Dr. Gultek, has been at SUNY Plattsburgh since August 2002, teaching Lodging Operations, Hospitality Law, Food service Purchasing and International Hospitality courses. He also developed a series of online courses within the HRTM curriculum so that students who are not in Plattsburgh during the summer and winter sessions may still take these courses. Dr. Gultek’s does most of his research in hospitality and tourism marketing. Recently he was published in the “International Journal of Hospitality Management, and the “International Journal of Wine Marketing.” In May 2006, Dr. Gultek presented a paper at the 13th Annual Adirondack Research Consortium on “Tourism Marketing Expenditure Accountability and Visitor Profile Analysis” in Lake Placid, New York. Dr. Gultek serves as a faculty advisor to the HRTM student club, which will be replaced by a brand new Hospitalityboundaries.
**Top Ten SBDC Reasons Why New York Loves Small Business**

10. Small Businesses make up 99 percent of all New York businesses.

9. New York’s entrepreneurial income increased 5.3% in 2003, to $74.7 billion.

8. Small patenting firms in New York produce 14 times more patents per employee than large patenting firms. In 2004, New York ranked third in the number of patents awarded.

7. The 1,779,932 small businesses in New York are located in every region, community and neighborhood of New York making the State a great place to live.


5. Home-based businesses account for 53 percent of all small businesses and give many people an opportunity to participate in the American Dream.

4. In 2002, New York ranked third in the U.S. in the value of exports by small businesses (over $15 billion, or 9.5% of the total country). New York also ranked third in the percentage of exports attributable to small businesses.

3. In 2004, an estimated 62,854 new small firms, with employees, started operations in New York State.

2. There are 455,799 minority-owned businesses and 505,183 women-owned businesses in New York, almost all of them are small and growing businesses.

1. The latest statistics figures show that small businesses create 65 percent or more of America’s and New York’s new jobs.

**Bringing Joy to Tiny Tots**

The Hotel Restaurant and Tourism Management Department (HRTM), in conjunction with the School of Business and Economics (SBE), and The Eta Sigma Delta Honor Society hosts a holiday party every December. The event brings great charitable contributions for Toys For Kids as a special benefit. It is also an opportunity to showcase the accomplished skills of the students in the program's required Advanced Restaurant Management Operations course. It is also a gathering of students, faculty, and staff for a collegial and truly marvelous holiday celebration.

The party features various stations with different types of foods, all prepared from scratch by the students who are also responsible for the set up and planning. Additionally, the event provides students a different experiential learning opportunity other than the normal a la carte operational format that the course lab typically models.

The Toys For Tots collection gives the annual party a special meaning and everyone is always very generous. The HRTM department also hopes that this occasion will serve to model a positive community and social perspective for our students in their futures.

“Always feel like the most fortunate beneficiary of this event when we drop off the gifts each year at the local television station collection site,” said John Parmelee.

“It is certainly a personal highlight of the holiday season for me. It is also a very intrinsically gratifying experience for our department as a whole, and a great multi-dimensional learning experience for our students.”

**Mastering Concordia**

**NEWS RELEASE**

January 9th, 2007

Plattsburgh, NY & Montreal, Canada –

Great News! The School of Business and Economics at the SUNY College at Plattsburgh has been working on an agreement with Concordia University in Montreal (Quebec) Canada that will allow SUNY Plattsburgh MALS graduates to complete the Concordia AACSB-accredited MBA in one additional year.

We are also seeking final approval from the State University of New York to truly create a Leadership focus in the University’s Master’s in Liberal Studies. Such a tract is just what our students need to manage their future.
SBE Department News

MARKETING & ENTREPRENEURSHIP: Dr. Lisa Héroux is on sabbatical during the Spring 2007 semester to conduct research, write scholarly papers and articles, prepare to teach a new course in Procurement, attend and present papers at conferences and to travel.

Dr. James Caipak, Associate Professor, taught a 6-week class in Sales Force Management as a visiting professor at the Singapore Institute of Management during Summer 2006. He continues to advise Students in Free Enterprise (SIFE), which plans to build a website permitting local businesses to conduct marketing research among students in order to better serve them.

Mr. Rich Gottschall, Lecturer, has begun his doctoral studies in entrepreneurship at Concordia University in Montreal.

