

The Rohrer Review

A Publication of the William G. Rohrer College of Business

Students Help Shape Dream in Woodbury

The historic G.G. Green Building in downtown Woodbury has lived several lives. Since the late 19th century, it has been an opera house, a movie theater and a retail store. Today, it stands vacant, awaiting its next re-incarnation.



Artist's conceptualization of completed G.G. Green Building project in Woodbury.

Developers hope to return the building to its youth, recapturing some excitement by transforming it into a performing arts center. They expect the building to serve as a centerpiece in the city's revitalization.

Working to gather private and public financial support, Brian Wolfson, managing partner of Tricon Development Group of Woodbury, turned to Rohrer College of Business M.B.A. students for help.

Students are analyzing data from studies showing the economic impact of cultural centers in communities. "Other cities have tried this," said their professor, Dr. Robert LaMastro. "The students are taking those models and applying them to Woodbury to determine just how much economic growth might come from this activity because then that can support investment in the theater."

"They will be able to showcase to the stakeholders the value of having a program like this in Woodbury," Wolfson said. He plans to hold a forum to present students' results to the public. Demonstrating the positive economic impact of this investment will go a long way in generating interest to provide funds for the project, he said.

Brewing Up Business on High St.

Whether you crave something to tantalize your taste buds or want to feast your eyes on extraordinary art, students of the Rohrer College of Business are designing plans to lure you to local businesses on High Street.

M.B.A. students are developing a business plan for the High Street Art Gallery, operated by students and assistant professor Tom Bendtsen of the Art Department, which features an array of student artwork. The space was donated to Rowan for the Art Gallery through December 2009 by Nicole McCoy and Don Olcese of KCN Development Co., who understand and believe in the downtown redevelopment. However, the gallery must become financially self-sufficient for the Rowan team to stay there. "The students need to put together a cost model to keep it open and figure out ideas to generate revenue to support it," said their professor, Dr. Robert LaMastro.

Nearby, undergraduate students are hard at work designing a marketing plan for Little Beef's Deli & Grill to boost business at the High Street and Mount Laurel locations. Co-owner Mark Lovallo hopes to dip into a well of creativity by tapping into students' talents. "They may bring a different perspective to what we're trying to accomplish," he said.

Meanwhile, undergraduate students are mapping out a marketing plan for Progressive Coffee House to attract more students to the shop and create a positive image for the area. "If you're on campus and you stop random students, they're clueless to where High Street is," said co-owner Ed Andricola.

In creating these plans, students will develop a variety of professional skills and more. "Not only do students build on their skills to develop marketing plans with a mainstream professional software, but they also get great satisfaction by helping local businesses that need fresh ideas to grow," said Dr. Berrin Guner, professor of marketing. Plus, it will be part of the effort to reenergize Glassboro, she added.

Randi Woerner, economic development director for the Borough of Glassboro, hopes the students' knowledge, excitement and fresh ideas will help business owners think outside the box to boost their success. "I want people to recognize that there is a downtown Glassboro and it's going to be a thriving downtown," she said.

Marketing students; Ed Andricola, co-owner of Progressive Coffee House; and **Dr. Berrin Guner** discuss marketing solutions. Counter-clockwise from lower left corner: **Tom Schoenfelder, Michael Miller, Warren Prescott, Andricola, Guner, Melaku Akele** and **Matt Speak**.



Navy Program Preps Students for Careers

Attention of the U.S. Navy often brings to mind images of blindingly white uniforms and gleaming brass buttons, but for several Rowan business students this organization also signifies civilian career opportunities through the Student Career Experience Program.

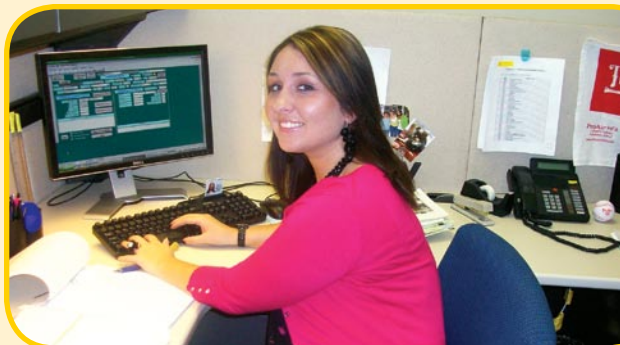
“The purpose of the program is to provide work experience directly related to the students’ human resources study program so that students get ‘hands-on’ experience,” said Jacqueline Boyle, lead human resources specialist, Department of the Navy, and a 2000 Rowan graduate. “I think it is a great program because if students work hard and complete their academic and work experience requirements, they may have a career with us.”

