeders Cup, and 10 NHRA National Events in addition to contributing to the opening of multiple new accounts.

When asked what advice he would give to recent graduates and young professionals, Darren shared, “Don’t set too lofty of short term goals; you will end up getting very frustrated. Don’t be afraid to take a job that pays a little less or is not quite the position you wanted. Employers recognize talent when they see it and you will be rewarded in the end.”

Ayumi Shigenobu
(Accounting & Business) joins Deloitte in Tokyo, Japan.

Leslie Meyer (Hotel, Restaurant & Tourism Management) joins Doubletree Hotel in Tarrytown, NY as Assistant Banquet Manager.

Munim Jalil (Finance & Business) joins Wells Fargo Financial as a Credit Sales Management in Middletown, NY.

Tim Aube (Accounting & Business) joins Gallagher Flynn & Co LLP in Burlington, VT.

Morgan Brooks (Accounting & Business) joins DeJoy, Knauf & Blood in Rochester, NY as a Staff Accountant.
NEWS AROUND THE SBE...

FACULTY PROMOTIONS IN THE SCHOOL OF BUSINESS AND ECONOMICS

We are proud to announce the following faculty members have been promoted to Professor (pictured left to right above):

- Dr. James Csipak - Department of Marketing & Entrepreneurship
- Dr. Neal Duffy - Department of Economics & Finance
- Dr. Raymond Gyuodsh - Interim Dean & Department of Hotel, Restaurant & Tourism Management
- Dr. Brian Neureuther - Department of Business & Global Supply Chain Management

Join us in congratulating them on this wonderful accomplishment.

FIPSE NORTH AMERICA MOBILITY GRANT ALLOWS 8 SBE STUDENTS TO STUDY AT UNIVERSIDAD DE MONTERREY

Eight SBE students have each received $3500 scholarships to study in Mexico on an 8-week, 12-credit program, which is funded by a US Department of Education FIPSE North American Mobility grant lead by Dr. Nancy Church at SUNY Plattsburgh.

The student scholarship recipients are: Kimberly Tetreault’12, Julie A. Bussing’10, Habiba T Braimah’12, Daniel D. McKenna’11, Claudia I. De La Cruz’12, Rebecca A. Olsen’10, Alex M. Florio’10, and Mamadou B. Diallo’11.

Students will take courses in International Marketing, International Business, Spanish and Mexican culture at Universidad de Monterrey and they will visit cultural sites in Northern Mexico. One week will be committed to providing community service in a rural town in the State of Nuevo Leon. Also, they will fly to Merida in the Yucatan peninsula, where they will continue to learn about the Mexican culture and visit cultural sites, such as Chichen Itza, one of the 7 wonders of the world.

THE ACCOUNTING & FINANCE ASSOCIATIONS’ ANNUAL TRIP TO NYC

April 15-17, 2010 the AFA traveled to New York City for their annual educational trip to visit the financial sector.

The group visited the Morgan Stanley Headquarters in NYC. While there, they toured the main Trading Floor for Equity Securities and met with six professionals experts in the field. The lead expert was Gary Lilley, the Managing Director of the Trading Floor at Morgan Stanley.

The group also toured the New York Federal Reserve Bank where they attended several presentations and had a chance to see the gold storage rooms.

On Friday evening, the Dr. Gaber, Dr. Christopherson and the students met seven SUNY Plattsburgh alumni for a group dinner in Little Italy.

In attendance were: Gary Stevens’79 (Senior Vice President, Morgan Stanley), Joseph Barillaro’99 (Vice President, Business Analyst at Highbridge Capital Management), Dan Hass’98 (Mutual Fund, Cohen & Steers), Tom Traver’05, Marliese Engel Traver’05 (Senior Account Executive at Baltez & Company), Michael Feldman’99 (Financial Analyst, LeggMason), and Hesham Gaber’06 (Business Analyst, Alternative Investment, & Capital Market Development, Credit Suisse).
CVPH Medical Center
Internships Across the Business Spectrum

CVPH Medical Center, a 341 bed acute care hospital located less than a block from Hawkins Hall, is a strong supporter of the School of Business & Economics’ (SBE) internship program. CVPH offers a variety of inpatient, outpatient and community outreach care services including an oncology center, a renal dialysis center as well as coronary interventional care.

With a staff of 2250 it is one of the area’s largest employers and a great place for our students to intern. During the current academic year the SBE has placed students in a variety of departments from Accounting to Human Resources to Nutrition Services and Materials Management.

After spending two semesters in the Human Resources department, Business major Michelle Boyea’10 knows what career she wants to pursue. “I have never been more sure that Human Resources is the right choice for me,” she explained.

During spring 2010, three accounting students, Patrick Becker’10, Doug Ngai’10 and Danielle Flora’10, interned in the Financial Services Office. Patrick was pleased with his experience. “CVPH has been the best experience I have had. It is great to see the non-profit side of accounting. I would highly recommend this internship to other students.”

Tarek Mohamed’10 has been using the skills he learned as a Global Supply Chain major during his internship in the Materials Management Department this semester. He has seen the complexities of receiving, storage and distribution of medical materials in a hospital environment where just-in-time delivery is critical.

Nutrition Services at CVPH Medical Center is operated by Aramark, an industry leader in hospital food service. Working with the company’s on-site manager has provided HRTM major Lihua Xu’10 an opportunity to expand her experience level during spring semester.

Opportunities for students to try their skills in a real world setting like CVPH Medical Center is what makes the SBE’s internship program such a success. We look forward to a long and mutually beneficial working relationship with them.
Mary Carpenter traveled a less than traditional career path – from educator to mother to entrepreneur and, presently, college administrator.

She began her professional life as an elementary school teacher in the Peru Central School District with a degree in Education from SUNY Plattsburgh. She resigned her teaching position to raise her children. Once her children were in school, she was motivated to pursue a career change.

In 1980, she returned to SUNY Plattsburgh to earn a second degree in Business. Upon graduation, she joined her husband, Herb, in contributing to the growth and success of their family business – The Northeast Group, a printing, publishing, mailing and distribution company. In her 24 years with the company, the staff grew from nine to over 100.

In 2007, Mary retired from the family business and went in search of another new challenge. Once again, her call was back to college, but this time as a volunteer staff member with the Office for Career Opportunities and Internships in the School of Business & Economics (SBE). Mary’s links in the local business community and experience in employee relations positioned her perfectly to assist with student internship placements.

In August 2007, she joined the SBE staff as a part-time Outreach Coordinator. “My job was to build relationships with local businesses that could offer quality internship opportunities for students,” she said. A year later when the director position was vacated, Mary interviewed and was selected as the Director of Internships & Career Placement.

She has found her fit with the position to be well-matched, as have the faculty, staff and students. Since Mary joined the SBE staff, internship placements in both quantity and quality have improved dramatically. “Many of our internships are offered by the leading companies and non-profit agencies in the area, and our internships have a greater emphasis on high-level learning,” she notes. “It’s all about the students. Watching their transition from the tentative young people who come in to apply for an internship to the more confident men and women who come to our end-of-the-semester Internship Recognition Reception and share their success stories is just phenomenal.”

Mary has spent her time in the director position perfecting the internships process from application to evaluation. Her next challenge will be doing the same to connect SBE graduates with career opportunities. “In this difficult economy we have seen a reduction in on campus interviewing and far fewer job openings. Despite the problems, we are pleased to see that a number of our May 2010 graduates are finding success in their job searches,” Mary said.