Dr. Nancy J. Church, Distinguished Service Professor and Chair, is project director of a US Department of Education HSI grant that offers SBE a unique opportunity to provide a new, diverse group of community leaders with entrepreneurial training.

ECONOMICS & FINANCE:

The Department of Economics and Finance is pleased to announce that Dr. Helen Naughton from the University of Oregon will join the faculty in the fall of 2007. She will be teaching Statistics, Econometrics and possibly International and/or Environmental economics. Originally from Estonian, Dr. Naughton earned her undergraduate degree at Lewis & Clark College in Portland, Oregon, and both her Masters and Ph.D. degrees in Economics from the University of Oregon. Her dissertation, entitled “Exports on globalization and the environment,” examines the extent to which countries are willing to cooperate in environmental protection and how these trade policies affect globalization and growth.

On March 22nd, 2007, Mr. Richard Geoffroy ’93, Director, Mergers & Acquisitions Tax at PwC in Boston will be visiting the campus and scheduled to speak in several accounting classes. Eight accounting graduates have already secured prestigious positions as professional accountants with leading accounting firms and business organizations. Four graduates will join KPMG, two will join UHY, and two will join IBM.

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In the spring 2007 semester to conduct research, write scholarly marketiNg & eNtrePreNeurShiP: silver and bronze medals in and French hybrid wines and who is truly exceptional.

To hire so many of our graduates Very Important People for the SBE. His wealth of community knowledge, his support for the institution, and his willingness to hire so many of our graduates is truly exceptional.

“Bob Smith is one of the most loyal patrons of the HRTM state-of-the-art restaurant and laboratory, which began development planning in 1999,” said Bob Rolfs. “He also thinks it is a great facility that provides benefit to students, campus and community under the North Country premise that any one success reflects well on us all.”

WINE TASTING (from Page 1):

of their wines with each course. After agreement on the selection, the owner or representative of the wines to assure profitability the menu is printed and advertised.

These dinners are likely to sell out in the first day of advertising! The vineyard owner or representative attends the dinner and spends the evening floating from table to table answering questions about the wine and reasons for each particular selection.

It’s a great experience for the students and allows them to be involved in all aspects of planning and service as well as experiencing the matching of wine and food – an art and a science! Students from the HRT 364 Beverage Management class assist with the wine under the guidance of Bob Rolfs and John Parmelee.

We’re proud to announce Goose Watch Vineyard as this semester’s selection for the Wine Tasting Dinner, scheduled for March 29, 2007, hope to see you there!

Past participating vineyards and wineries:

Fall 2005
Swedish Hill Vineyards, Cayuga Lake, NY
Spring 2006
Snow Farm Vineyards, South Hero, VT
Fall 2006
Chateau Lafayette Renne, Seneca Lake, NY
Spring 2007
Goose Watch Vineyard, Homer, NY
**SBE Clubs & Honor Societies**

**Student Advisory Council (SAC):**
The Student Advisory Council serves as a unique tool for both students and faculty of the School of Business and Economics to stay connected throughout the course of the year. Through open discussions led by fellow students, each individual has the opportunity to express their true feelings on any and all topics involving the SBE. It is the SAC’s goal to encourage students to share ideas that may help improve the SBE and/or continue its long standing history of success. In addition, the SAC takes part in numerous volunteer activities as well as orchestrating the SBE Lusan at the end of the year. This provides opportunities for students to get involved not only with the SBE, but with the local community, as well.

**American Marketing Association - Collegiate Chapter:**
The SUNY Plattsburgh Collegiate Chapter of the American Marketing Association will host its annual Business Etiquette Series of four workshops this spring on range of topics including Office Manners, Interview & Meeting Etiquette, Cocktail Party Etiquette, Tips for Dressing Professionally, and Dining Etiquette. Club members are planning to attend the 21st Annual American Marketing Association Collegiate Conference in New Orleans at the end of March. Plans are also underway for the 21st Annual Champy Advertising Awards program which will be presented at the club’s year-end banquet.

