Rohrer College of Business
2010–2011 Annual Report
Greetings! This annual report summarizes some of our important activities during the past academic year. Through these pages, we share with you our accomplishments with the hope that you will share our pride.

Students remain at the heart of what we do here at the William G. Rohrer College of Business. Our faculty members take their responsibility to educate our students seriously, providing them with an exceptional foundation for the work world and the skills to be contributors to our society.

While our commitment is first and foremost to teaching tomorrow's business and community leaders, as a College in a highly respected regional University, our commitment also extends well beyond our own doors. The Rohrer College of Business has excellent relationships with the residents, businesses, communities and nonprofit organizations in New Jersey and beyond.

Through our project-based learning initiative — a hallmark of the Rohrer College of Business — we help entrepreneurs, charities, government offices, small businesses and major firms build their organizations. Many of those organizations in turn impact the region, whether it’s a nonprofit fostering an anti-bullying campaign or a Fortune 500 firm evaluating its own operation. Those relationships also take us full circle: our students who work with professors on projects for those organizations build their own skills in real-world situations, opportunities that are crucial for their current educational life and future professional life.

We continue to see marked growth, exceptional outcomes and many awards in our programs and/or for our students and faculty, some of which we outline in this annual report. We expect that growth — and accompanying acknowledgements — to continue.

As we reflect on the 2010-11 academic year, we also look forward with excitement to the next year, which will mark 40 years of our existence — 40 years in which we have produced close to 10,000 graduates who are leading organizations nationally and internationally. In this celebration year, I request you help us by offering internships, hiring our graduates, volunteering as a mentor or making a gift to build a legacy of excellence by visiting https://giving.rufoundation.org/ and designating your gift to the College.

Cordially,

Niranjan Pati, Ph.D.
Dean and Professor of Management & Entrepreneurship
The Rohrer College of Business infuses hands-on experiential learning—a signature feature of the College—into its first-class education, preparing tomorrow’s business leaders for the challenges of a rapidly changing global business environment.

Students build business skills through a wide selection of real-world experiences, including internships, projects and other opportunities. During the 2010-11 academic year, 355 students managed a total of 41 projects for more than 30 for-profit and nonprofit organizations in the South Jersey region and beyond.

For these projects, students:

• Developed a marketing plan for CASA Development LLC in Pitman that focused on identifying the company’s target market and developing brand recognition.

• Generated a plan to help Bright Star Health in Horsham, Pa., further expand its franchising program.

• Created a marketing plan for Andreotti’s Viennese Café in Cherry Hill to boost the restaurant’s competitive advantage among national chain restaurants in the area.

• Prepared marketing plans to help Millville-based Wheaton Industries Inc. market Crimpenstein, its new electric crimper/decapper, and increase awareness of its biobanking products.

• Developed a billing services database and application for BRADM Technologies, located in the Rohrer College of Business Incubator in Mantua Township, that can be licensed to medical billing companies.

• Analyzed employee benefits and training programs and presented a competitive benefits analysis to Pennsylvania Real Estate Investment Trust, a real estate investment company located in Philadelphia.

• Created a plan for The Stech Group, a warehousing company located in Philadelphia, to boost brand awareness in the mid-Atlantic area as a target market for warehousing services.

• Prepared a marketing plan for CAH-32 Enterprises LLC in Mullica Hill to further develop a new motivational speaking component of the business.

• Created a dynamic website for Pitman-based Mobile Massage LLC. Students also designed a business plan for Pulse Fitness, a new spin-out, exercise-related company in Pitman developed by the creator of Mobile Massage.

• Designed and developed a shared-services application database and an overall project management plan and system for Camden County’s AskGovFirst initiative.

• Created a social media plan to promote Detours, a Philadelphia-based touring company.

• Generated a strategic plan for AuctionSpree in Salem to use social media and other online resources to generate awareness of the new business.

• Developed a business plan for PoleJam, a snowboard practice device developed by Kyle Cucuzza,’08, a marketing graduate from Paulsboro.

• Created a proposal for growth for Candle Creations in Weston, W.Va., through the addition of online retailing and kiosk centers.

