

The Rohrer Review

A Publication of the William G. Rohrer College of Business

Rowan University Holds Investiture for Dr. Gulser Meric *Finance professor is first John B. Campbell Professorial Chair*

With her husband, friends and colleagues looking on, Dr. Gulser Meric formally assumed the position as the first John B. Campbell Professorial Chair in the Rohrer College of Business on Oct. 14.

Her investiture was held before an audience of about 150, including Ann “Buffy” Campbell, who funded the position in honor of her late husband when she contributed \$1 million for an endowment in 2000.

The professor of finance is the first to hold this prestigious position, which recognizes outstanding research, teaching and service. Meric will serve until August 2011.

“The Rohrer College of Business takes great pride in its dedicated and successful faculty — many of whom deserve this award. I consider myself fortunate to be the first recipient of the John B. Campbell Professorial Chair. It is truly an honor for me,” Meric said.

Meric’s role calls for her to 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.

Mrs. Campbell, who attended the investiture with her family, applauded Meric and the University. “Education,” she said, “has always been very important to our family. We recognize Rowan provides first-class programs for undergraduate and graduate students. It’s exciting to be a part of building the business college through funding this chair.”

She spoke also about her husband, who attended Dartmouth College and the Marines’ Officers Candidate School and took part in the invasion of Iwo Jima. After World War II, he began working at Salem County-based flooring manufacturer Mannington Mills Inc., founded by his grandfather. Mr. Campbell became a leader in the flooring field, building the international reputation of Mannington Mills, for which he served as president and chairman of the board. Legendary for his work ethic, generosity and contributions to the well-respected flooring giant and the business field at large, Mr. Campbell was active in the community and a respected philanthropist. He died at age 75 in 1998.

The Campbells have other ties to Rowan. Mr. and Mrs. Campbell’s son, Keith, was a member of the University’s Board of Trustees from 1993 to 2005, serving as chair from 2000 to 2002. In 2000, Keith and his wife, Shirley, donated \$1.5 million to the Rowan University Foundation primarily to create an endowment for the library, which was later named for them.



Dean Niranjan Pati, Ann “Buffy” Campbell, Dr. Ali Houshmand and President Donald Farish (right of podium, left to right) listen as Dr. Gulser Meric (at podium) speaks at the investiture ceremony.

Entrepreneurs Forum Holds Series on Social Networking

The Entrepreneurs Forum of Southern New Jersey (EFSNJ), a partner of the Rohrer College of Business, is offering a series of programs aimed at updating regional entrepreneurs and business people on social networking to market their businesses.

“Social networking is becoming more and more critical for small-business owners and other professionals to market their products and services,” said Sarah Piddington, interim director of the South Jersey Technology Park at Rowan University. “The Entrepreneurs Forum is able to bring together some outstanding local experts to help members of the regional business community get a better grasp of the topics.”

Information on upcoming sessions, which are co-sponsored by the Center for Innovation and Entrepreneurship, is available at <http://efsnj.org/events>. For additional information about the EFSNJ, visit www.efsnj.org.

Students Garner National Awards

Rohrer College of Business students continue to capture national attention. During the 2009-10 academic year, students won awards from the Financial Management Association (FMA) International and the American Marketing Association (AMA), as well as other honors.

The student FMA International chapter attained the Superior FMA Chapter designation, a distinction achieved by only approximately 5 percent of more than 200 student chapters.

Triumphs such as these are important for the student-run organization.

“This award is established by FMA International to recognize outstanding FMA student chapters across the world,” said Dr. Jia Wang, assistant professor of finance and advisor of the FMA International student chapter. “To receive this award we had to host guest speakers, organize field trips, maintain club websites, prepare newsletters, prepare resume books and fulfill other requirements. Our FMA officers worked very hard last year and are very excited at receiving the award. Their FMA experience also helped them in the job market. They have landed jobs with firms such as JPMorgan Chase & Co., Prudential Financial Inc., NBC Universal Inc., among others. I’m very proud of them.”