Senior Megan Bieri of Sicklerville began an internship with the Navy in Philadelphia this summer and transitioned into a part-time job at the same location this fall. A human resources management major, she assists human resource specialists in recruiting civilian employees and also provides clerical and data entry support.

Bieri plans to pursue a permanent position with the Navy after completing her B.S. degree this December, as well as immediately working toward her M.B.A. at Rowan University. “Ultimately, the experience I have had, coupled with my education, has given me the tools I need to begin a successful career,” she said.

During her summer internship, junior Katherine Potts of Eastampton, also a human resources management major, worked on special projects in the Navy’s Labor Relations Department in Philadelphia. She also continued with the Navy in a part-time position this fall. “I feel better prepared to work in my chosen field once I have graduated, along with feeling more knowledgeable in the classes I am taking,” she said.

Internships like this are a win-win situation for students and organizations. “Students get to apply their theory in real-world settings,” said Kimble Byrd, professor of management. “They get a chance to really test drive a career in terms of an industry or a specific type of management field. By the same token, the organization, in this case the Navy, gets a chance to vet prospective full-time employees and ... to be infused with new managerial techniques.”



Senior **Megan Bieri** has gained real-world human resources experience during her internship and part-time position with the Department of the Navy.

Professor’s Vision a Guiding Force for the University

Dr. Phillip Lewis’ influence on education at Rowan University extends far beyond the confines of his classroom. Long after he leaves his students at the end of the day, the associate professor and chair of the Department of Marketing and Business Information Systems continues to shape the future of the University and his students.

His list of commitments is long. In addition to serving as department representative on the University Senate, chairing the A-328 Career Development Committee and serving on the University Senate Executive Committee, he is also a member of the American Federation of Teachers Union Executive Committee, University representative to the Council of New Jersey State College Locals for the American Federation of Teachers and co-assistant grievance chair for the union. Furthermore, he serves on the curriculum task force of Cooper Medical School of Rowan University and a variety of other committees.

“I believe strongly that the people who have a lifetime commitment to the institution have an obligation to help guide, direct and recommend directions for the institution to the administration,” said Lewis, who joined the University in 1993. “Most of the administrators will not be here as long as tenured faculty. The institution is as good as its academic programs, and faculty drive the academic programs and should also have input in how the rest of the institution envisions itself.”

Lewis looks forward to the educational opportunities on the road ahead. “Having some role in developing the curriculum for the new medical school and in some way seeing how that curriculum links to the other curriculum on campus will be very interesting,” he said.



Dr. Phillip Lewis volunteers on numerous boards and committees to help shape the future of the University.



The November/December 2009 issue of *BizEd*, an award-winning publication of the Association to Advance Collegiate Schools of Business (AACSB) International, features an article on the Rohrer College of Business Incubator (RCBI) at the South Jersey Technology Park. The feature highlights the role of the RCBI in project-based learning for students, as well as services the Rohrer College of Business provides to growing companies.

Social Responsibility Essential for 21st Century Businesses

Social responsibility is an integral component of business and increasingly expected by the public, according to Ana Paula Grether Carvalho, a recent speaker hosted by the Rohrer College of Business. Carvalho, who is responsible for the Social and Environmental Report of Petrobras, a major energy company headquartered in Rio de Janeiro, Brazil, represents Petrobras at major international forums on corporate social responsibility.

During her presentation, Carvalho shared the company's philosophy on social responsibility and steps it is taking in international forums. "In our mission, we say that we

Social responsibility is an integral component of business and increasingly expected by the public.

work in a safe and profitable manner with social and environmental responsibility in the domestic and international market," she said.

"In our mission we want to be one of the five largest energy companies in the world but also the favorite among (our) stakeholders."

The presentation was hosted as part of the College's commitment to Principles for Responsible Management Education. "Now the effort is to have business schools (that) train the managers to mainstream it into their business curriculum so that students are sensitized, aware and understand the importance of all sustainability issues," said Dr. Dilip Mirchandani, chair of the Department of Management and Entrepreneurship.

"I think it was important that she showed that Petrobras is a very solid oil-producing company, that even though its main product is a finite and largely carbon-emitting



Students **Courtney Stowman, Allison White, Toni Iannece** and **Dan Kuklinski** (left to right) and **Dr. Dilip Mirchandani** (right) listen to Petrobras executive **Ana Paula Grether Carvalho** (second from right) after her presentation on social responsibility.

source, that it's also very concerned about social responsibility and trying to reduce carbon footprints and invest in different things like renewable energies," said junior entrepreneurship major Robert Scott.