“I have watched Rohrer College of Business grow and adapt to the changing global environment. I truly believe it will give Rowan students a competitive advantage in the job market. I am a big believer in the path and direction it’s on.”

– Joseph Bottazzi, ’80, executive vice president—business development, Edelman Financial Services
The Rohrer College of Business continued to meet key goals during the 2010–11 academic year. Among other accomplishments, the College:

- Received approval from the AACSB International for the accreditation maintenance application, which will enable the College to host a peer-review team in spring 2013.
- Augmented the College’s University Alliance Program with SAP, the market leader in enterprise application software. Four faculty members completed training and one achieved certification in the ERPsim program, an approach to teaching enterprise resource planning concepts.
- Established the Rohrer Student-Managed Investment Fund to enhance experiential learning with $100,000 allocated from money provided by the William G. Rohrer Charitable Foundation for the College of Business.
- Secured approval to establish an on-campus investment trading room in fall 2011 to support active learning, which was funded by alumni Andy Schwartz, ’84, and Scott Schwartz, ’84, their colleagues and their firm, Northwestern Mutual Financial Network.
- Reintroduced and implemented the ETS® Major Field Test for the bachelor’s degree in business and M.B.A. programs, respectively.
- Launched the College’s tagline “Experience Personal Learning. Experience Your Future,” underscoring students’ exceptional business training through individual attention, real-world experience and enriching opportunities.
- Engaged the Supply Chain Advisory Council and the Academic Initiative Group of the Business Advisory Board to develop an interdisciplinary supply chain specialization.
- Held open houses for the M.B.A. program at Cooper University Hospital, building on its connection with Rowan University.
- Earned acceptance into the Philadelphia Area M.B.A./Graduate Business Consortium, which provides networking and professional development opportunities for Rohrer M.B.A. students.
- Created a proposal for entrepreneurship students to operate a student staffing agency and student-managed businesses, including retail and franchising.
- Held the investiture ceremony for Dr. Gulser Meric, professor of finance, as the first person to hold the prestigious John B. Campbell Professorial Chair.
- Organized two colloquia and hosted two distinguished researchers — Dr. Tan Miller, a supply chain management researcher, and Dr. David Reeb, a financial management researcher — under the auspices of the John B. Campbell Professorial Chair.

“I would first like to tell you how impressed I was with your students .... I received an excellent education from Rowan, and I had expected that you ... would send me the best. I wanted to let you know that I was so impressed that I am 99 percent sure that I will be hiring two of them, not one.”

– Roxanne B. Tosto, C.P.A., C.M.F.O., ’81, chief financial officer/comptroller, City of Vineland
Bullies have always known how to reach their mark—whether on the playground, in school hallways or, now, using cell phones and social networking. Their methods may change, but one constant remains: the deep, enduring scars.

The impact of this problem is not lost on Gail Murphy. A veteran attorney who has witnessed her son’s struggles with bullies, Murphy launched Clique In, a 501 (c)(3) nonprofit corporation based in Mt. Laurel that will partner with school systems to provide anti-bullying programs.

“We want to give students and teachers incentives for acting positively, exhibiting qualities and behaviors that are known to prevent bullying, such as empathy, compassion and inclusion,” she said.

**Marketing Insights** Murphy turned to students in the Rohrer College of Business to develop a marketing plan for the program.

“They helped us to focus on different target audiences and organized Clique In’s message so that we can most effectively reach the public,” she said.

Each team member brought a unique perspective to the project. “Their input helped us understand different strategies for approaching school administrators about implementing our program,” she said.

**Student Consultants** Clique In is just one of many organizations Rohrer College of Business students help through a variety of hands-on projects. “Small business owners often lack the time and money to explore ways to make their businesses better,” said Dr. Steven Phelan, William G. Rohrer Professorial Chair and executive director of the Center for Innovation & Entrepreneurship. “Our students ... are given the time and training to examine the business in a professional manner and are often able to add real value to the client.”

