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Both undergraduate and graduate students are welcomed to the international business honors fraternity.



MARKETING CLUB TAKES EXPERIENTIAL LEARNING TO THE NEXT LEVEL

In November 2018, 15 Marketing Club students and faculty advisor, Dr. Lilly Ye, took a 4-day trip to New York City to attend the One Day Immersion conference hosted by Pace University, HBO, the Discovery Channel, and other big media companies.

A highlight of the conference was the Pitch Perfect competition. Students pitched their big media ideas to a jury of media executives who were then tasked with deciding which of the projects would get the “green-light.” The FSU students pitched their Swap Ed app, which focuses on the growing “sharing economy” centered around college campuses. The app provides the opportunity for students to swap and sell textbooks and other related items and opens up opportunities for other educational product extensions. After presenting the new

idea in a short and fun [video](#). FSU’s Marketing Club was able to make it to the finals as one of six groups, which included Yale University and New York University, among others. On a big theater stage in front of the jury, the club presented their business plan for Swap Ed, which included a mission statement, marketing research, competition, target market, and budget. They were awarded First Runner-Up and Crowd Favorite and brought home a cash prize and a 30-minute consultation with top media executive, Mr. Craig Parks, Vice President of Programming for Comcast, which will take place in Spring 2019. The competition not only motivated students to work hard on their creative ideas but helped them build confidence when they were able to win a major

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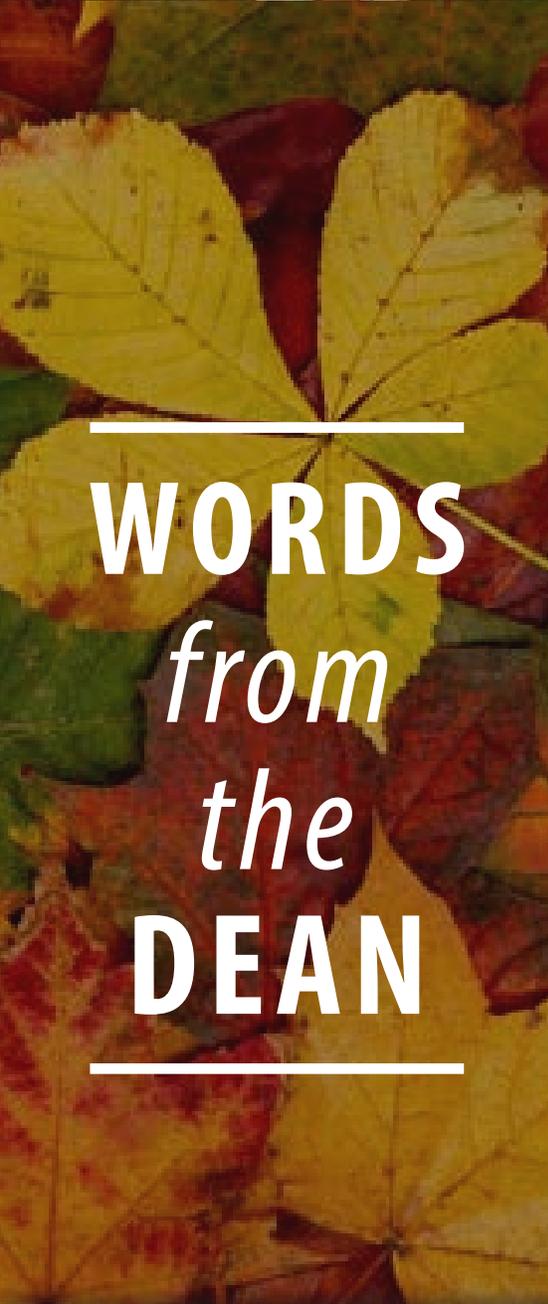
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WORDS *from* *the* DEAN

Warm Greetings from the College of Business!

On behalf of the College of Business community, I am excited to share with you the multiple, exciting developments of the Fall '18/Winter '19 terms!

