CoB Honor’s Reception

On Friday, May 4, 2012, in the Lane Center Atkinson Room, approximately 85 administrators, faculty, staff, students, parents, friends, and family gathered to celebrate the College of Business Annual Honor’s Reception.

One of the highlights of the event is naming the Alumnus of the Year. This year’s recipient, Mr. Joseph A. Carrabba, a 1986 Masters of Business Administration graduate, was selected due to his role as President, Chief Executive Officer, and chairman of the Board of Directors of Cliffs Natural Resources. Previously to joining Cliffs, Mr. Carrabba served a variety of leadership capacities at Rio Tinto, a global mining company, where he spearheaded the development and successful implementation of Rio Tinto’s Six Sigma initiative at its bauxite mining operation in Australia. He also sits on the Board of Directors of the American Iron & Steel Institute, the National Mining Association, Newmont Mining Corporation, Cleveland’s Great Lakes Science Center, Capital University Board of Trustees and KeyCorp.

FSU Senior Class Project for Frostburg Main Street

Each semester the Frostburg State University Marketing Plans Development class, MKTG 469, selects clients from the local business community to create comprehensive, real-world marketing plans. The group pictured will be creating a comprehensive plan for FrostburgFirst: A Main Street MD Community and is in the process of conducting in-depth surveys. “This is an extremely valuable service that as a non-profit we would not be able to conduct on our own. I’d like to thank these students for all their time and effort to make Main Street the best it can be,” commented Maureen Brewer, Main Street Manager. The class is under the supervision of Professor and Department Chair, Dr. Carol Gaumer in the FSU College of Business.

The culmination of the program is the naming and recognition of our students that have received scholarships for the following academic year and recognizing the outstanding contributions of students from the current academic year. Each department; Accounting, Economics, Management, and Marketing and Finance have their individual department scholarships and awards to announce. There are also MBA Honors, from both Frostburg and Hagerstown, that are named. Individual student leaders from the various FSUBusiness Organizations are recognized for their participation throughout the year. Special recognition is given to members of Beta Gamma Sigma and the VITA Program Volunteers.

For a complete listing of awards, please see page 7.
Words from the Dean:

It is with great pleasure and pride that I share this report regarding the accomplishments of our faculty, staff, and students in the academic year 2011-2012.

Under the leadership of Drs. Cathy Ashley Cotleur, Tom Sigerstad, and Evan Offstein, the undergraduate Curriculum and the Assurance of Learning Committees worked with the faculty and Department Chairs within the College of Business to revise the college’s curriculum and prerequisites in an attempt to ensure that the curricular changes are in line with our plans for assessment of students learning outcomes.

Our MBA enrollment has grown by approximately 75%, and has maintained a steady growth for the past two years. The faculty voted to enhance the admission-standards for the MBA program and worked to revise two of our graduate courses in the spirit of continuous improvement.

In the area of intellectual contribution, in 2011-2012, the faculty of the College of Business published one book and 62 research articles in peer-reviewed journals. They also presented numerous scholarly papers at national and international conferences.

Our faculty and staff continued their commitment to excellence in the area of professional development. Dr. Amit Shah was honored with the FSU Faculty Achievement Award in Teaching. Ms. Carol Arnone and Drs. Dwane Dean and Tom Sigerstad were honored with the College of Business ‘Extra Mile’ Awards in Teaching, Research, and Service, respectively. Professor Connie Groer was named FSU Chapter Advisor of the Year for her leadership of the Delta Sigma Pi Business Fraternity. Professor Sharon Robinson was honored at the Frostburg City Rotary Club with the “Service Above Self” Award for her service to the university, her profession, and her community. Dr. Evan Offstein was selected as the Western Maryland Jaycees Outstanding Young Professional. Ms. Stacy Wassell was honored with the FSU Staff Excellence Award for her outstanding service to the university community. Dr. Martha Mattare has been selected to serve as Chair of the USASBE Conference in San Francisco. Dr. Jeffrey McClellan was invited to serve as the Conference Director for a Service Leadership Conference to be held in Cusco, Peru.

As part of our contribution to our university and the local community, Drs. Tom Sigerstad, Amit Shah, Carol Gaumer, Cathy Ashley-Cotleur, Evan Offstein, Marty Mattare, Jeff McClellan, and Suzanne McCoskey made several presentations to the members of FSU and the local organizations. Dr. Allen Shin was selected and agreed to serve as a consultant for the local Small Business Development Center.