Such projects also prepare students to hit the ground running after graduation. “It is one thing to understand a textbook theory and quite another to successfully apply it,” Phelan said. “Employers are increasingly looking for graduates who can demonstrate application as well as understanding. Our program enables our students to apply business concepts to projects in the field.”
Contestants in the Elevator Pitch Contests, which are held at Rowan University twice a year, present their business concepts to a panel of judges.

The College also:

- Was featured in the Philadelphia Inquirer in an article that focused on the Rohrer College of Business Incubator.
- Organized six Entrepreneurs Forum of Southern New Jersey events through the Center for Innovation & Entrepreneurship (CIE), with 277 people attending. The events included the inaugural Young Entrepreneur of the Delaware Valley award ceremony, presented in collaboration with Pro Computer Service in Medford.
- Received more than 60 submissions from students for the annual Business Plan Competition, with five finalists presenting their plans to a panel of distinguished judges, competing for approximately $10,000 in cash prizes. Vladimir De Delva, a Rowan senior from Pétion-Ville, Haiti, received first place in the competition for his company, Haiti Biofuels.
- Sponsored Elevator Pitch Contests during the fall 2010 and spring 2011 semesters. Joseph Rivera, ’13, a sophomore exploratory studies major from Haddon Heights, took first place during the fall contest, and Ryan Ritchie, ’13, an exploratory studies major from West Deptford, captured first place in the spring contest.
- Launched the Venture-Preneurs in Residence program, which brings outstanding entrepreneurs to campus. While at Rowan University, they lend their expertise to students during a week of residency by lecturing in selected courses, presenting in student forums, leading faculty discussions, and mentoring and advising students on topics related to creating new businesses. Speakers were Dr. Michael Edmondson, president and co-founder of MEAPA LLC in Cherry Hill; Michael Lucca, business development executive of The Incubation Factory in St. Louis; and Dr. Richard Woodward, chief executive officer and co-founder of Vascular Magnetics Inc. in Philadelphia.
- Presented speaker Herb Mitschele of Creative Designs International Ltd. in Trevose, Pa., as part of the Rohrer Entrepreneurial Lecture Series.
- Enhanced the use of social media and YouTube to disseminate information and advertise the College and continued to brand the College of Business and M.B.A. program through various media.
- Launched mentoring roundtables with Washington Township-based Incutate and held a four-day Technology Certificate Program through the CIE. These programs are available to Rohrer College of Business Incubator companies as well as other startup technology companies.
- Presented the third Annual Principles for Responsible Management Education Conference, which drew approximately 200 attendees, including leaders of organizations such as Honeywell Building Solutions, SAP, ProcessMAP Corp. and the United Nations, as well as faculty and students from 14 universities in the United States and Canada.
- Participated in the Volunteer Income Tax Assistance program, with 59 certified volunteers contributing 860 hours to prepare 371 federal and state income tax returns with refunds totaling $323,339.
- Co-sponsored the 16th annual Philadelphia Business Journal’s South Jersey Fastest-Growing Companies program, with three companies owned by Rowan University alumni appearing on the list.
- Held the seventh annual South Jersey Working Together conference, recording the best attendance ever, with 230 tax professionals participating in the conference.

“[Mentoring services by Incutate are] really helping me figure out what our long-term plan is for our business and the steps we need to take to get there.”

— Jeff Bothyl, president and chief executive officer of Provonix, located in the Rohrer College of Business Incubator

ROHRER COLLEGE OF BUSINESS 2010–2011 HIGHLIGHTS
Regardless of the stock market’s performance this spring, Rohrer College of Business students reaped big dividends through a new investment course. Choosing and monitoring investments for a student-managed portfolio, using $100,000 allocated from the William G. Rohrer Charitable Foundation funds for the College, they gained real-life experience and investment knowledge.

**Hands-On Investing**

Students will profit even more from this program in the near future, thanks to Andy, ’84, and Scott Schwartz, ’84, business administration alumni, and their partners and principals. The twin brothers teamed with their colleagues and the Northwestern Mutual Foundation, based in Milwaukee, which matched the individuals’ gifts, to donate funds for a new financial trading room. The twin brothers are partners at Bleakley, Schwartz, Cooney & Finney LLC, a financial management firm based in Fairfield.