In addition, three finance majors and chapter officers received the FMA Collegiate Fellow designation for their outstanding service: Victoria Gunnerson, '10, of Hunterdon; Alyshia Monticollo, '10, of Howell; and Dana Zienker, '10, of Pittsgrove.

The student chapter of the AMA also brought home awards, garnering honors for outstanding chapter plan and outstanding communications and taking fourth place in the website competition at the AMA Annual International Collegiate Conference in New Orleans in April. The competitions usually draw representatives of more than 200 colleges and universities.

Triumphs such as these are important for the student-run organization. “It’s an amazing ego boost for them,” said Dr. Berrin Guner, professor of marketing and advisor of the AMA student chapter on campus. “They run the whole organization from start to finish, so they have to be involved with professional development, publicity, communications, leadership, community service, fundraising, time management, stress management and the budget. They then prepare a chapter plan and a chapter report to present to the AMA. When they receive awards, they receive recognition for their efforts. And it’s an incredible career boost for them as well when they interview for positions.”

Students Offer Innovative Marketing Approaches

The average college student may not spend much time contemplating the day-to-day challenges of biological laboratory employees. Doing just that, however, may help Rohrer College of Business students as they develop marketing plans for two innovative products of Wheaton Industries Inc., headquartered in Millville.

One undergraduate team is developing fresh marketing angles for Wheaton’s CRIMPenstein™ Electric Crimper/Decapper, which is used in laboratories that crimp or decap aluminum seals for serum bottles and vials used in scientific research and development. Meanwhile, a second team is creating a plan for Wheaton’s CryoELITE™ Cryogenic Vials used in biobanks to store biologic specimens.



Students **Phil DaSilva**, **Jessica Fenz**, **Jason Elhoms**, and **Alex Tomaine** (left to right) discuss their project with **Don Carter** (second from left), Wheaton Industries product manager.

“We develop marketing plans at Wheaton; however, we want to have a different spin on our strategies,” said Joyce Preston-Scott, director of marketing for Wheaton Industries. “People working in the research community these days are young, brilliant scientists who search for solutions in less traditional ways, so we would like to have a different approach to our marketing plans.”

Dr. Berrin Guner, professor of marketing, is confident students can provide the insight the company seeks. “Students are really familiar with new technology and new communication skills, like blogs, social media platforms and even web design,” she said.

In addition, a team of graduate students will provide leadership training at Wheaton Industries, where Preston-Scott is creating a new marketing team. “Becoming an effective 360° leader requires principles and skills to work cross-functionally throughout the Wheaton organization. Since the marketing team works with many different departments within the company, it is essential for the team to have strong leadership skills,” she said.

While developing novel approaches to meet Wheaton Industries’ marketing needs, students are honing their expertise, which will give them a competitive edge in their job search after graduation. Project-based learning develops students’ communication skills tremendously, as well as their marketing skills, Guner said. “You have to be able to communicate your ideas to your clients as well as listen to and understand their needs before crafting any marketing plans,” she explained.

Local Businessman Lights Path to Success

Almost five decades ago, Robert Danzeisen was a civil engineer, watching the hour hand slowly sweep the clock at work — his first inkling that it was time for a career change.

Mulling over professional possibilities, he attended a trade show for the skiing business. The next month he signed the lease for a 1,000-square-foot store in Haddon Heights to open a ski and sport shop. “I knew nothing about this. Had no idea,” said Danzeisen, a Rohrer College of Business Advisory Board member.

The business gathered speed, and he eventually opened new locations. As highways extended, malls opened and shopping patterns changed, he and his two partners opened stores to adjust to the shifting market. In 1986 they consolidated four stores into a central location in Cherry Hill, Danzeisen & Quigley Sports Specialists, selling ski, swimming and bicycle equipment. For 10 years the business has been voted a Gold Medal Shop by *Ski Magazine* readers, and it was named Eastern Retailer of the Year twice and Number One in America in 2005 by Ski Industries of America. This fall, the Pennsylvania Ski & Winter Sports Hall of Fame inducted him as a member.