Commitment to our students continues to be a high priority at our college. Under the leadership of Dr. Tom Sigerstad, the FSU chapter of Beta Gamma Sigma has been awarded the distinction of exemplary chapter, which gives us the ability to “earn” a National BGS co-funded scholarship for our students. Dr. Lilly Ye and Ms. Carol Arnone took a group of students to the Berkeley Springs International Water Tasting Seminar at The Country Inn in Berkeley Springs, WV. Dr. Mark Lennon took a group of students to New York for a tour of the Financial District. Dr. Carol Gaumer with the assistance of Ms. Karin Tedesco conducted a ‘business game’ that engaged two sets of fifth graders at the Beall Elementary Career Day program. Dr. Mattare organized the Annual Business Plan Competition for the members of the Entrepreneurship Club; sponsored by the Trident Initiative, which presented three cash prizes to students.

As part of our efforts to provide students and faculty with global experiential opportunities, Dr. Yan Bao and Dr. Lilly Ye are leading 12 undergraduate students, and Dr. Tom Sigerstad is leading six MBA students, this summer (2012), for two separate, two-week study-abroad opportunities in China. Dr. Sudhir Singh, Professor Ron Ross, and Ms. Vickie Mazer will be leading a delegation to Dongfang College in Hangzhou, China to complete an agreement which will enable students from Dongfang to enroll in our MBA program as early as fall 2012.

With the help of the FSU Foundation, Dr. Singh was able to establish a new account called the “College of Business Students Global Experiential Fund” that will be used to subsidize students’ international travel-expenses.

To maintain a positive and productive relationship with our alumni, on May 4, we proudly presented the 2012 College of Business Alumnus of the Year Award to Mr. Joseph Carrabba, the Chairman, President, and CEO of Cliffs Natural Resources; a Fortune 500 Company based in Cleveland, Ohio.

On behalf of all of us at the College of Business, I would like to thank President Gibralter, Provost Simpson, the FSU community, as well as our alumni and Advisory Board members for their continued support, which enables us to provide a nurturing learning environment for our students to grow as more knowledgeable and responsible citizens of the world.

Please visit us on our College of Business website and learn more about our programs, as well as, the achievements of our faculty, staff, and students.

Dr. Ahmad Tootoonchi
Dean of the College of Business
As part of the College of Business Students’ Global Experiential Learning Program, during May 20 to June 5, Dr. Yan Bao, associate professor of Accounting, and Dr. Lilly Ye, assistant professor of Marketing, led twelve FSU undergraduate students to China to experience and study the vibrant culture of a country widely seen as one of the most important players in the global marketplace. The students completed their journey to Beijing, Shanghai, Hangzhou and Xi’an, as part of their enrollment in two new courses: IDIS 350 China in the 21st Century and MGMT 490 Special Topics in Business Administration-Management. The two-week international trip was complemented by online coursework. The program has given students insights into China’s economy and business practices, with visits to factories, the Shanghai Stock Exchange, and cultural destinations, as well as, meetings with trade policy officers from the US Embassy at Beijing. Chinese executives from various industries and Chinese college student-peers at Dongfang College, one of FSU’s partner institutions. To follow their journey on Facebook, visit https://www.facebook.com/ImpactChina.

Professor Thomas Sigerstad led six students on an MBA trip to China for two weeks at the beginning of summer. The trip started out in Beijing and then Changsha (pop. 17,000,000) in the Hunan Province, which was home for about ten days. Each student was an “away” member for a graduate team studying global industries and researching various aspects of China’s business environment and their effect on global markets. In addition to soaking up cultural and typical tourist attractions such as the Great Wall, Tiananmen Square, and local sites around Changsha, students had a chance to experience local people, food, shopping, and tours as well as getting to see what it was like visiting American icon brands such as McDonald’s and Wal-mart on the other side of the world. Highlights of the trip also included a number of factory tours (heavy equipment manufacturing, air conditioning, steel pipeline forging, and a rice milling operation) and being hosted by the foreign affairs office of the local provincial government. Students were particularly impressed with two opportunities to see local university students’ one evening of cultural productions and entertainment, and another evening discussing one-on-one with students who had been to FSU or were thinking of doing a semester abroad at FSU. The trip was a great learning experience on multiple levels and the Chinese people were magnificent hosts and some of the friendliest people you could want to meet.

