A Gift of Confidence
Accounting professor shows his support

Professor of Accounting, Dr. Ed Lusk had no reservations in making a generous donation to SUNY Plattsburgh for the second time in less than 4 years. Interestingly, he had no prior connections to SUNY Plattsburgh or SUNY, he simply believes in the College and the administration.

“This is the best educational institution in the world and these are the measures of the quality education we provide:

• Senior faculty members teach introductory courses.
• The class sizes are the smallest of any system.
• There is a high level of competition in the classroom amongst the students.
• And, the tuition is low.”

Ed’s most recent donation of $250,000 was made in October 2010. With the donation, Dr. Edward J. Lusk’s name will adorn the main Conference Room in the New Academic Building (see page 3 for more details) scheduled for completion in late 2012 and will be the building’s first dedicated space. The gift was a “gift of confidence”.

The Opening Bell Has Rung

For the first time at SUNY Plattsburgh a student managed investment fund has been established. The fund has recently been promised the generous donation of $10,000 from the SUNY Plattsburgh Endowment so that it may open its investment account.

The mission of this nascent fund is to provide students of all majors a hands-on opportunity to engage in securities transactions in various exchanges with the intent of attaining long term gains and to actively educate them throughout the process to develop their analytical skills, research techniques, and due diligence.

It is strongly held by the current members of the group, as well as members of the faculty within the School of Business and Economics, given the financial turbulence and recession of the past few years, it is of critical importance that students learn to take control of their own financial destinies. The Mirus Fund aims to empower students with a formidable knowledge of the markets and the global economy so that this ambition may be realized.

For more information on the fund, please contact Josh Venne ’11, Portfolio Manager, at jvenn002@plattsburgh.edu.
From the North Country Small Business Development Center (SBDC):

A Season for Change

RESOLVE TO SUCCEED

With the passing of every New Year, our office at the North Country Small Business Development Center usually sees a spike in activity. It seems quite a few small business owners, or those who have been contemplating self employment, seize the changing of the annum to make resolutions to take action.

It’s imbedded in our culture to go through this process. A research report on New Year’s resolutions prepared by the University of Scranton shows that 45% of Americans make resolutions each year. Of those who make resolutions, only 46% have maintained their resolve. That results in just over 21% of Americans following through with a change each year.

Of course, one does not have to wait until the coming of a New Year to make a resolution. You can resolve to look at a number of different areas to improve your performance. While the process of making a formal resolution to change may seem of little value, research shows that people who make resolutions are 10 times more likely to achieve their goals versus those who don’t explicitly make resolutions.

While we often think of resolutions as personal, they apply equally in the world of business. Business planning is an ongoing process and the leadership teams of successful businesses see results because they have a greater resolve to continually improve their business performance. Successful leaders resolve to monitor one or more of the following business enhancements -- and you can too.

PRODUCTIVITY

Productivity analysis is always a good starting point, because it looks at improving existing processes. No business is 100% efficient, so any business can usually find some areas for improvement. In beginning such an analysis, consider doing some reading on lean principles. Lean management is a perspective that any goal other than the creation of value for the customer is a matter of waste. The seven most common areas of waste often cited include:

1. Overproduction
2. Unnecessary transportation
3. Inventory
4. Motion
5. Defects
6. Over-processing
7. Waiting

While traditionally applied to manufacturing processes, these areas of waste can apply to any business model. Increasing efficiencies time management in the office; of your customer satisfaction per order; and reduction in wait times of ordering/delivery processes can convert into significant cost savings.

MARKETING

Refreshing the marketing plan for your business should be done on a regular basis. Marketing has transformed dramatically over the past few years. While traditional marketing mediums can certainly still provide measurable results for your business, you should also consider the benefits that social media offers towards having a more intimate relationship with your customers. As you work on your marketing plan, consider your value proposition. It may be the same each year, but the media and the terminology that you utilize to communicate that message should evolve with the times. Refresh your brand and let your customers know what your business can do for them.