It’s an interesting marketing story, he said, one he has recounted to marketing classes at Rowan University as a guest speaker. A founding member of the school’s former Management Institute in 1974, the Medford resident also gained from students while sharing his experiences. “Every time I went into the class I learned something from the students because they asked business questions I wasn’t thinking of,” he said.

Danzeisen applauds the growth of the Rohrer College of Business and relishes his role on the Advisory Board. “It’s great for us to hear about what administrators are planning as the school grows,” he said. “At the same time it’s good that they’re open to input from the business community on what it’s looking for.”

Along with his partners, **Robert Danzeisen** built Danzeisen & Quigley, a leading specialty sports retailer in the Delaware Valley.



Alum Retains Strong Bonds to Rowan

Joseph Bottazzi, '80, urges business students to develop strong connections.



Thirty years have passed since Joseph Bottazzi, '80, served as president of the Student Government Association on campus, but his connections to his alma mater have endured.

A member of the Rowan University Foundation Board, Bottazzi continues to give back to the University where the seeds of his thriving career took root. And in May 2010, life came full circle when his daughter, Lauren, accepted her public relations degree on campus from the College of Communication, as his wife, the former Anne-Marie Zitelli, '80, had done 30 years ago.

A marketing major, Bottazzi joined Hewlett-Packard Co. (HP) as a business-to-business sales representative immediately after graduation. He ascended to first-line sales manager for hardware, then sales leadership for large global accounts. He continued his corporate climb, transitioning to the service sector. A resident of River Edge, Bottazzi is currently senior vice president and general manager of HP Americas Technology Services.

He praised the solid business foundation he built at Rowan University in marketing, finance, operations and management. In addition, he credited his professors, who shared their real-life business experiences in the classroom, and the late dean Leo Beebe. “He turned out to be a great mentor to me,” Bottazzi said. “He reached out, took an interest and helped guide me as to what I should do even when I was leaving the school.”

Years of concrete experience in the Student Government Association reinforced his classroom education. “That afforded me the opportunity to lead a large organization with a budget that had an impact on all of the different aspects of the school,” he said.

Bottazzi advised today’s business students to strengthen their own connections through school activities with classmates who could one day become business colleagues. “Take advantage of everything that’s there, so you can have not only great life experiences, but (career-) building experiences,” he said.



Message From the Dean

I hope this newsletter finds you all well and that you are enjoying a pleasant autumn. As usual, *The Rohrer Review* brings you the news that keeps you “in the know” about what is happening here.

It was a proud moment for all of us in the Rohrer College of Business when we held the investiture for the John B. Campbell Professorial Chair on Oct. 14. The passion of our benefactor, Ann Campbell, is evident in this newsletter’s cover story.

You also will find the stories of a faculty leader who has inspired students for almost three decades, a member of our

Business Advisory Board who continues to serve us exceptionally well and an alumnus who has established himself in the higher echelon of a world-renowned technology company but frequently returns to the campus to share his knowledge. In addition, you will read the story of three siblings in a family who chose the Rohrer College of Business at Rowan University, which speaks volumes about our commitment to excellence.

Our student clubs have done an exceptional job in enhancing our visibility by winning national awards in a competitive field of business schools worldwide. Kudos to the Financial Management Association and the American Marketing Association for their success stories.

Project-based learning (PBL) is emerging as a key differentiator for us in the geographic areas we serve. Our outreach activities dovetail with our PBL initiatives to create a world-class learning environment for our students and, simultaneously, fuel the economic vitality of the communities we serve.

Many of you have fond memories of the late Leo C. Beebe, who served as the dean of our college for eight years beginning in 1977. He touched many lives, and his

guidance and connection launched many careers. You will learn more about him and the efforts that have been made to immortalize his contributions.