Drs. Shah and Monahan presented a paper "E-Commerce: Implications for Business In Emerging Markets" co-authored with Yan Bao at the International Management Research Academy (IMRA) in London. While there, networking and collaboration with professors from over 8 countries occurred. In addition, sight seeing included Big Ben, Parliament, and the London Eye. From London they flew to Germany where each taught a one week strategy seminar course. While there they participated in the 10th anniversary of the university's international business program. Both Shah and Monahan gave a speech at the ceremony as well as being filmed for the programs celebration video.
Marketing Club Visits NYC

The FSU Marketing Club, under the leadership of faculty advisors, Dr. Lilly Ye & Ms. Carol Arnone, went to New York City to tour a leading Manhattan Advertising Agency, Dentsu America. Dentsu is one of the largest advertising agencies in the world. Students had the opportunity to hear presentations from Dentsu employees (a marketing strategist, 2 advertising creatives, and 2 social media planners) about what they do and they provided the students with great advice on careers in advertising.

The students also attended an AWNY (Advertising Women of New York) Career Conference held at the Fashion Institute of Technology (FIT) in Manhattan, New York on November 2011. This conference event brought together about 700 college students from around the country to learn about the various career opportunities in advertising. There was also a ‘resume building’ clinic with professionals in the field advising college students.

Congratulations to the Marketing Club on being a winner at the Majors Fair 2011! The Marketing Club won Best Overall by the Judges and received $100.

Entrepreneurship Club Holds Business Competition

On April 20th, Dr. Mattare’s MGMT 425 business plan students presented their plans in the second annual Business Plan Competition held at Frostburg State University. Julie Ballenger and Kelly Lake presented a comprehensive plan for a Spa/Plastic Surgery practice located in Miami, FL; Richard Zimmerman presented a plan for a solar power company; Lauren Helig presented a plan for a coffee shop and bakery to be opened in Oakland, MD; Andrea Miller presented her plan to open a wedding and event planning company, and Ryan Boehm presented a plan for an Aquaponics company.

The top three winners of the competition were, first, Ryan Boehm, second place Richard Zimmerman, and in third place, Lauren Helig. Cash prizes were sponsored and awarded via the Trident Initiative. Mark Malec and Terri Hast from the local SBDC and SCORE offices, respectively, were highly complimentary of the work done by the students during the semester. This year, the Business Plan Competition was paired with an all-day Student Trade Show, planned and sponsored by the Frostburg Entrepreneurship Club.

Economics Club Visits Washington, DC

In November, the newly formed FSU Economics Club took a trip to visit the Smithsonian National Museum of Natural History in Washington D.C. One may wonder why students of economics would visit a history museum. An oversimplified description of economics is to analyze and predict human behavior and by gaining a more thorough understanding of the past, this endeavor becomes more attainable. Economics majors and non-majors alike attended the trip, which was proctored by Dr. Kiriazis, who led students through some of the more interesting exhibits within the museum. The attendees were able to see an extensive number of displays. As Dr. Kiriazis said, “I think it is fair to say that a good time was had by all.”
Beta Gamma Sigma Fall/Spring Inductions

Beta Gamma Sigma provides the highest recognition a business student can receive in an undergraduate or graduate program. Its mission is to encourage and honor academic achievement in the study of business, to foster personal and professional excellence, to advance the values of the society and to serve its lifelong members.

The FSU chapter of Beta Gamma Sigma was established after the College of Business received Association to Advance Collegiate Schools of Business (AACSBI International accreditation in 2005. Only AASCB-accredited schools can have Beta Gamma Sigma chapters. Fourteen students—four graduate and 10 undergraduate—were inducted into FSU’s chapter of Beta Gamma Sigma during the fall 2011 semester. The new members of the FSU chapter for the fall (far left in no particular order) were Melinda Duckworth, Aaron Hirtzel, Jie Li, Christopher Maley, Matthew Clise, Laura Harosky, Robert Ketterman, Hannah Schott, Trevor DeVore, Amanda Grabenstein, Cody Morton, Donald Ross, Josh Sparks, and Caleb Stair.