KEY PERFORMANCE INDICATORS

Your business needs to keep score if you want to win the game. Every business has unique indicators for success and you should have a bookkeeping system that clearly measures your key performance indicators. Some business gurus refer to these as “dashboards” and they are critical tool that can help your business recognize both threats and opportunities. If you are unsure about how to create financial forecasts for your
A Glimpse into the Future
The School of Business & Economics in 2012

It’s with great pleasure that we share with you the most recent color renderings of the New Academic Building that will house the School of Business & Economics faculty, the Computer Science faculty, and a number of classrooms, conference rooms and student study spaces.

The top image is the view as the building will appear looking northeast from Draper Avenue and the lower image is as the building will appear looking southeast from Cornelia Street.

A Gift of Confidence (continued from page 1)
the students and he has experienced great collegiality amongst his peers.
Ed’s first gift was used to create the Florence & Ed Lusk Sr. Award for Excellence in Accounting. The award is in memory of his parents. As Ed put it, “As long as someone is talking about you, you are remembered – it is great to know that my parents’ names will be announced every year.”

Certainly, Ed encourages others to give. He has strong support for the Institutional Advancement Office and their ability to assist you in the process. He advises all, “Embrace the desire to give. Have a concept of giving wherein you are supporting the institution. Just start the conversation with Institutional Advancement – the rest will come together.”

If you are interested in giving to SUNY Plattsburgh, contact Anne Whitmore Hansen, Vice President for Institutional Advancement, at giving@plattsburgh.edu.
Intern Spotlight:

David Alberti ’11
Hampton Inn & Suites

Hampton Inn & Suites, the newest motel in Plattsburgh’s west end, hosted its first intern in fall 2010. Hotel, Restaurant & Tourism Management (HRTM) major David Alberti made a great impression. “He has done outstanding work!” site supervisor, Katie Currier ’08, observed. “Interns who follow him will have big shoes to fill.”

David’s 15-week internship rotated him through Hampton Inn’s corporate training program, introducing him to the property’s three major departments. One of his first experiences was to shadow front desk personnel to “get the feel for the ‘face’ of the hotel and guest interaction.” “David is a natural at guest services,” Katie reported. “He picked up our reservations system quickly, asking questions when necessary. Once he learned it, he never had to be re-taught.”

To understand “back of the house” operations and how they tie in with brand standards and guest satisfaction, David shadowed Housekeeping and Maintenance staff to learn the inventory system, loss prevention and ordering.

“Interning at the Hampton Inn has been an extraordinary learning experience,” David observed. “It helped me get my foot in the door of the hospitality industry and gave me a strong foundation on which I can build my career. It gave me an understanding of how the hotel industry is operated and what it takes to make guests completely satisfied. I could not have done this without the guidance of my site supervisor, Katie Currier ’08, and HRTM professor Bob Rolfs.”

Katie concluded, “David was successful in each department! So successful that we offered him a position at our Front Desk for the remainder of his time at SUNY Plattsburgh.”

A Season for Change... (from page 2)

business and a system to measure performance, consider visiting the North Country Small Business Development Center (NC-SBDC).

DEVELOPING A RESOLVE FOR CHANGE

The decision to enhance your business is yours and you can choose from the areas above or some other means to improve your business performance. Choosing to maintain the status quo leaves your business in the hands of fate. Every year your business environment will change. You can choose to let those changes dictate your performance or you can evaluate the environment and develop a plan to maximize your performance. The North Country Small Business Development Center is available to provide technical assistance to help you in these efforts, but only you can make the resolve to succeed.
Alumni Spotlight:

Christopher Rwechungura ’10
BancABC
Graduate Trainee

In December 2010, Christopher Rwechungura graduated with dual majors in Accounting and Finance. He returned home to Dar es Salaam, Tanzania with a plan to begin his career in the banking industry. He applied for numerous positions, both in the US and in Africa.

The Graduate Trainee Program at BancABC, formerly known as African Banking Corporation, was high on his list. After a grueling interview process, including five stages of short-listing as well as panel and written interviews, Chris received and accepted an offer in early February. He credits some of his success to the Seminar in Professionalism course he took at SUNY Plattsburgh.

“Mr. Carpenter’s professionalism class helped me to outperform and out-impress during the interview process.”

He will begin the two-year Graduate Trainee Program in March. For the first year, he will work in Tanzania learning the various departmental functions. The second year, Chris will travel to the other five countries in which BankABC operates: South Africa, Mozambique, Botswana, Zambia and Zimbabwe. Upon completion of his two-year rotation, he will return to Tanzania with opportunities to focus on more specialized tasks within the bank.

