

Rowan University

# The Rohrer Review

A Publication of the William G. Rohrer College of Business



## Message from the Dean

Today's business world is highly competitive, but Rohrer College of Business students possess the right skills to succeed in it after graduation.

I think of the College's approach as the four corners of the envelope – academics, project-based learning, extracurricular activities and internships. All are distinct but interlinked parts.

Excellent academics form the basic fiber and first corner of the envelope. Students strengthen that fiber through discussing theory and exploring case studies in their classes. Then, with project-based learning course assignments, students put that information into action through developing business plans or computer applications, for example, to be used by area companies and nonprofits.

Extracurricular activities such as professional society involvement – either on campus or at conferences, where students may present papers – add another corner. These activities weave through students' experiences and help prepare them for internships that, in turn, ready them to enter the business world.

Our College, through assembling the entire envelope with these four corners, empowers students to compete and succeed responsibly in their careers. This issue offers some highlights of this work.

Sincerely,

Edward J. Schoen  
Dean

## Business Students Invest in ReStore

A new Habitat for Humanity® ReStore will open in Clayton this year thanks to up to 3,000 hours invested by Rohrer College of Business undergraduate and graduate students in collaboration with the nonprofit organization's Gloucester County affiliate.

"Our objective is to build the best ReStore in the nation," said Dr. Tom Bryant, Rohrer professor of entrepreneurial studies, who is overseeing the project-based learning assignment.

The ReStore purpose is simple: to sell donated leftover or recycled building materials, architectural ornaments and furnishings and use the proceeds to construct additional Habitat houses.

The ReStore project involves students in two courses, MBA Strategic Project-Based Experience and Management Consulting Field Study (the capstone for undergraduate entrepreneurship specialists), who participate in one of five areas: supplies, operations, mar-

keting, human resources and finance. Working in and out of class, the task forces benefit from ongoing guidance from Bryant; Rohrer College of Business faculty; Allan Connors, executive director of the Gloucester County Habitat for Humanity; and Jay Gassaway, past president of the Delaware Valley Chapter of the Project Management Institute.

Jay Shoemaker, of Somerdale, a senior business administration major specializing in entrepreneurship, is part of the project and appreciates the assignment. "Rowan and Habitat are giving us a wonderful opportunity to make a real difference right here in our community. In addition to its humanitarian cause, this project gives us the opportunity to use our education to start a real business."

The ReStore groups soon will see their work come to fruition when the warehouse is stocked and the retail systems are up and running. By mid-year the ReStore will be open for business.



MBA students **Jason Amidon** and **Elizabeth Leidolf**; **Dr. Tom Bryant**, Rohrer professor of entrepreneurial studies; and alumnus **Allan Connors**, executive director, Gloucester County Habitat for Humanity® (left to right), discuss plans for the ReStore set to open in Clayton this year.

## Collaborative Project Seeks to Raise Awareness of Diabetes

Dr. Manuel Pontes is a marketing professor with a mission. He and his wife, Dr. Nancy M. Hurley Pontes, director of Rowan's Student Health Services, seek to raise awareness of diabetes and its risk factors among Rowan students. According to the pair, this work is required as the prevalence of diabetes continues to rise.

Manuel Pontes involves his marketing classes in developing a student-targeted, campus-wide campaign. "The students will design advertising campaigns to raise awareness of diabetes and related metabolic diseases, and produce posters designed for display," he said. He added that the project will give students an opportunity to put their marketing skills to work, further their understanding of the importance of both health screenings and exercise, and increase

their awareness of potential pharmaceutical industry careers.

"We want to create awareness among students of their diabetes risk and provide them with the knowledge and motivation to reduce their risk because the disease can be prevented more easily while people are young," Nancy Pontes said. "Improved eating habits and moderate exercise can go a long way in the prevention of diabetes and other metabolic diseases. Also, a lack of sleep can lead to weight gain and increase risk for diabetes and high blood pressure."