Social responsibility is a requirement of any enterprise in which students will be involved, Carvalho said. "So it's something that they have to be prepared to do when they work in their future jobs in companies in the U.S. or around the world."

Gulser Meric named John B. Campbell Professorial Chair

Dr. Gulser Meric has added another first to her long list of accomplishments: The Rohrer College of Business has named her the inaugural John B. Campbell Professorial Chair.

The professor of finance will hold the prestigious position through August 2011. Funded by a \$1-million contribution for an endowment fund from the late Mr. Campbell's wife, Ann Campbell, in 2000, the highly competitive chair post recognizes outstanding research, teaching and service.

Meric will organize semi-annual research and pedagogical strategy presentations for the Rohrer College of Business; explore funding opportunities for research and teaching in the College; and mentor junior faculty in research, teaching and service.

Meric earned a Ph.D. in business and industrial economics and an M.S. in business economics from Lehigh University and a B.A. in finance and economics from Ankara University, Turkey. She joined the Rowan faculty in 1987.

An active conference presenter and author, Meric has been published in top-tier finance journals, wrote book chapters, co-



Dr. Gulser Meric was selected as the first John B. Campbell Professorial Chair.

edited a book on global financial markets and has been a guest editor and editorial board member for several finance journals.

Meric has been voted by business students as the "Professor of the Year" and named by the Rowan University Center for Excellence in Teaching and Learning to the "Wall of Fame." She has been a three-time recipient of the Alumni Advisory Council Research Award. Meric is the founder of the Financial Management Association and the Finance Mentorship Program at Rowan.

"This position is a big honor for me. There are many deserving faculty in the Rohrer College of Business," said Meric.

Dr. Niranjani Pati, dean of the College of Business, said, "Dr. Meric is a proven student-centered teacher, an engaged researcher and a model campus citizen. We look forward to her leadership in all areas of faculty endeavors as the Campbell Professorial Chair. I am grateful to the Campbell family for the generous gift to the College of Business that is pushing our excellence to new heights."

Mr. Campbell, of Salem, died at age 75 in 1998. He was the former president and chairman of the board of flooring manufacturer Mannington Mills Inc. in Salem County.



Message From the Dean

Greetings from the Rohrer College of Business (RCOB), and welcome to the fall 2009 issue of *The Rohrer Review*! As you read this newsletter, you will find how the College is on the trajectory to grow in terms of quality and how our faculty members and staff are engaged in bringing the best possible public university experience to our students.

Among the good news reflecting the quality of our programs is that RCOB was selected to appear in *The Best 301 Business Schools*, 2010 edition, published by the Princeton Review. We have been profiled consistently in the *Best Business Schools* edition since 2006. We are proud to

maintain our status among a select group of business schools recognized worldwide for academic quality and the opportunities they offer students.

Secondly, I want to share that we were named an Exemplary Beta Gamma Sigma (BGS) Chapter in 2009. BGS is an international honor society for business schools affiliated with the Association to Advance Collegiate Schools of Business (AACSB) International. The Exemplary Chapter designation allows us to award a \$1,000 scholarship to a student.

We very successfully recruited new faculty this year, with three faculty members starting this fall after national searches. They will find their niches in a very short time and become comfortable with their new environment, colleagues and students.

Throughout this newsletter, you will learn about our students' internships, engagement of our faculty members in making their classrooms pervious to real-world business applications through project-based learning, our alumni making names for themselves and for us, and our RCOB faculty taking on governance responsibilities to further the University's mission.

Despite the growth of our student population, we have not forgotten our commit-

ment to remain student centered. Our students historically have enjoyed small classes — and we put a premium on maintaining it that way so that our faculty and staff can have “quality” interactions with them. Our faculty and staff, the Business Advisory Board and the Alumni Council propose initiatives that impact the lives of our students and enhance economic vibrancy in the communities where they — and we — live.

Many of these initiatives are possible because of the generous support of our donors like you. When you write a check to support our cause, you make a bold statement about the critical importance of education. While the needs of our College have multiplied, state resources have declined. Oftentimes, your generosity helps fill the gap and enhance RCOB's excellence.

Best wishes for a successful season to you and yours.

Cordially,

Niranjani Pati, Ph.D.
Dean and Professor

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Update your contact information at www.rowan.edu/colleges/business/contact and receive a chance to win a \$100 gift card.

Students Apply Lessons From M.B.A.

Between the bandages and blood pressures of her hectic routine as a second-year resident in family medicine/emergency medicine at the Aria Health System in Northeast Philadelphia and Lower Bucks County, Dr. Lindsay Tjiattas-Saleski continues to use the insights she gained while earning her M.B.A. at Rowan University in 2007. “Medicine is an extremely focused discipline, whereas the M.B.A. has helped me view the world in a more broad sense,” she said. “In my daily practice of medicine, I make an extra effort to understand the health care system, specifically how government, business and medicine interact.”