While at Plattsburgh, Chris was an involved member of the campus community. He took advantage of all opportunities he was presented and at times even created them for himself.

He served as the President of the Student Accounting & Finance Association, the Public Relations Officer for the African Unity Club, and founded and coordinated the Plattsburgh Compassion for Darfur Campaign. In addition, he successfully interned with three companies in the Plattsburgh area: The Northeast Group, Glens Falls National Bank & Westbay Financial Group.

“These experiences taught me the ability to work with other people, the ability to work under pressure and how to work to achieve a perfect result,” Chris shared. “I wish to emphasize the importance of internships, I don't think students understand how much employers value a fresh graduate with multiple internships on his/her resume.”

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
NEWS AROUND THE SBE...

FACULTY PROMOTIONS IN THE SBE
Effective September 2011, two members of the Management, International Business & Information (MIBIS) faculty will receive promotions:
- Dr. Elie Chrysostome (top) will be promoted to Professor.
- Dr. Rohit Rampal (bottom) will receive tenure.

PROFESSOR STARTING CEDIMES INSTITUTE
Dr. Elie Chrysostome, MIBIS Associate Professor, has recently joined the Montreal Local Global Research Group (MLGRG) which includes researchers from Europe and North America. He is starting the Centre D’Etudes du Development International et les Mouvements Economiques et Sociaux (CEDIMES) Institute branch in North America.

ST. MICHAEL’S BUSINESS ETHICS CASE COMPETITION: SUNY PLATTSBURGH TAKES TOP HONORS
It is with great pride that SBE announces that our SUNY Plattsburgh team of Josh Venne’11 and Chulanga Perera’11 won First Place in the St. Michael’s College Business Ethics Case Competition! Josh and Chulanga won $150 for the Plattsburgh portion of the competition and $1000 for the final competition, held on Friday, November 12, 2010 at St. Michael’s!

MSDN AA GRANT RECEIVED
Dr. Rohit Rampal, MIS Associate Professor, has received a grant to pay for a three year subscription to the Microsoft Developers Network Academic Alliance (MSDN AA). MSDN AA provides faculty and students access to a wide range of Microsoft Software including (but not limited to) Visual Studio, Visio, Project, SQL Server, Sharepoint, Windows 7, Windows Virtual PC.

SBE DEPARTMENT BECOMES CSCMP’s FIRST EDUCATIONAL CORPORATE SPONSOR
In November 2010, The Department of Business and Supply Chain Management became the first educational corporate sponsor for the Council of Supply Chain Management Professionals, the U.S.’s premier industry association in supply chain management (with over 7,000 supply chain professional members). The agreement provides for 30 free student memberships, giving students access to cutting edge supply chain educational material, CSCMP job postings, and networking opportunities with executives in the supply chain field. This first of its kind sponsorship allows the program to advertise in CSCMP’s national directory, and provides for an annual press release to advertise this unique SBE program. Students are already reaping the benefits of this partnership as they can participate in an upcoming “Obtaining Your First Full-Time Supply Chain Management Position” webinar with corporate placement specialists from Penn State University and Michigan State University.

SBE ANNUAL INTERNSHIP & CAREER FAIR REPORT:
For the first time ever, the SBE’s Annual Internship and Career Fair was held in the Angell College Center Ballrooms. By all measures, it was a huge success. Exhibitor participation grew from 47 - 61 and student attendance increased by 91% (325 in 2009 up to 640 in 2010.)

MIS STUDENTS & STUDENT ASSOCIATION COLLABORATE FOR INCREASED EFFICIENCY
Four Management Information Systems (MIS) students: Wander Morribel’11, Nate Hill’14, Megan Rivage’12 and Prajwal Shah’11, are working on building an Information System for the SUNY Plattsburgh Student Association under the supervision of Mr. Thomas Burl, Adjunct Lecturer & Software Trainer, and Dr. Rohit Rampal, MIS Associate Professor.