The new members of the FSU chapter for the spring induction (right) are: Back Row: Andrew Krehbiel, Robert Hall, Aaron Webb, Amy Thureson, Ashley Swinford; Seated: Brooke Iser, Erin Mathews, Joshua McKean, Jahaade Adams. Not Pictured: Jelena Jokic, Carolyn Maxim, Joel Grieg, Terri Snyder-Biley, and Josh Tinelli.

Also noteworthy is that for the third academic year, FSU’s Chapter has attained “exemplary” chapter status for having a student acceptance level exceeding 70%. This means that the national BGS office matches an FSU scholarship award of $500, for a total scholarship of $1000. Terri Snyder-Biley is this fall’s recipient, which she plans to use to finish her MBA Program.

Global Business Club Trips to New York

The FSU Global Business Club, under the leadership of faculty advisor, Dr. Mark Lennon, went to New York City to tour the Financial District. Highlights of the trip include a guided tour of Wall Street explaining the 2008 Financial Crisis, a visit to the Federal Reserve Bank, the new World Trade Center, and Times Square.

Photo taken in front of the venerable New York Stock Exchange, (left to right): Back Row: Kori Hassler (Club Secretary), Emmanuel Reeve, Donald Ross, Destiny Igiebor Front Row: Demetrius Battle, Jason Moxley (Club President), Dr. Mark Lennon (Advisor), Adam Eisenhardt.

CoB Holds Freshman Mixer

The College of Business held a “Freshman Mixer” for incoming freshman undecided on their majors on November 8, 2011 in the Osborne-Newman Center. The new students were treated to refreshments and were able to speak with College of Business professors to learn about the many majors and programs that the college has to offer incoming students.

Dr. Carol Gaumer informs new students about the opportunities within the College of Business.
Future Exchanges with Chinese Institutions

The student trip to China in May also marked the signing of an agreement with Dongfang College in which graduating students from that institution will enroll in FSU’s MBA program, initially online, and eventually on Frostburg’s campus. The first group of two students are currently enrolled in online MBA classes and will come to campus in August to finish their degrees. Faculty and staff exchanges between the two institutions are also part of this agreement. Two Dongfang faculty members are scheduled to visit College of Business in Spring 2013. In addition, the visiting delegation from Frostburg (Dr. Sudhir Singh, Mr. Ron Ross, Ms. Vickie Mazer, and Dr. Yan Bao), met with representatives from another educational institution in China, Hebei Normal University. A collaborative agreement regarding MBA program will be officially signed soon.

Awards, Accomplishments, Promotions

- Dr. William Anderson was promoted to Professor
- Dr. Cathy Ashley-Cotleur was promoted to Professor
- Dr. Michael Monahan was promoted to Associate Professor
- Dr. Marty Mattare was promoted to Associate Professor
- Dr. Evan Offstein was selected as the Western Maryland Jaycees Outstanding Young Professional for 2011
- Dr. Martha Mattare has been selected to serve as Conference Chair of the 2013 USAABE conference in San Francisco (January 2013) and will serve as a member of the Board of Directors and Executive Committee
- Ms. Sharon Robinson received the “Service Above Self” Award from the Frostburg Rotary for her service to the university, her profession, and community. She also was recognized by Frostburg’s mayor at the ceremony.
- Dr. Amit Shah received the Faculty Achievement Award in Teaching
- Ms. Carol Arnone received the “Extra Mile” Award for Teaching
- Dr. Tom Sigerstad received the “Extra Mile” Award for Service
- Dr. Dwane Dean received the “Extra Mile” Award for Research
- Ms. Stacy Wassell was honored with the 2011 Frostburg State University Staff Excellence Award (Nonexempt Employee) for her outstanding service to the College of Business and the University community
- Dr. Yan Bao became a US Citizen in April 2012. A celebration was hosted by Ms. Sharon Robinson and Dr. Carol Gaumer.