Tjiattas-Saleski completed the M.B.A. via a joint program with the University of Medicine and Dentistry of New Jersey School of Osteopathic Medicine. “At Rowan I was not a number,” she said. “The small class sizes also allowed me to know all of my classmates and collaborate with studies.”

Like Tjiattas-Saleski, Jason Amidon, '05, M.B.A. '07, an information technology specialist for the State of New Jersey, found that this atmosphere nurtured close ties. During the program, Amidon and a few classmates created M.B.A. networking events and an online portal. “The connections for me — for both professional and personal reasons — have been very good,” he said.

His experience also provided a solid foundation, as he absorbed information in the classroom and from classmates already in the business world. “I felt more confident in myself because of the knowledge I gained through the life experiences my fellow classmates had shared with me,” he said.

Tjiattas-Saleski looks forward to the benefits of her M.B.A. “At the end of the day, medicine in the U.S. is a business,” she said. “Having an M.B.A. from Rowan will help me be a better business person, should help me make better decisions and help me have fewer worries about the dollars and cents of medicine so that I can focus more on my patients and healing.”



Dr. Lindsay Tjiattas-Saleski earned her Rowan M.B.A. via a joint program with the University of Medicine and Dentistry of New Jersey School of Osteopathic Medicine.

Communication Skills Pave the Path to Success

With the ink barely dry on his business degree from then-Glassboro State College, David Hicks landed his first job with Prudential-Bache Securities in 1986. Twenty-three years later, he's a first vice president of the company, now Prudential Bache Commodities LLC, looking out on the Statue of Liberty from his Manhattan office.

As a margin manager, Hicks protects the firm's assets from rogue traders and collects margin calls from customers under margin. Although his industry has evolved and changed significantly throughout the years, he attributed his success to work and two enduring principles: “Being polite to people communicating,” he said. “There are so many people out today who just walk in and say, ‘I want this, I want this.’ I don't even say good morning.”



David Hicks, '86, encourages today's business students to be positive and assertive.

Hicks attributes his success to hard work and two enduring principles: **being polite and communicating**

His educational foundation also shaped his career in a number of ways. “My accounting experience was very helpful because I deal with a lot of reconciliations,” said Hicks, who earned his bachelor's degree in business administration with specializations in accounting and finance. “The knowledge I gained in finance was very helpful in ... that I knew how to do present value and I knew how to do interest calculations, both in U.S. dollars and in foreign currencies. You would be amazed — a lot of people out of college these days can't do that.”

In managing staff, the philosophy of management professor Dr. Razelle Frankl continues to influence him. “She taught us that with management, communication is very important,” he said.

Based on this advice as well as his experience in the industry, he passes on similar advice to today's business students: “Be patient. Have a positive outlook. Be assertive but not aggressive,” he said.



SocialReach, an online media company that focuses on social networking sites, recently graduated from the Rohrer College of Business Incubator at the South Jersey Technology Park. **Stephen Gill**, '08 (center), founder and CEO, holds the certificate of graduation from the Incubator while surrounded by staff.



Daughter Continues Father's Legacy

Two decades after his death, William G. Rohrer still is a presence for daughter Linda Rohrer, who sees his eyes contemplating her from a photo on her desk. His presence particularly guides her with the William G. Rohrer Charitable Foundation, for which she is a trustee, but also in personal issues. "Whether it's health issues, business issues, children's issues, he was just so much of an influence on me," Rohrer said.

"My father was a very, very strong believer in furthering your education," Rohrer said. "He instilled that in me at a very, very early age." That attitude led her to become a high school teacher and later earn a real estate license and eventually begin Rohrer & Sayers Real Estate in Haddon Township.

Rohrer serves on select boards, including some at Rowan University, but channels much of her energy into her business and continuing her father's legacy. "He was very much an entrepreneur," she said. "He owned real estate, he was in the banking business, he gave loans to people, he had a car agency, he had a really diversified business career, he was a philanthropist," she said. All of his efforts, she said, were focused on helping people.

In keeping with Mr. Rohrer's commitment to education and the South Jersey area, the foundation has provided generous gifts to the College, most recently the 2005 \$10-million pledge to establish the William G. Rohrer Fund for Excellence in Business.

Rohrer enjoys her roles as a trustee of the University and Advisory Board member of the College and hopes to see even more opportunities for women in the future. "I'd like to see more women in business and, with that, offering them more courses and things that will entice them," she said.



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