The room, which opened this fall, features LCD displays feeding Reuters financial updates and stock prices, a stock market ticker and computers providing access to financial databases and software. “The software allows students to do fundamental and technical analysis and gives them access to financial news and data,” said Dr. Jia Wang, assistant professor of finance, who taught the investment course.

“The room will make the investment decisions a contact sport for our students,” said Dr. Niranjan Pati, dean of the College.

“Anytime you can give students a more real-world, practical view of how things work, the better,” said Scott Schwartz, who lives in Morristown. “They’ll be able to familiarize themselves with the way stocks are traded, the way information is communicated with regards to the market.”

**Looking Ahead**

This is only one component of the Schwartzes’ plans to have a larger impact on the College. “My brother and I have agreed to speak [on campus] during the course of the year, and we’ll bring some interns into our firm,” said Andy Schwartz, a North Caldwell resident. Ultimately, they hope to enhance students’ education through their involvement and enhance the future of their firm by hiring Rowan grads. “We’d like to have a real working relationship with the college,” Andy Schwartz said. “That’s our goal.”

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Investing in the Future

Dr. Jia Wang (standing) helps Adam Lefkowitz, Kristen Nobile and Anthony Cinelli (left to right) research investments in the trading room. Alumni Andy and Scott Schwartz funded the room in conjunction with colleagues Jack D. Cooney Jr. and Reed Finney of Bleakley, Schwartz, Cooney & Finney LLC, Fairfield; Eric Olson, The Olson Financial Group, Summit; Kevin Hassan, The Hassan Group, Philadelphia; Andrew Braun, The Mid Atlantic Financial Group, Mt. Laurel; and the Northwestern Mutual Foundation, Milwaukee, which matched the individuals’ gifts.
Faculty & Staff Accomplishments

- The College’s faculty and staff authored or co-authored 106 intellectual contributions, including 19 peer-reviewed journal articles, 13 peer-reviewed proceedings, 52 peer-reviewed paper presentations and six op-ed pieces.
- A faculty member won the Lindback Distinguished Teaching Award; two faculty members were selected for the Wall of Fame Award in Teaching; and two faculty members and one staff member won the Wall of Fame Award in Advising.
- Six faculty members received awards and were recognized by their professional organizations for their peer-reviewed research articles, presentations and panel service.
- Faculty members published two books and edited two international peer-reviewed journals.
- Faculty members were elected or re-elected to positions within the American Federation of Teachers at Rowan and on the board of the United States Association for Small Business and Entrepreneurship.
- The College’s director of project-based learning was listed in South Jersey Magazine as one of its Top 40 Power Players and also was chosen as Business Advocate of the Year by the South Jersey Chapter of the National Association of Women Business Owners.

Retiring Faculty

The following faculty members retired from the Rohrer College of Business:

Dr. Diane Matteo Hamilton, professor of management and management information systems, began her career at then-Glassboro State College in 1983. She earned her bachelor’s degree from Glassboro State, her M.B.A. from Drexel University and her Ph.D. from Temple University. During her tenure, Hamilton served as associate dean for the College of Business from 1997-98. She was involved in the effort to obtain the initial AACSB accreditation for the College of Business. She also was involved with ABET accreditation for the management information systems program, serving as the faculty chair for ABET accreditation. While at Rowan University, she received the Wall of Fame Award for Excellence in Scholarship, the Leo C. Beebe Leadership Award twice and the Innovation in Teaching Award twice.

Dr. Robert Pritchard joined the faculty in 1971, with the task of developing the proposal for a new administrative studies program. The rapidly growing program subsequently became the business administration program. Pritchard served as both a department chair and professor of finance. He completed his bachelor’s degree in physics and M.B.A. at Drexel University, his master’s degree in applied economics at The Wharton School of the University of Pennsylvania and his doctorate in education administration at the University of Pennsylvania.

Pritchard authored/co-authored nine books in the fields of finance, small business management and marketing and wrote more than 250 trade journal articles. He consulted and provided financial training for many businesses and trade associations throughout the United States. His research interests included real estate, personal financial management, retirement planning and Social Security. He specialized in applied financial research and pedagogical research principally pertaining to the teaching/learning processes in business and finance and outcomes assessment.