First, the College ratified its new strategic plan that will guide it towards higher plateaus in the years to come. Specifically, in its vision, the College has set its aspirational sights on becoming “the educational destination of choice for students seeking an extraordinary, career-oriented educational experience and enduring professional success”.

Our mission reaffirms its commitment to academic rigor with a caring approach towards teaching and learning. In particular, the College’s educational offerings encompass the attributes of: critical thinking, experiential learning, social consciousness, and a global perspective -- themes that support the mission and strategic priorities of Frostburg State University and which are critically relevant to the needs of the emergent workplace.

As the accompanying pages will show, our faculty and students continue to exhibit great ingenuity, talent, and dedication, as reflected in their impressive achievements. Their activities have taken diverse forms that directly contribute to student success such as: participation and recognition at a highly selective advertising pitch competition in New York City under the inspiring leadership of Dr. Lilly Ye, travel by two students to Germany with Dr. Jeff McClellan and Dr. Ryan Kentrus over the winter session, student travel to a Human Resources career conference with Dr. Ken Levitt, supervision of the analysis of economic impact of a regional resort by Dr. David Kiriazis, the first-of-its-kind opportunity to hone career-readiness skills through networking with College alumni in Washington, DC, as shepherded by Dr. Carol Gaumer in a collaborative setting, welcoming of new international students from China and Taiwan, and the like.

One element about which I am particularly proud is the deepening of the College’s footprint within the local and regional community. Some examples follow.

Three faculty members of the College, Dr. Amit Shah, Dr. Michael Monahan, and Dr. Eyad Youssef, undertook a systematic survey of organizations in Allegany and Garrett counties to gauge regional sentiment surrounding the issue of a contemplated increase in minimum wage in the State of Maryland. Their findings have been disseminated to the entire State legislature and is attracting significant, regional and statewide attention.

Two students, Nicholas DeMichele and Travon Johnson, under the tutelage of Marketing faculty member, Dr. Eyad Youssef, are undertaking a comprehensive research survey of employer needs in the region in an effort to understand skill- and competency-gaps between regional employers’ needs and the status of workforce education. Findings of this study are expected to inform efforts to revise and renew the educational programming of regional institutions of higher education.

Under the leadership of Dr. Carol Gaumer, the College successfully co-hosted its first regional tourism summit in Allegany County, an event that is expected to recur annually and attract new visitors to this region.

In closing, these are truly exciting times at Frostburg State University! The College of Business will continue its efforts to offer an ensemble of educational experiences to its students that will be critical to their success. We hope you enjoy reading this newsletter and thank you for your sustained support!

Best Regards,

Dr. Sudhir Singh

Dean, College of Business



MARKETING CLUB HOSTS INTERNSHIP EXPERIENCE PANEL

FSU's Marketing Club hosted an Internship Experience Panel in November 2018 in which students were able to share their internship experiences in an effort to encourage more students to seek internship opportunities.

The event, themed "From Students For Students," featured four students who

had completed their internship during summer 2018 and volunteered to share their learning and lessons and answer questions from other students.

More than 80 students attended the event, which was sponsored by College of Business Dean's office.

SIGERSTAD HONORED AS OUTSTANDING MENTOR AT CAREER EXPO LUNCHEON

Dr. Tom Sigerstad, Associate Dean for the College of Business, was honored with the "Outstanding Mentor" Award at the annual Career Expo Luncheon held in October during Homecoming week. He was nominated by Nicole (Wigfield) D'Atri, who obtained her undergraduate and graduate degrees from the College of Business in 2007 and 2008, respectively.

In Nicole's own words: "While I had a number of professors who I considered mentors who helped define my experience at FSU, the one that stands out the most is Dr. Thomas Sigerstad. Dr. Sigerstad taught my business capstone course and helped me to first become interested in research. Spending a semester uncovering every aspect of a topic was challenging and thrilling to me. We continued to work together on a new project in graduate school focusing on tourism modeling. It was so exciting to



work together to have a paper published in an international journal. The paper on tourism modeling led to my first job outside of FSU.