According to Nancy Pontes, the pair's work will positively impact students, who make some 15,000 visits each year to the Health Center. She plans diabetes risk screenings and risk assessment for students who come to the center and will display diabetes information.



The **Pontes family** exercises regularly to reduce the risk of diabetes and other metabolic diseases.

## College Students Consider Internship and Career Options During Campus Employment Event

The February Career Fair drew more than 120 companies to campus to recruit Rowan students for jobs and internships. The Rohrer College of Business, the student chapter of the Society for Human Resource Management, the College of Engineering and the Career & Academic Planning

Center sponsored the event, which was held in the Student Recreation Center.

Close to 300 business students took advantage of the opportunity to meet company representatives and discuss prospective employment. According to Dr. Joel Rudin, professor of management, "It's important for local

employers who come and recruit students, and it's one-stop shopping for our students." A number of the companies sent Rowan alumni to speak with students during the fair, he said.

The Career Fair is just one way the College supports student job searches. The College also hosts special recruiting events such as the recent group information session with alumnus Frank Nolan, customer account specialist with the Mid-Atlantic Region's Federal Acquisition Services, General Services Administration (GSA) in Philadelphia, followed by individual interviews.

Senior Beth Ellis, an accounting major from Williamstown, participated in the GSA program. "What was most helpful for me was finding out about the sort of questions to expect at an interview," she said.

In addition to the Career Fair and special job-related events, business majors can also take advantage of CAP Center resources such as eCampus Recruiter, an online system that connects employers and students.

"The College of Business prepares students by working with the CAP Center to help us more easily find and apply to jobs and internships, and by setting up recruiting events, career fairs and inviting speakers from different companies to talk," Ellis said. "It would be much more difficult to look for work without their help."



The **2007 Career Fair** brought together almost 300 students from the Rohrer College of Business and representatives of more than 120 companies to discuss internships and employment.

## Conference Participation Gives Business Students Glimpse of Business World

A team of business students – senior Pamela Sexton, juniors Jennifer Yaeger and Elden Greuber, and sophomores Pedro Salcedo and Richard Sallee – recently presented their paper on corporate ethics at the Society for Advancement of Management (SAM) conference. Another group, consisting of MBA alumni Jason Amidon and Bob Elsey, and Dr. Daniel McFarland, professor of management and MIS, collaborated on a paper about information technology for the International Academy of Business Disciplines conference in March.

These teams join other Rohrer College students who are writing papers and attending professional society meetings of organizations such as Beta Gamma Sigma, the Financial Management Association, the National Black Student Leadership Development Conference, the National Hispanic Student Business Association and the Society for Human Resource Management.

Preparing papers and participating in conferences is valuable, according to SAM adviser Dr. Robert Fleming, chair of Management and MIS. “A key part of attending conferences is the networking with other students and business professionals,” said Fleming.

“It helps them learn more about how the world of business works.”

Of her group’s paper on corporate ethics, coauthor Yaeger, a finance major from Middletown, said, “Researching this topic has taught us the importance of ethics, and we believe that it will better prepare us for the corporate world.”

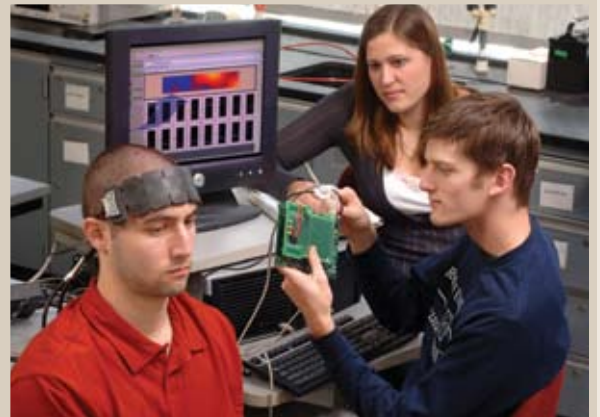
Dr. Stephanie Weidman, associate professor of accounting, whose Accounting Society officers participated in the Institute of Management Accountants Student Leadership Conference in Detroit, last fall, also said conferences are beneficial. “In addition to the content of the sessions, students benefited from the networking opportunity with management accounting professionals, as well as other students,” she said.