New Director of Business Outreach

The University appointed Stephen Kozachyn III from Clayton as director of William G. Rohrer College of Business Outreach.

Kozachyn earned associate’s degrees in computer-aided design and manufacturing and in mechanical engineering from Camden County College, a bachelor’s degree in mechanical engineering from Thomas Edison State College, a master’s in engineering management from the New Jersey Institute of Technology and an M.B.A. from Rowan University.

Students connected with company representatives during career fairs at the University.
In a life-threatening situation, emergency medical services (EMS) teams respond in a heartbeat, putting their specialized skills to work to save lives. However, these highly trained professionals may know less about managing the financial loose ends that dangle after a crisis.

Alumnus Brian Ruiz helps EMS companies tame this tangle and obtain insurance carrier reimbursements through his company Strategic Billing Enterprise (SBE), a specialized accounts receivable firm providing personalized EMS billing services.

Bright Beginning | The 2008 economics graduate launched his startup in the Rohrer College of Business Incubator in the South Jersey Technology Park in Mantua Township shortly after capturing third place in the College’s 2007 Business Plan Competition. Only a few years later, he beads a thriving business and has launched a spin-off software company.

SBE is one of five companies housed in the Incubator, which offers startup businesses the space and resources to grow. This year, the College’s Center for Innovation & Entrepreneurship added a new service for Incubator clients and area businesses, contracting with Washington Township-based Incutate LLC. The company provides mentoring, presentations by guest speakers, roundtable discussions and support from a team of professionals.

Access to Resources | Given the labor-intensive nature of his business, Ruiz is grateful for its Incubator home. “Geographically, it put me right in the center of the talent,” he said. “All of the talent I need is in close proximity, and I can work with different professors.”

Ruiz has tapped into student skills through the Rohrer College of Business project-based learning efforts, which have been valuable to his company and helped students build real-world expertise. “Some very cost-effective work has been completed through this program,” he said. “Real-life business transactions are injected into the classroom so the student experience becomes much more closely related to the work world.”

Furthermore, Ruiz has hired student interns and hopes to hire future graduates. “I’ve met some great students working with the College of Business and the Rowan community,” he noted. “That’s the most important thing that we wanted out of this relationship.”
Some of the major student accomplishments include:

- Two accounting majors, Daniel Errera, ’12, from Hammonton, and Gary Fare, ’12, from Millstone Township, received scholarships worth $4,000 each from the New Jersey Society of Certified Public Accountants (NJSCPA). Also, the College successfully recruited a student who was one of the few high school seniors securing an NJSCPA scholarship.

- Ashley Russo, ’14, an entrepreneurship major from North Wildwood, received the Anthony J. Galvin Scholarship.

- The American Marketing Association (AMA) chapter competed at the 33rd AMA Annual International Collegiate Conference, winning three awards: Outstanding Marketing Week Activities, Outstanding Chapter Planning and Outstanding Membership Activities.

- The student chapter of the Financial Management Association (FMA) International organized eight guest speaker presentations and trips to the New York Stock Exchange and other major financial institutions. Further, in its first attempt, FMA finished sixth out of 19 participating schools in the investment competition sponsored by the Wall Street Survivor (an online investment simulation) and had the highest return for February.

- FMA awarded the Rohrer College of Business the Superior Chapter Award for 2011, the highest award it presents to colleges and universities. Less than 5 percent of the 200 FMA student chapters attain this award.

- Adam Lefkowitz, ’11, a finance major from Glassboro, and Bryan Pitman, ’12, a finance and accounting major from Florence, received the FMA Collegiate Fellow Designation.

- Forty-three students were invited to join Beta Gamma Sigma. This international honor society serves business programs accredited by the AACSB International. Membership is the highest recognition a business student anywhere in the world can receive while in a business program accredited by the AACSB International.

- The College’s Beta Gamma Sigma Chapter won the Exemplary Chapter Award.

- Laura Bennett, ’12, an accounting major from Williamstown, received a Beta Gamma Sigma scholarship, a $500 award matched by the College.