Putting aside what I learned from Dr. Sigerstad in the classroom, he also helped

me to grow as an individual...He helped me build confidence through our many one-on-one meetings to have our research published. He traveled with myself and other students so that we would have the opportunity to present our research and visit places that otherwise I would have never seen.

Dr. Sigerstad believed in me...He taught me so much more than was expected outside the classroom. It has been almost 10 years since I graduated, and he is still available if I ever need any work advice."

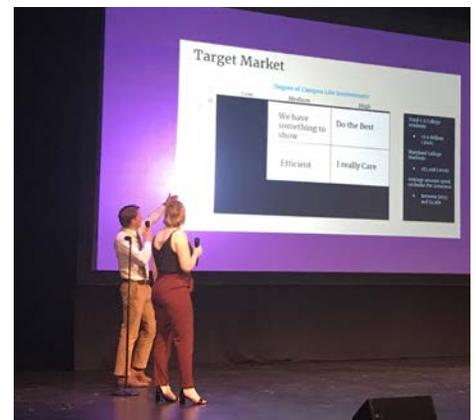
Congratulations, Dr. Sigerstad!

MKTG CLUB

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contest against participants from much larger and premier universities.

In addition to the competition, students attended several workshops, which provided them insight and knowledge that would otherwise take years of trial-and-error experience to gather. Corporate partners engaged with new leaders and executives to share their industry expertise, and showed students how to make a successful transition from the classroom to the boardroom. Overall, the students were thankful for these experiential learning opportunities, and the trip inspired many students to seek a career in creative business.



Marketing students presenting in the finals of the Pitch Perfect Competition. (Lilly Ye)

COB ADVISORY BOARD MEMBER BRINGS HUBZONE INTERNSHIP PILOT PROGRAM TO FSU

The Historically Underutilized Business Zone or HUBZone Program is a Federal small business contracting program that is designed to provide economic assistance to economically-depressed geographic areas by awarding federal contracts to small businesses that operate and employ workers in those areas. HUBZone areas are areas with low median income and/or high unemployment in relation to their state or national averages. Frostburg State University is located in a recognized HUBZone and many of FSU's students also live in HUBZones, either in Western Maryland or in the Baltimore-Washington corridor.

College of Business Advisory Board Member, Ms. Shirley Bailey, serves as the Board Chair for the HUBZone Contractor's National Council and is also the CEO & Managing Member of MSC Management Services. She has over 30 years of experience in providing professional support

services to the Federal Government and the small business community. Her relationship with the Advisory Board provided a natural segue to bring the HUBZone Internship Pilot Program to campus.

The objectives of the internship program are to partner with universities within the HUBZone areas and educate faculty, staff, and students with the intent to increase awareness and interest in the program. Student opportunities with the HUBZone Council provide both paid and unpaid internships working to further HUBZone Council goals and initiatives. The internship program places students in HUBZone certified companies in their home areas to spur interest in revitalization and increase potential for growth in their home areas.

The initiative is still fairly new on FSU's campus, but it is hoped that, with increased visibility and Ms. Bailey's ongoing



Advisory Board Member Shirley Bailey

visits to campus in the future, many students will find placements within the HUBZone Program. For more information on the internship program or the council, please visit www.hubzonecouncil.org, or email info@hubzonecouncil.org.

COLLEGE OF BUSINESS THANKS PAT FRIEL FOR EXEMPLARY SERVICE AS CHAIR OF ADVISORY BOARD

The CoB extends its heartfelt gratitude to Mr. Pat Friel for his invaluable service as the inaugural Chair of the College Advisory Board during 2016-18. Pat took the helm following a comprehensive reformulation effort, and led efforts toward a direct and visible connect to the College's foremost constituency: its students. Via systematic review of hundreds of junior and senior students' resumes, classroom speaking engagements, participation in directed panel discussions, hosting of alumni events, among other contributions, Pat has worked diligently to deepen the Board's engagement with the College community.