Congratulations Yan!
FSUBusiness Honors
PNC College of Business Presidential Merit Scholar Award: Aaron Webb
Commencement Speakers:
Robert Ketterman (Fall)
Hannah Schott (Spring)

FSUBusiness Honors
R.K. Mason Memorial Scholarship:
Jennifer Morton
Delta Sigma Pi Scholarship Key:
Brooke Iser
Allegany County Chamber of Commerce George Wykoff Memorial Scholarship:
Lady Kirkwood
Hedrick Business Excellence Scholarship:
Jennifer Morton
Amanda Grabenstein
Christopher Sell
Andrea Riley
Brad Miller
John R. and Phyllis Sell MacVeigh Scholarship:
Ashley Swinford
Trident Health Resources Business Scholarship:
Sara Cramer
Brian Watson

MBA Program Scholarships & Honors
Departmental Honors-Hagerstown: Melinda Duckworth
Departmental Honors-Frostburg: Kathryn Shanbrotz
Eugene Flinn Excellence Award:
Rachel Farris
Allegany County Chamber of Commerce Outstanding Business Student Award:
Molly Workman
Paula L. Vroman MBA Scholarship:
Neil Alexander

Recognition of Student Leaders in FSUBusiness Organizations
Delta Sigma Pi, Omicron Chi Chapter:
Brooke Iser
Accounting Association:
Josh Sparks
John Sikalis
Entrepreneurship Club:
Christopher Malloy
Aaron Webb
Finance Club:
Jahaade Adams
Joshua Pratt
Global Business Club:
Jason Moxley
Marketing Association:
Emmanuuel Manful
Kyle Bennett
Ashley Swinford
Jennifer Morton
Sheryse Anscombe
Ronisha Simpson

Department of Accounting Scholarships/Honors
Departmental Honors:
Robert Ketterman
Allegany County Chamber of Commerce Outstanding Business Student Award:
Robert Ketterman

Department of Economics Scholarships/Honors
Departmental Honors:
Hannah Schott
Allegany County Chamber of Commerce Outstanding Business Student Award:
Richard Shook
Robert C. Burton Memorial Award for Departmental Service:
Khrystine Bunche

Department of Management Scholarships/Honors
Departmental Honors:
Jelena Jokic
Allegany County Chamber of Commerce Outstanding Business Student Award:
Travis Hitchins

Department of Marketing and Finance Scholarships/Honors
Departmental Honors:
Brooke Iser
Allegany County Chamber of Commerce Outstanding Business Student Award in Finance:
Jahaade Adams
Allegany County Chamber of Commerce Outstanding Business Student Award in Marketing:
Jannette Hunt
Allegany County Chamber of Commerce Outstanding Business Student Award in International Business:
Louis Mozzano

Society for Human Resource Management (SHRM):
Quintin Wright
Lindsay Brogsdale
Andrea Riley

Special Recognition
Recognition of 23rd Season VITA Program Volunteers (Volunteer Income Tax Return Assistance Program)

Students: Matt Clise Brittany Gossard Daniel Lung Ted McCreaconr Cody Morton Amanda Kimble Molly Workman
Faculty & Volunteers: Chelsea Wassell Chiulien Venezia Doug Ellis Connie Groer Joyce Middleton
Retirements

Ron Ross, Associate Professor in the Department of Accounting retired after 30 years of service to Frostburg State University. After 10 years of experience in various management positions, Ron joined FSU’s teaching faculty as part of the MBA Department in 1982. He taught Accounting, Decision Making, Finance, Implementation and the capstone Field Experience course in all three locations for the MBA program. At various times he served as Chair of the Management Department and Coordinator of the MBA Program in addition to teaching at the graduate level. A Certified Public Accountant, he joined the Department of Accounting in 2003. He served as Graduate Coordinator and taught MBA accounting classes until his retirement.

Dr. Steven P. Wilkinson retired after 26 years at Frostburg State University. He served 14 years as Dean of the College of Business and 12 years as a Professor of Business and Finance in the Department of Marketing and Finance. During his last few years with the university, Steve worked as a business Consultant for the Small Business Development Center (SBDC) located in Frostburg, MD.

Carolyn Wolfe, Administrative Assistant to the Department of Accounting, retired after 29 years of service to Frostburg State University. Carolyn worked in various offices on campus including Finance, Residence Life, the College of Liberal Arts and Sciences and the Department of Business Administration before settling into the Department of Accounting where she worked very hard to keep the faculty in line. We are all grateful for her many years of service and wish her the best as she moves into a new phase of her life!

Faculty Book Publications

- Dean Ahmad Tootoonchi, in co-authorship with former Dean Dr. Danny Arnold, has just released the 3rd edition of their newly-titled book, Foundation and Practical Elements of Leadership, published by Pearson-Prentice Hall.

College of Business

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UPCOMING EVENTS

August 23, 2012  CoB Faculty Retreat
August 29, 2012 Fall 2012 Classes Begin