I invite you to enjoy the many important and interesting stories in *The Rohrer Review* and learn how the College is on an ascending trajectory. It would not be possible without your continued involvement as our alumni, friends and corporate supporters. Whether you are guest lecturing, recruiting our students, creating internship opportunities for them, setting up corporate partnerships and scholarships to fulfill our aspirations and dreams, or writing a check to advance many initiatives, I thank you for your support. I would encourage you to tell us how we can better serve you and our communities.

Cordially,

Niranjani Pati, Ph.D.
Dean and Professor

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Visit giving.rufoundation.org to contribute online and designate your gift to the Rohrer College of Business.

Update your contact information at www.rowan.edu/colleges/business/contact and receive a chance to win a \$100 gift card. We congratulate the spring 2010 gift card winner, Mr. Joe Gelay.

Magic Number Is “Three” for the Lindinger Family

All children enroll in the Rohrer College of Business

Apparently the children of John and Lisa Lindinger of Millville know a good thing when they see it: All three of them are now enrolled in the Rohrer College of Business.

Eldest son John, 22, led the way. He’s now a senior accounting and finance major. Second son Paul, 20, followed. He is a junior human resources management major. Youngest sibling Kim, 18, joined her brothers this fall and is a freshman human resources management major.

All had high praise for the College and for Rowan, though they came for somewhat different reasons.

“I chose Rowan University because it was the only school I had any interest in,” said John, who like his siblings graduated from Archbishop Ryan High School in their native Northeast Philadelphia. “I had visited many universities in the Philadelphia and New Jersey area but did not see myself going to any of them. I loved my visit to Rowan, and it turned out to be the only university that I applied to.”

John, who earned a full scholarship to Rowan, is or has been a student worker in the dean’s office, vice president of the Financial Management Association (FMA), FMA’s representative to the



Three siblings — **John, Kim and Paul Lindinger** (left to right) — each chose the Rohrer College of Business.

Bureau of Business Associations, student representative to the Accounting Advisory Board and an organizational senator for Rowan’s Student Government Association.

Paul applied to Rowan and one other school but found it natural to attend the same University as his brother. “John and I have always been very, very close. We were kind of best friends, growing up,” said Paul, who has been on the Rowan swim team.

Kim wanted to do her own thing. “But I found myself comparing Rowan to other schools. I felt some comfort there,” she said.

John was actually the one who opened her acceptance letter to Rowan while Kim was visiting her grandparents. “John called and said, ‘You got into Rowan. I’m sorry I opened it,’” Kim recalled. “It was kind of nice to hear how excited he was. He was proud that he’d be there with me, not only me, but me and Paul.”

The Lindinger parents are as pleased with the choices as the children.

“On our first visit to Rowan University, we were impressed ... though not sure how many of our kids would attend. We at least knew that the university had high educational (standards) that would make it an excellent choice for any of our kids,” said mom Lisa, a nurse.

Added their father, a manager for the IRS in Philadelphia, “The business school offered many learning opportunities with small class sizes, which was a key factor for us. ... We were especially pleased when our third child decided on Rowan. The business school has given her older brothers many opportunities to grow, so we are excited to send our last child to Rowan.”

College Memorializes Documents of Late Dean

The Rohrer College of Business has documented the collection of more than 2,400 historic photos and papers of its first dean, the late Leo C. Beebe, in a recently published book, *Leo C. Beebe: Final Lecture & Papers*.

Readers of this book can view the detailed descriptions of these documents and journey through Beebe’s notable career. Beebe joined the business program at then-Glassboro State College in 1972 after a distinguished career at Ford Motor Co., serving as dean from 1977 to 1985. During his time at Ford, Beebe was on loan to the U.S. government three times, serving under Presidents Dwight D. Eisenhower and Lyndon Johnson. In the classroom and as dean he established the business program as a credible force in the business community, including founding the Management Institute. After his retirement as

dean, he became the chief executive officer of K-Tron International Inc., which was based in Pitman.