For more than 20 years, Pat has provided executive search and leadership advisory services to a broad range of clients through his work as a managing partner

at Lochlin Partners. Pat works extensively with clients in government, technology and professional services organizations, trade and membership associations and not-for-profits, helping these clients build world-class management teams.

Pat began his career in local government, working in land planning and economic development in Tidewater, Virginia. Pat is an active fundraiser for the Susan G. Komen Foundation and serves on the Washington Advisory Board of Back on My Feet, a charitable organization that seeks to address homelessness through running.

Pat graduated from FSU with a BS in Urban Geography and Cartography and serves on the FSU Foundation Board. The College of Business will continue to

draw on the insights and expertise of Mr. Friel in his role as a valuable member of the Advisory Board as it journeys toward meeting its mission.



Advisory Board Member Pat Friel



INTERNATIONAL STUDENTS AND VISITING SCHOLARS WELCOMED

The College of Business, in partnership with the Center for International Education, held an evening event in September to welcome a large gathering of visiting scholars and international students from partner institutions in China and Taiwan in the Fall semester.

Of the 35 individuals visiting Frostburg, 27 students and 5 visiting scholars were

from Hunan University of Commerce in China in support of FSU's flagship program with that institution, and three students were from Taiwan: 1 from the National Taipei University of Business, and 2 from Vanung University.

This event introduced the visiting group to the community of faculty, staff, and students of the College of Business in a

warm and informal social setting. Light beverages and treats were provided.

Students and scholars mingled extensively in individual and small-group settings sharing their experiences and expressing their appreciation for the hospitality of the campus community. An enjoyable time was had by all!

OLINGER TRAVELS TO CHICAGO FOR LEADERSHIP CONFERENCE

Brianna Olinger (ACCT), represented Frostburg State University at the annual Beta Gamma Sigma (BGS) International Business Honor Society Global Leadership Summit held in Chicago, IL in November. The three-day conference is an annual event where hundreds of the highest achieving students from the top

5% of business schools around the world gather for a unique learning experience. Over the course of their time in Chicago, the students participated in a number of hands-on experiences, networking opportunities, and panel discussions with thought leaders from both business and academia.



COLLEGE FACULTY SURVEY REGIONAL SENTIMENTS ON MARYLAND MINIMUM WAGE

Elaine Blaisdell

Cumberland Times-News

The Allegany and Garrett County Chambers of Commerce, the Garrett County Development Corp., and the Cumberland Allegany County Industrial Foundation recently partnered to contract with Frostburg State University to conduct a survey about increasing Maryland's minimum wage to \$15 per hour.

The survey was created and conducted in November by Dr. Michael Monahan (MGMT), Dr. Amit Shah (MGMT), and Dr. Eyad Youssef (MKTG). The 40-question survey was sent electronically to organizations in Allegany and Garrett counties.

A total of 282 Western Maryland organizations, including for-profit and nonprofit employers, participated in the survey. Of those, 69 percent said that the proposed minimum wage increase would



Dr. Michael Monahan (MGMT)

not improve the standard of living in Western Maryland.

Seventy-eight percent of those surveyed said the proposed increase would do more harm than good in Western Maryland, 83 percent said it would lead to increased worker layoffs and 81 percent said it would lead to a reduction in the start of new businesses.

Garrett and Allegany counties have a large percentage of their workforce categorized as unskilled labor. Of those surveyed, 69 percent agreed that minimum wage is the standard for no/low skill jobs. An increase in the minimum



Dr. Amit Shah (MGMT)

wage could create a financial burden that in the long run could hurt the local and regional economy.

The questions for the anonymous survey were generated from a review of previous minimum wage studies and refined by researchers to fit the needs of the Western Maryland community. A draft of the questionnaire was reviewed by two independent entities to ensure the readability of the questions and the ease of survey completion.