- Five students received $1,000 Working Together scholarships for Volunteer Income Tax Assistance; Hannah Casey, ’12, an accounting major from Williamstown; Daniel DeMaria, ’12, a finance and accounting major from Sicklerville; Matthew Ganz, ’12, a finance and accounting major from Hillsborough; Kathleen Radzakiewicz, ’12, an accounting major from Marlton; and Scott Wong, ’12, an accounting major from Westwood.

- The Management Information Systems Club sponsored a security seminar to prepare students and alumni to take the CompTIA Security+ certification exam.

- The Rowan Society for Human Resource Management (SHRM) student chapter received the Superior Merit Award from SHRM and participated in the Northeast Regional Human Resources Games. Also, the chapter won the Outstanding Activity Award from the Bureau of Business Associations (BOBA) for members’ volunteer work at the Rowan Career Fair.

- Kirill Kornoukh, ’12, a management, human resource management and accounting major from Vineland, received a $500 scholarship from the Tri-State Human Resource Management Association.

- Five students from China earned M.B.A. degrees from the Rohrer College of Business. Three were from SIAS University and one was from Zhengzhou University; one of these students also completed an undergraduate degree at Rowan University.

- The New Jersey Collegiate Business Administration Association inducted the following students into its statewide honor society: Philip Collins, ’11, a management information systems major from Clayton; Joseph Capodicasa, ’11, an accounting and finance major from Staten Island, N.Y.; John Francis Lindinger, ’11, an accounting and finance major from Millville; and Ishaan Anand, ’11, an accounting and finance major from Flemington.

- More than 137 students gained real-world professional experience from internships.

- Nineteen students were linked to 13 mentors in the Finance Mentorship Program, and 48 students were linked to 44 mentors in the Accounting Mentorship Program.

- Seventy students participated in these conferences:
  - Beta Gamma Sigma Student Leadership Forum, St. Louis
  - SHRM Northeast Regional Student Conference, Rochester, N.Y.
  - Society for the Advancement of Management International Business Conference, Orlando, Fla.
  - American Marketing Association International Collegiate Conference, New Orleans
  - Financial Management Association International Conference, New York City
  - Redefining Investment Strategy Education XI Conference, Dayton, Ohio

- Nine students were selected from among 140 applicants to participate in the Elevator Pitch Competition organized by the Collegiate Entrepreneurs’ Organization in Chicago, and 13 FMA students were selected to participate in the Road to Wall Street Conference in Philadelphia.

- The Software Application Development class was recognized by Camden County for its work on the county’s AskGovFirst initiative.

- Two alumni received the Distinguished Alumni Award at the Rowan University commencement ceremony.

- Approximately 150 students, alumni, faculty and guests attended the annual M.B.A. Alumni Networking Event. Dr. Ninfa Saunders, president and chief operating officer of Virtua, addressed attendees.

- Approximately 125 students and their parents attended the BOBA banquet, during which student scholarships were awarded and outstanding faculty were recognized.
Major milestones have flashed by quickly for alumna Yara McCarty since she earned her bachelor’s degree in finance from the College in 2006. Shortly after graduation, the Beta Gamma Sigma member landed a commercial banking position with Commerce Bank (now TD Bank) in Cherry Hill, where she had been a commercial credit analyst intern. Next, she joined Republic First Bank (now Republic Bank) in Philadelphia as a credit analyst, and she later became a credit officer and entered the Rohrer M.B.A. program. Meanwhile, the Williamstown resident and her husband welcomed a baby daughter in 2009.

Fortunately, as McCarty adapted to her rapidly changing life, the Rohrer M.B.A. program helped her keep pace, enabling her to shift from the traditional classroom to online courses.

“The good thing is that I could work on my courses whenever I needed to,” said McCarty, who graduated in May 2011, achieving Beta Gamma Sigma recognition during her graduate studies.

Rapid Growth | Like McCarty, more and more students are discovering the advantages of the Rohrer M.B.A. program. Last fall it topped the Philadelphia Business Journal’s list for enrollment growth among M.B.A. programs in the region. From 2008-09 to 2009-10, the program boasted 81-percent growth.