**Hospitality Management Club (HMC):**
The mission of the HMC is designed to create opportunities that enrich student life, academic achievement, and career potential by introducing HRTM students to the professional world of the hospitality industry. Membership is open to any HRTM student who is in good academic standing. Gultek, said, “The clubs will enrich the student’s lives through activities such as field trips to professional hospitality operations, career networking opportunities, fundraisers for activities, attending major industry trade-shows, seminars and social activities that promote HRTM student camaraderie.”

**800 Hours to Hospitality Success**

Business students either work full-time during the summer or keep a part-time job during the academic year. Students choose where they want to work, which allows them to specialize within a certain field. Students can then ascertain whether they are on the right career path or if they want to try a new direction.

When students first come to Plattsburgh they may feel daunted by this 800 hour requirement. However, work hours add up quickly and soon they have completed the course.

The HRTM requirement, that they work in the industry and satisfy their other college requirements, students either work full-time during the summer or keep a part-time job during the academic year. Students choose where they want to work, which allows them to specialize within a certain field.

Instructor Kim Emery, “Competition is steep for high-quality jobs, but employers looking at education as well as background and experience in the industry.” To attain the 800 experiential hours students either work full-time during the summer or keep a part-time job during the academic year. Students choose where they want to work, which allows them to specialize within a certain field.

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Students find themselves applying what they have learned in the classroom to their job, enhancing the learning experience.

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**Hospitalite Spirit**

As Aileen Galazin looks back on her four years at SUNY College at Plattsburgh, she says that the experience has been better than she could ever have imagined. This specially true about the Hotel, Restaurant, and Tourism Management experience. “I have been an active student in this department since my first semester on campus,” said Aileen, “and I have never regretted my choice.” For Aileen, the faculty always encourages all the students to do field experience and internships, “because it is the best way you learn—class lectures only help so much.”

Aileen has had internships with Walt Disney World Resort and the Ritz-Carlton of New York City. These have led to life changing opportunities for her. “Disney World Resort provided an experience about the hospitality industry. “If I wasn’t for the continuous support of the faculty, I am not sure I would have succeeded as much as I have. I never have met so many dedicated people who truly care about their students and want them to succeed.” HRTM has helped Aileen prepare for life after SUNY Plattsburgh. When she graduates May 2007, she knows she will walk into the world ready to make her mark. “I will never once look back and think—I should have done something differently.”

Ramie Filbin came to SUNY College at Plattsburgh after high school, and she says she could not be happier with the decision. “I chose Plattsburgh because of the unique HRTM major,” she said, “and for a chance to live in an environment that would allow me to ski and be outdoors often.” For her, HRTM has some of the best, most educated, experienced, and caring professors on campus. They helped secure an excellent internship, and provided her with the knowledge and expertise to excel.

After graduation Ramie will work as an event planner for Beazell Gables Fine Catering and Events. When the wedding season is over in October, she and her fiancé plan to move to Lake Tahoe where she will work for a resort and start building her own event planning business. Says Ramie, “I wish everyone the best of luck in their future endeavors and remember to always chase after your dreams.”

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**Passover Volunteer Catering**

Each spring, the Plattsburgh synagogue contacts the HRTM department for assistance with the annual Seder dinner. Student volunteers help with the set-up, preparation, service and clean-up. Under the guidance of Bob Rolfs, students work with synagogue members and a Jewish Kosher catering company from Montreal, Quebec, Canada, to host the traditional Passover dinner. The annual Seder dinner is a religious meal served in Jewish homes on the 15th and 16th of the month of Nisan, to commemorate the festival of Passover (Pesach). Passover commemorates the exodus or the historical deliverance of the Jewish people from Egyptian bondage in the days of Moses (13th century BC).

For each participant the Seder is an occasion to relive the exodus as a personal spiritual event. The religious nature of the Seder, with its carefully prescribed ritual, makes the dinner quite unlike traditional family dinners held on civil holidays.

Students learn the rituals and history behind the Seder dinner, traditional food items served and the significance of the Seder plate and ceremony. They are also exposed to the world of kosher catering, which, in the hospitality industry, is a significant part of many food organizations. All in all, it is an educational and fun evening demonstrating the camaraderie and service commitment of HRTM students.

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**No Wine Before Its Time**

Of all the Hotel, Restaurant and Tourism Management (HRTM) program Advisory council members, possibly the most varied career background comes from our Vermont neighbor, Harrison Lebowitz. He is owner and founder of Snow Farm Vineyard in South Hero. Harrison and his, Molly, started Snow Farm Vineyard and Winery in 1996, as a way to keep their land in Vermont open and working.