HOTEL, RESTAURANT & TOURISM MANAGEMENT

Mark Gultek
Ph.D., Associate Professor, Chair
Ray Guydosh
Ph.D., Professor
David Hensarling
M.S., Lecturer
John Parmelee
M.S., Lecturer
Robert Rolfs
M.S., Lecturer
Kimberly Emery’00, G’05
M.A., Chef/Manager Hospitality Management Training Center
My Cup of Tea
Getting back to simple pleasures

After nearly 30 years in retail management and three years at Key Bank, Sue LeBlanc was ready for a career change. The Plattsburgh native took a leap of faith in spring 2010 and opened My Cup of Tea on main street.

Sue laughed when asked how the idea of a tea room came to her. “I grew up watching my mom and grandmothers drink tea. In the ’50s and ’60s it was common for women to get together for tea and conversation. At a time, when people are trying to get back to simpler pleasures, it seemed like a fit,” she explained.

Aided by her two sons, Brent and Brandon, Sue quickly built an enthusiastic customer base for her delicious breakfasts, lunches and private catering.

Even though My Cup of Tea had been open only a few months, Sue responded enthusiastically when SBE Internship Director, Mary Carpenter, called to ask about an opportunity for an Entrepreneurship major.

Enter Akilah O’Connor. Akilah was eager to gain practical experience in purchasing, inventory control and profit and loss analysis, all things that dovetailed nicely with the fledgling company’s requirements.

Summarizing Akilah’s contribution to My Cup of Tea’ growth, Sue said, “Akilah has done a wonderful job working with us to compile information needed to monitor our progress. Whatever I have asked her to do is completed in a timely manner and in great detail. She understands the connection between business and community and has offered a number of ideas which we have incorporated into our business plan. She knows clients’ needs change and so business needs to change as well.”

Akilah’s shared that her experience was equally positive, “At My Cup of Tea, I gained the skills and confidence to be a leader. Also, I learned the importance of giving back to your community and I gained new set of friends and mentors.”

Sue was so pleased with her first-time experience as an internship site supervisor she has requested another student intern for spring semester. Another example of the synergy between the SBE and the business community!
FACULTY SPOTLIGHT:
Razvan Pascalau, Ph.D.
Assistant Professor
Department of Economics & Finance

In Fall 2008, Dr. Razvan Pascalau joined the Economics & Finance Department. He was impressed on the day he interviewed. He stated, “Everybody seemed very friendly and supportive. I was especially encouraged to see that people that came here stayed – a very positive sign.”

“Also, given my eclectic interests and background I knew I would be able to work together with faculty across departments.”

Dr. Pascalau holds a PhD in Economics and MS in Finance from the University of Alabama as well as a MS in Financial and FOREX Markerts from the Doctoral School of Finance and Banking in Bucharest, Romania. His main areas of research focus on (Applied) Time Series Econometrics, Financial Econometrics, Macroeconometrics and International Finance.

Prior to making the decision to pursue his PhD, Dr. Pascalau worked briefly for the Ministry of Finance in Romania as a Counselor of European Integration. He was responsible for the implementation of EU regulations concerning the formulation of Romania’s national budget. He was part of a team that represented Romania in its negotiations with the IMF (International Monetary Fund) and the European Commission regarding Romania’s progress in adopting EU’s financial and budgetary provisions.

Reflecting on his move to teaching, he said, “I think being able to teach and mentor young minds is the best job possible – knowing you can have a social impact. I think SUNY Plattsburgh has the right mix of teaching/research responsibilities that allows you to grow as a scholar and in the same time invest and share some of this growth with your students.”

Dr. Pascalau is continually working on research along with class preparation and teaching. Since joining the faculty of the School of Business and Economics, he has published three journal articles, edited four books, attended multiple conferences and seminars across the US and Canada and currently has seven working papers.

Most notable in Fall 2009, his co-authored paper with Dr. Gregoriou, “What is the Optimal Number of Managers in a Fund of Funds?” made the list of the Top Ten for most downloaded papers on the Social Science Research Network (SSRN) in the Financial Markets section.

Such an active researcher cannot help bringing his findings to the classroom. He shared, “Economics is a permanently evolving science - the recent financial crisis attests to that. Thus, I am always excited about learning something new and bringing this new knowledge and insight to the classroom. This is how I try to motivate my students - bring real-world examples and then try to explain them using Economic theories, ideas and intuition.”