“In this time period, the program has nearly doubled in size,” said James Jordan, M.B.A. program director. “Several factors are driving this growth, including the quality of the program, the ability to complete the entire program online, as well as graduate certificate options.” In addition, students enjoy being able to take courses in Cherry Hill and at the South Jersey Technology Park.

Path to Success | McCarty explained that the program prepared her well. She was hired as a senior commercial credit analyst and assistant vice president at TD Bank in Turnersville right before graduation from the M.B.A. program.

Ultimately, she believes she probably will remain in commercial banking, but she also is mulling other options, including a future in academia.

“A business degree prepares you for many job opportunities,” she said. “There’s so much you can do.”

Yara McCarty (right) achieved Beta Gamma Sigma recognition during her M.B.A. studies, receiving congratulations from Gaetana Tina Carbone and Dr. Niranjan Pati, dean of the College (partially hidden), while Dr. Shifei Chung, professor of accounting (second from right), observes.
The seeds of tomorrow’s technology

take root at the Samuel H. Jones Innovation Center at the South Jersey Technology Park at Rowan University in Mantua Township. Designed to stimulate economic growth in the South Jersey region, the facility features office space for private organizations.

The South Jersey Technology Park, which receives public and private support, hosts organizations that serve the business community in a number of ways.

Rohrer College of Business Incubator | The Rohrer College of Business Incubator (RCBI) managed by the Center for Innovation & Entrepreneurship (CIE), provides a resource-rich environment for technology-oriented startup companies. RCBI entrepreneurs access commercial space, fully equipped laboratories and a network of business resources invaluable to their development and success. This year the CIE contracted with Washington Township-based Incutate LLC. Incutate is an offshoot of Lautella Birnbaum LLC, a law firm serving the needs of technology companies throughout the country. Incutate is providing mentoring, presentations by guest speakers, roundtable discussions and support from a team of professionals to RCBI clients and area businesses. The CIE also added a four-day Technology Certificate Program. Current RCBI tenants include FocalCool LLC, Financial Engineering Institute, French & Parrello Associates PA, Provonix, Strategic Billing Enterprise, Sure ID and BRADM Technologies.

Center for Innovation & Entrepreneurship | The CIE is a multidisciplinary, University-wide center dedicated to promoting innovative and entrepreneurial thinking and activity. It continues to partner with the entrepreneurship faculty to host the annual Rohrer Business Plan Competition, which includes an extensive vetting process coordinated through the CIE offices. The CIE also joined with the entrepreneurship faculty to present the Elevator Pitch Contest, held in the fall and spring semesters. It also collaborated with the entrepreneurship faculty and the student chapters of the Collegiate Entrepreneurs’ Organization and American Marketing Association and oversaw coordination of the Rohrer Entrepreneurial Lecture Series. This program featured Herb Mitschele of Creative Designs International Ltd. of Trevose, Pa. CIE managed the overall event coordination and development of the Principles for Responsible Management Education (PRME) Conference in conjunction with the PRME Task Force. The CIE continued its partnership with the Office of Sponsored Programs to support the Innovators Circle program, created to spur innovative research and grant activity.

Outreach Activities | CIE staff members made several presentations about innovation and entrepreneurship work at Rowan University. They regularly represented the CIE and Rowan University at meetings of a variety of organizations, including local chambers of commerce, business expos, Global Consortium of Entrepreneurship Centers, the National Business Incubation Association, the National Collegiate Inventors and Innovators Alliance, the New Jersey Business Incubation Network and the United States Association for Small Business & Entrepreneurship. The CIE also served as a sponsor for Startup Weekend Philadelphia and the Angel Venture Fair in Philadelphia.

Entrepreneurs Forum of Southern New Jersey | The Entrepreneurs Forum of Southern New Jersey Inc. (EFSNJ) is an independent New Jersey nonprofit corporation managed by an advisory board. During 2010-11, its primary sponsors were Archer & Greiner PC and the CIE. EFSNJ was created to offer entrepreneurs and their service providers a forum in which to learn and network. It conducts its business primarily through a series of monthly meetings that combine networking, refreshments and professional development.