Survey recipients were given the opportunity to answer open-ended as well as



Dr. Eyad Youssef (MKTG)

closed-ended questions and express their opinions and beliefs about the impact of minimum wage increase.

About 40 percent of the organizations surveyed exceed \$1 million in annual revenues. The size of the organizations ranged from one where the owner was the only employee to a large organization with over 2,200 employees. The sample included a diverse collection of industries ranging from construction and manufacturing to hospitality and professional services. The mix included government, health care and nonprofits.

STUDENTS AND FACULTY CONDUCT REGIONAL ECONOMIC DEVELOPMENT PROJECT

The College of Business, along with the Office of Regional Development and Engagement, is currently partnering with regional county representatives to conduct a pair of workforce surveys to be carried out in Allegany, Garrett, and Mineral counties. The surveys will

attempt to determine workforce needs in the region in addition to gauging the discrepancy between unfilled regional positions and unemployed regional workers. The project is being overseen by Dr. Eyad Youssef (MKTG), with survey development and proj-

ect implementation assistance conducted by MBA student Nicholas DeMichele and undergraduate student Travon Johnson (MKTG).

Two surveys will be administered throughout the region, both in paper format and

digitally. One survey will be targeting regional employers of franchises, small businesses, and corporations, in an attempt to learn what skills employers require of potential

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BETA GAMMA SIGMA HOLDS INDUCTION CEREMONY

Fall 2018 Inductees:

Christopher Bladen
Jamie Burton
Marco Cardone
Christopher Emerick
Natalia Hamilton
Julia Hershman

Justin Leveque
Seth Mannick
Megan Murphy
Noelle Otto
Joseph Rohr
Alexis Banner

Faith Hall
Trish Lewis
Tracee Matthias
Kelly Workman
Lilly Ye

SHRM ATTENDS CAREER CONFERENCE

In October, the student members of the FSU Chapter of Society for Human Resources Management (SHRM) attended a half-day conference in Rockville, MD called "Emerge in HR," which was hosted by the Maryland State SHRM Council. Students had the opportunity to attend a panel discussion of Human Resources Professionals and ask questions about how to succeed with a career in HR. They also participated in breakout sessions, learned about SHRM Certifications, and networked with students from other chapters in the area.



UNDERGRADUATE STUDENT CAREER SUMMIT HELD IN WASHINGTON, D.C.

In November, the FSU created a new program designed to help students improve their job search and networking skills while showcasing the achievements of some of Frostburg's alumni. 77 students applied and 50 were accepted to attend the one-day event in downtown Washington, D.C. on November 16.

The FSU Undergraduate Career Summit was held at the offices of the Universal Service Administrative Company (USAC) and hosted by 2018 College of Business Alumnus of the Year, Mr. Wayne Scott ('89). The program allowed students and alumni to come together to discuss

key topics around landing a great job or applying to graduate school. Mr. Scott and several other alumni spoke about "The Art of Interviewing", "The Importance of Internships and How to Get One", and "Social Media Dos and Never Do's". Students also received personalized guidance on their resumes and were able to network with alumni in their majors during the afternoon session.

Prior to the main event in November, participating students attended a couple of "pre-events" in October, which were held on FSU's campus. Those events, which covered etiquette, networking skills, and dressing for success, were designed to prepare the students for their meetings with the alumni.

The Summit was a collaborative effort of the Provost's Office, the College of Business, the College of Liberal Arts and Sciences, the Alumni Office, The Beall Institute, Undergraduate Student Government, and the Office of Student Development.



College of Business alum and Advisory Board member Wayne Scott converses with students at the Undergraduate Career Summit held in November. (Carol Gaumer)

FSU, ALLEGANY COUNTY HOST MOUNTAIN MD MARKETING AND TOURISM SUMMIT

Allegany County Tourism hosted its first annual Mountain Maryland Marketing and Tourism Summit on Wednesday, November 7, 2018, at the Gira Center at Frostburg State University. The one-day conference featured industry leaders covering topics on social media, digital marketing, customer service, and more. Allegany County Tourism partnered with the College of Business as the sponsor of the event.