In 1999, Lecturer Bob Rolfs observed a sign on his way home from Burlington, which advertised a winery in South Hero. As the instructor for a Beverage Management and Wine Tasting class, he followed the dirt road for 4 miles, until he came upon the vineyard. As it was winter, they were closed, but he knocked on the door anyway.

Harrison answered the door and introductions were offered. To make a long story short, the two became friends and struck up a relationship that includes guest lectures by Harrison for the HRTM program in Plattsburgh. There is also an annual trip by the HRTM 364, Beverage Management, class to Snow Farm for a day of picking grapes, participating in the initial crush, a tour and, of course, tasting all of the wines at the end of the day.

Harrison received his B.A. from Franklin & Marshall College in 1980 with a major in Chemistry and his J.D. from the University of Baltimore Law School in 1984. He has worked as an attorney in New York City and also as the Assistant Attorney General for the State of Vermont. He spent three years researching the feasibility of starting a vineyard in Vermont, spending time at Cornell, UC Davis and the University of Minnesota. He almost single-handedly wrote all the current legislation governing vineyards/wine sales and wine tastings in the state.

Harrison is a devoted and respected member of the HRTM Advisory Council, adding a colorful and also tasteful addition to the program.

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**Is there A Latte In your Future?**

Because of the state-of-the-art facility, students in Hotel, Restaurant, and Tourism Management have the opportunity to gain valuable hands-on experience. Students in HRT 373, Applied Food and Beverage Management, run the morning café in Samuel D’s. They prepare and serve Starbucks coffee, freshly made muffins, and other morning menu selections. Instructors Kim Emery says it is a student run business where the students are responsible for the sales, marketing, and daily operation. The students gain experience in dealing with customers, finances, and inventory, much of which they will have to do in their first job upon graduation.

The students are learning on state of the art equipment such as the point of sale system and kitchen equipment which is similar to what they would experience working in the industry. Because the students work each week, they can see how advertising directly affects business, and learn to juggle factors such as class schedules and weather...

Of course, students always look forward to the opening of Samuel D’s so they can enjoy their first cup of Starbucks coffee each semester.

The students appreciate the fact that, as part of their education, they are learning real world applications in a setting different from their other classes. Perhaps some students wished we opened later than 8:00 a.m. so they could sleep in, but that is part of the learning process as well.
Tourism & Economic Impact

Eslyn Yearwood, recently (December 2006) graduated with honors, receiving her undergraduate degree from SUNY College at Plattsburgh. Eslyn traveled a long way from the tropical Caribbean island of St. Vincent in the West Indies for an education she credits to the excellent Hotel, Restaurant, and Tourism Program. This along with the diversity of the campus were the primary lures of SUNY Plattsburgh.

Now in the SUNY Plattsburgh Masters of Administration and Leadership Studies (MAL5) Program, Eslyn said the entire faculty played an equal role in her achieving her undergraduate degree. In fact, they continue to be supportive of her career goals while continuing to give her advice on personal and professional advancement.

Of managing the Starbucks morning cafe at Samuel D’s, Eslyn says that it was a great opportunity to learn the basics of management and executive relations, especially to understand the campus community. For Eslyn, her education and fieldwork is a stepping stone for her career in the Tourism industry and will assist her in achieving her long term goals.

“The network of friends that I have formed within the HRT program will continue to serve and benefit my future endeavors,” says Eslyn. In her professional career, Eslyn is considering an MBA and research in Tourism in her home island of St. Vincent.

HRTM faculty member John Parmeelee continues to partner with the Technical Assistance Center (TAC) on tourism research projects. Parmeelee works with TAC’s economic development associate Jim Murphy to conduct tourism-related economic impact studies. Recent clients include the Lake Placid – Essex County Convention and Visitors Bureau and the Westchester County Office of Tourism. Typically, Parmeelee and Murphy meet with each agency to understand exactly what questions they need to answer about leisure visitors to their area. In the case of Westchester County, a survey of tour bus operators was conducted.

TAC was established in 1971 to work with faculty to provide economic and community development outreach services to business, industry, and government across the North Country.