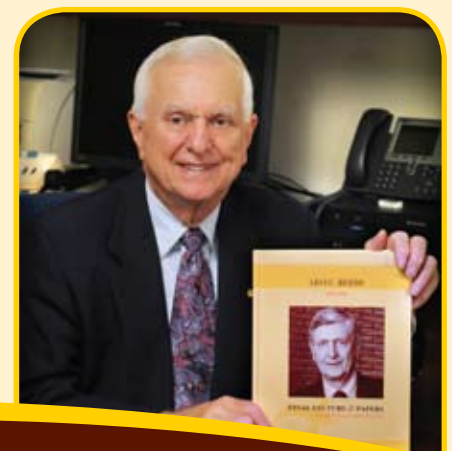
Beebe’s family donated the collection to the Campbell Library after his death. The library staff indexed and prepared descriptions of the material in the collection, using funds donated by alumni, faculty, business associates and friends. Dr. Robert Lynch, professor emeritus of the Rohrer College of Business, compiled the indexed descriptions of the material and prepared the book, including a lecture Beebe gave to Lynch’s M.B.A. class. This lecture was the last of many lectures Beebe gave during his career.

“I hope that the wide distribution of the book will provide highlights of Beebe’s illustrious career in business, government and education, showing his many contributions to our society,” Lynch said.

Copies may be ordered by contacting

Sarah Piddington, interim director of the South Jersey Technology Park, at piddington@rowan.edu, or Margaret Soden, secretary of the Rohrer College of Business, at soden@rowan.edu. A link to an order form also is available at www.rowan.edu/colleges/business under “Announcements.”

Dr. Robert Lynch displays the cover of *Leo C. Beebe: Final Lecture & Papers*.





KICKING OFF THE SCHOOL YEAR . . .

Anthony Mongeluzo, founder and president of Medford-based Pro Computer Service and a 2002 graduate of the Rohrer College of Business, was the Rowan University Convocation speaker in September. Mongeluzo, a business administration major who is recognized in South Jersey and beyond for his technology expertise, spoke in the Esby Gymnasium about, among other topics, networking, forming lifelong relationships with professors, having fun, developing good habits and setting goals.



Professor Brings Numbers to Life

The field of accounting often brings to mind endless spreadsheets filled with static numbers. However, Dr. Carol Welsh, C.P.A., chairperson of Accounting and Finance, brings life to those figures that extends beyond a printed balance sheet.

In studying business disciplines, students need to understand how their expertise interrelates to the greater community, said Welsh, a former accounting and finance manager for a large multinational pharmaceutical company. She joined the University staff in 1983 after a graduate school professor inspired her to pursue a career in education.

Welsh helps students develop their skills and gain a broader perspective with hands-on projects. “I like to engage the students and actively involve them, whether in problem solving for a fictional company or applying current events or current situations to the theoretical information that is being taught,” she said.

Service is a vital component, she explained, whether she is serving on committees at the University level or bringing project-based learning into the classroom. For example, in the past students have performed a number of projects with the United Way. “Very often in studying a discipline we don’t see how it’s actually applied in real life,” she said.

With this approach to education, students can learn to create outcomes that are much more far-reaching. “What I want students to experience is, it’s not that we love numbers, we potentially can love what numbers represent,” she said. “It’s how you manage how you’re doing to produce more opportunities. It’s bringing life to the subject matter — whether it’s through project-based learning, discussing college events or taking students to an operation to see how it runs.”



Dr. Carol Welsh, C.P.A., brings life to the subject of accounting for her students.

The Rohrer Review Volume 6, Issue 1, Fall 2010

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The Rohrer Review is published twice a year by the Rohrer College of Business to highlight the achievements of its faculty, staff, students and alumni. We welcome comments and suggestions. Send correspondence to:

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