"We see this summit as a value opportunity to provide stakeholders with access to speakers and organizations that have the expertise and focus to educate on the latest marketing trends and topics," said Ashli Workman, Director of Tourism. The event was open to all businesses and organizations, and individuals of all skill levels.

Attendees had the opportunity to hear from several presenters including: Gregory Derwart, the Managing Director of Administration & Customer Experience with Maryland Department of Commerce; Corinne Weaver and Nabila Chami of the National Aquarium; and Tim Bojanowski, President of ZEST Social Media Solutions. The event concluded with a social media panel, featuring the Maryland Office of Tourism, Maryland Department of Commerce, and local business leaders, who discussed trends and tactics, and took public questions.

ECONOMIC PROJECT

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employees, why regional organizations have difficulties filling vacant positions, and the effect of various regional limitations on workforce recruitment. A complimentary survey will be targeting regional employees and will focus on workforce skill sets, educational assets of the workforce, and job-hunting approaches.

Cooperation with regional economic officials from Allegany, Mineral, and Garrett has led to a comprehensive pair of surveys that is expected to illuminate key areas of regional needs in terms of workforce training and both soft and hard skills. The ultimate goal of the survey is to better understand how institutions like Frostburg State University, in addition to employers themselves, may assist in preparing the regional workforce for local employment in entry-level, mid-level, and senior-level positions.

GAUMER AND OLOJO STUDY IN GERMANY

College of Business students, Brady Gaumer (ACCT) and Abidoun Olojo (MKTG) had the opportunity to travel to Germany with Drs. Jeffrey McClellan (MGMT) and Ryan Kentrus (MGMT) during the Winter 2019 term to study at DHBW Mosbach, an international partner institution with FSU. The students enrolled in McClellan's MGMT 490 class and used their collective experiences as well as some interviews with students from DHBW Mosbach to examine the perceived differences between the concept of leadership in Germany vs. the United States. "My favorite part of the trip was

learning more about Germany's culture. I loved learning about how business is conducted in Germany, compared to the United States. I was completely blown away by the German students' intrinsic motivation and work ethic. The biggest difference between leadership in Germany and the U.S. is each culture's approach. In Germany, people prefer a laissez-faire approach to leadership. In the German workplace, workers admire their autonomous structure. On the other hand, in the United States, we implement more of a hands-on coaching method," Gaumer said.



Front, left to right: Jovan Alexander, Marilyn Gwen, Julia Hershman, Erica Matthews. **Back, left to right:** Clara Thompson, Brad Forester, Joseph Hession, Mr. Skylar Dice (Rocky Gap GM) Garrett Corley, Dr. Dave Kiriazis, Kalani, Dr. Oleg Kucher

ECONOMICS CLUB VISITS ROCKY GAP CASINO

Frostburg State Economics Club met bi-weekly during the Fall 2018 semester and discussed the pros and cons of Rocky Gap Casino's presence in the Allegany County area. During the meetings, they discussed its different economic costs and benefits to the county. Some positive effects include increased tax revenues for the county, increased employment, and an increase in the amount of spending

from out of state residents. These benefits outweigh the drawbacks of having a casino in the area, as only 1% of gamblers can be classified as having a "gambling addiction." After the club conducted their cost-benefit analysis, members visited Rocky Gap to meet with the General Manager of the casino, Mr. Skylar Dice. They toured the property and learned more about the different offerings that

Rocky Gap Casino brings to Allegany County.

Special thanks to Mr. Dice for allowing Frosburg's Economics Club to visit Rocky Gap Casino, Joseph Hession, president of the Economics Club, for organizing the discussions and the trip, and Dr. Dave Kiriazis and Dr. Oleg Kucher for their services as faculty advisors.