Among other efforts this semester, a group competed in the Web site, chapter plan and chapter activities contests during the annual American Marketing Association International Collegiate Conference held in New Orleans in March, and other students attended the R.I.S.E. VII (Redefining Investment Strategy Education) conference in Dayton, Ohio, in March.

“These activities are a natural outgrowth of project-based learning, and we hope they will increase,” Fleming said.

## Entrepreneurs Network Emerges

A compact headband now being developed at Rowan could advance clinical testing through its ability to monitor blood flow in the brain. And, a budding entrepreneurs network here may help the business and engineering students developing the headband to bring the product to the marketplace.



Electrical and computer engineering majors **Jeff Mercanti** and **Ryan Elwell**, and entrepreneurship major **Mindy Pence** (left to right) test a headband blood flow monitor.

The new network will consist of successful investors and executives who can provide guidance about the commercial potential of fledgling products as well as connections for potential financing, according to Dr. Tom Bryant, Rohrer professor of entrepreneurial studies. As a result, the University will be better positioned to support Rowan faculty and students with market research, patent applications and company startups.

Edward Schoen, dean of the Rohrer College of Business, and Bryant, who are developing the network, also will involve entrepreneurship faculty and program staff in their particular areas of expertise. Bryant said that the professional entrepreneurs in the network could provide guidance for product development and potential commercialization before Rowan decides to embark on patent protection processes.

Should there be a market for an invention, the entrepreneurs network could assist in shaping such business aspects as licensing and joint ventures. In addition, new companies might find funding, research and development partners, regulatory approval and interim executives, among other resources, through the network.

Startup businesses might then be sited in the South Jersey Technology Park. Bryant envisions that these companies will have ongoing relationships with Rowan through jobs for graduates as well as research and development opportunities for faculty and students.

“We want faculty and students to perceive that the University is a great partner,” Schoen said. “We want to help them succeed, and we will put into place what they need to do that.”



Rohrer College of Business **Dean Edward Schoen** addresses attendees at the February MBA alumni event held at Adelphia in Deptford.

# Stubblebine Stays Involved

**D**orothy J. Stubblebine, managing principal of DJS Associates, a West Deptford-based human resources (HR) firm, graduated from Rowan in 1980, but she never really left.

“One of my professors, Bob Lynch, never let me go,” Stubblebine said. Lynch invited her to talk to his business classes soon after she graduated and enlisted her in the late 1990s to help recruit the current Rohrer College dean. She also continues to serve on the dean’s advisory board.

That’s been just part of her involvement with Rowan. Stubblebine recently finished a term as president of the Alumni Association. In that role, she oversaw the Alumni Association’s meetings and handled responsibilities such as speaking at graduation and other events. “Of course, I love Rowan, so it was a good job,” she said.

While still a student, Stubblebine became



**Dorothy Stubblebine**

drawn to HR. “They had a student club for HR professionals, and I became interested from there,” she said. “HR is not just hiring and firing. It involves putting the right person in the right job at the right time and planning for people, skills and succession. An HR professional needs to be a partner to the business and part of the business. When the work is done right, it appears seamless.”

She’s been doing it right since she graduated. Stubblebine took her first HR position at K-Tron International and in 2000, after serving as a vice president of HR for Wyeth Pharmaceuticals, opened DJS Associates. Honored as the 2003 HR Person of the Year by the Delaware Valley Chapters, Society for Human Resource Management, the nationally known HR professional currently coaches executives, among other assignments.

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Senior **Jade Cooper** (left), a management information systems major, confers with alum **James Siano** of Lockheed Martin during the March “Ask an Alum” event. The Career & Academic Planning Center and the Rowan University Alumni Association hosted the gathering, which was held in the Mark M. Chamberlain Student Center.

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