In 2010, the EFNSJ, in partnership with Pro Computer Service in Medford, presented the first Young Entrepreneur of the Delaware Valley Award, developed to recognize young entrepreneurs in the region. The event was a great success, drawing more than 100 attendees. Awards were given for the Young Entrepreneur and Emerging Entrepreneur categories. The second annual event is planned for October 2011.
Dr. George Romeo, an accounting professor in the Rohrer College of Business, knows how to reach students — and it’s not always from the front of a classroom. “To be successful, students need to feel comfortable asking questions and talking with a professor,” said Romeo, who joined the Rowan faculty in 1979 and received the Lindback Distinguished Teaching Award in 2011 for outstanding teaching and leadership.

Romeo not only encourages students to drop into his office, he connects with alumni and students in other campus areas. “It’s very common for me to talk to grads or advise students in the Rec Center,” he said.

Exceptional Preparation | Thanks to the passion of professors like Romeo, Rowan accounting graduates are primed for success in a highly competitive field. John Lindinger, ‘11, an accounting major from Millville, was hired as an assurance associate with a Big Four firm, PricewaterhouseCoopers in Philadelphia, only two months into the fall semester of his senior year. Lindinger credits one-on-one attention from faculty and courses focused on real-world experience.

“When I went through all of my interviews, whether they were at PricewaterhouseCoopers or any of the places I interviewed, they asked us very frequently not only about internships, but times in our classrooms where we took leadership roles or worked with other group members,” Lindinger said. Rowan provided him with such opportunities.

Tapping Potential | William Beatty, C.P.A., ’87, a business administration alumnus with a concentration in accounting, recalled his professors’ willingness to share their experiences and passion for teaching. He is an accounting mentor and chair of the College’s Accounting Advisory Board.

“I believe that the faculty all share a common goal — allowing the best of each student to come out and helping them enjoy a prosperous career in the field of accounting,” said Beatty, vice president and deputy audit director, Goldman Sachs & Co., Jersey City, and a Plainsboro resident. “This singular devotion to advancing the goals of the students makes the Rowan experience unique.”

In Romeo’s dedication to students, his mission is clear.

“My number one priority is to make sure the students acquire a basic foundation,” he said. “Once they have this foundation, they can be successful in passing the various accounting exams, like the C.P.A., and in building their professional careers.”
As the Rohrer College of Business prepares tomorrow’s business leaders to meet the demands of a dynamic global market, its commitment to the Principles for Responsible Management Education (PRME) encourages them to look beyond the traditional bottom line to the triple bottom line: planet, people and profit.

“It is very important ... because students need to be aware of the significance of being sustainable in this competitive environment,” said Dr. James Roh, assistant professor of management.

In keeping with this mission, the College hosted its third annual PRME Conference this year. This event not only increases students’ awareness of the challenges ahead, but it also helps faculty to focus and collaborate on research regarding sustainability, Roh said. Roh worked with Dr. Joob Lee, professor of management and management information systems, and Dr. Niranjan Rati, dean of the College, on research on the impact of sustainability on profitability, which was presented at the conference.

In addition, the conference drew noted experts to campus. This year’s program featured executive keynote speaker Jeffrey Hollender, co-founder and former president and chief executive officer of Seventh Generation Inc. The event also included several academic speakers, such as Dr. Susan Jackson, president, Academy of Management, and distinguished professor, Rutgers University School of Management and Labor Relations; and Lisle Ferreira, manager, PRME Secretariat, United Nations Global Compact Office. The event also included numerous panel discussions with speakers from industry and academia and presentations by graduate students from a range of academic institutions.

“This is a great venue for them to share their knowledge and offer their perspectives,” Roh said. “That also helps the community to understand the issue better and better acquaints us with this novel area.”

PRME initiatives bode well for the future.

“The goal is to transform the culture at our institution so every student who graduates with a Rowan business degree has a very clear understanding about what sustainability means and why it’s important,” said Dr. Dilip Mirchandani, coordinator of the PRME Conference and chair of the Department of Management and Entrepreneurship.

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