I am excited to be the new chair of the Business Department and I have been busy transitioning into the role since the beginning of this summer. There are many new developments in the Department, so allow me to highlight a few of them.

We have hired four new business faculty members, and I believe David Gilfoil, Daniel Kelly, Stephen Liedtka, and David Woods will make excellent additions to our faculty.

During the upcoming year, our entire business program will come under review through the Association of College Business Schools & Programs (ACBSP) accreditation process. As part of this review, we have begun an extensive analysis of our curriculum with the help of our Business Advisory Council (BAC). The committee is comprised of 12 active business people who will lend their expertise as we look to upgrade and improve on our course offerings.

We will continue to recruit new faculty during the academic year in the areas of finance, marketing, and sport management, and we are currently looking to expand our academic offerings. Hopefully, a new proposed major and minor will be approved by the University during the year and will be offered in the fall of 2008.

Finally, I would like to welcome back all of our ACCESS, MBA, and traditional day students. I hope you have a great experience here at DeSales University.

Word from the Chair

By Christopher R Cocozza, CPA, JD, LL.M

In June, DeSales Students in Free Enterprises (SIFE) visited Germany and Romania on a federal Business International Education grant (BIE). While in Germany, SIFE teamed up with DeSales MBA students and met people from various organizations to discuss international business and learn about the economic development in Cologne, Germany. The organizations included T-Mobile, REWE Group, and the Department of Economic Development.

After a week of formal business meetings, it was time for SIFE to get to work. They traveled to Sinca Noua, Romania, to help the village begin its agro-tourism project. SIFE also cleaned up the village and taught in the elementary school. Agro-tourism involves living like the villagers—eating the same foods and working the same jobs. Sinca Noua is a great place for tourists to learn first hand about rural Romanian culture and experience the Romanian lifestyle.

Accompanied by students from the Romanian American University, SIFE became the first guests at Sinca Noua’s newly renovated bed and breakfast style lodging. The group spoke with the owner of the lodging, met with the mayor of Sinca Noua, and set the framework to develop an agro-tourism attraction.

SIFE was welcomed with open arms by all the villagers and especially by the students at the Sinca Noua General School. They worked with the students on the first day, which also happened to be Environment Day. The DeSales team taught the importance of water conservation, proper disposal of waste, and the negative effects of air pollution.

SIFE Travels to Romania

By Michael Rabenold ’09

Clockwise from top left Tom Carr, Dr. Martin Brett, Vince Coglianese, Mike Rabenold, Jess Pignataro, and Chris Brockway.

CONTINUES ON PAGE 2

Inside:

- MBA Begins Program in Romania
- Welcome to New Faculty
- Alumni Success Story
- Business Advisory Council is Formed
- Finance at DSU
- Save the Dates
- Career & Internship Fair Preparation
- New Perspective on Peru
Later that afternoon, SIFE led students around the village and picked up trash from the side of the road, the river, and the drainage outlets. The villagers appreciated and thanked us for our hard work. The SIFE environment project had an impact on the young Romanian students, and it will undoubtedly help to keep this village clean.

The second day evolved into a culture exchange with students—American culture and Romanian culture. SIFE began the exchange by teaching Romanian students about American culture with pictures and descriptions of American school systems, sports, leisure activities, and the typical family life.

Next, the Romanian students showed the DeSales SIFE students what it is like to live in Sinca Noua. This was a great learning experience for the students and DSU SIFE alike.

Lastly, SIFE members developed a project to teach entrepreneurship to the Romanian students. The group began by explaining what entrepreneurship is, who can be an entrepreneur, and what is needed to become one.

Next, the class split up into groups and began to develop a unique invention or idea. They proceeded to give a class presentation of their idea. At the conclusion, everyone voted for the best presentations. Some ideas included a car that runs on water, a restaurant car, and a house that can travel through time. The project was a great success and the students had a better understanding of what entrepreneurship is and how they can become an entrepreneur.

As for the future of SIFE, they returned to Peru again in August to build their import/export project and expand their stove building project. SIFE hopes to venture back to Romania next summer to continue their current projects and establish new ones.

Continued from page 1

On September 18, 2007, at a formal ceremony attended by senior management of DeSales University and the Romanian American University (RAU), as well as government officials and business leaders, DSU launched its MBA Program in Bucharest, Romania.

The agreement culminated a nearly four year effort—building relationships, defining the market, and obtaining approvals.

Offering a concentration in project management, the program will be delivered in an innovative hybrid format: two live meetings in Bucharest, four videoconferences with RAU and DSU students, and six asynchronous weeks. Ten students from DeSales and RAU will be participating in each of the two classes.

Classes began in September with Mohamed Latib, vice president for program and strategic development, and Bill Dwyer, associate professor of business, offering organizational management and financial and managerial accounting, respectively. The classes were offered during an intense week of classes on RAU’s campus.

Dwyer was impressed with RAU and his Romanian students. “In the beginning, they seemed somewhat concerned about what they were getting into. But, by the end of the week, they were comfortable with, and enthusiastic about, the DeSales program and our informal, student-friendly approach. Language or rigor will not be a problem!”
FACULTY SPOTLIGHT: MEET OUR NEW BUSINESS FACULTY

By Joyce C. Rhoads ’02

At the start of this academic year, you may have double checked to see if you were in the right place to meet a member of the Business faculty, and by now you may realize several Business faculty changes occurred this summer. We said goodbye as some faculty members retired, while we welcomed new faces and other office changes.

This past summer, after ten years at DeSales University, Dr. Joe L. Lewis, former chairman of the Business Department, retired to pursue personal initiatives in the music industry.

Accounting professor and VITA program supervisor Dr. Christopher R. Cocozza was appointed department chair. He has a reputation as an excellent, challenging, and straightforward accounting professor with strong educational standards. Cocozza is the faculty moderator for the DeSales University Accounting & Finance Club—a popular business club.

The sport management program also realized changes this summer with the appointment of Dr. Martin Brett as program director for sport management. Brett is also the faculty moderator for the Sport Management Society and SIFE.

We welcomed several new faculty members to the Business Department as well, including sport management instructor Daniel G. Kelly. Kelly teaches the history and philosophy of sport and sport marketing and promotions, and he advises sport management interns. He earned an M.S. in sport studies and a B.S. in business management from Miami University in Oxford, Ohio.

Currently, Kelly is a doctoral candidate at The Ohio State University in the sport management program. He studied and worked in marketing management and international business in England, Spain, and France. Some of his favorite activities include reading, playing basketball, practicing physical fitness/training, nutrition, and supporting his favorite sports teams.

Our business students also met accounting professor Dr. Stephen L. Liedtka, CPA, this fall. Having recently taught at Lehigh University, he brings many years of accounting experience from the business world and academia to DeSales University. This fall Liedtka teaches financial accounting to traditional students and federal income taxation to ACCESS students.

Liedtka’s research interests include the measurement and use of accounting information for business decision-making. His background in diverse accounting topics, such as information technology outsourcing, option trading, and balanced scorecard design, has led to article publications in leading academic journals.

Coincidentally, like other members of the business department faculty, Liedtka is interested in music. His musical talents include singing, playing guitar, and he even recorded a CD. When he has some extra time, he enjoys playing basketball. Steve lives in Bethlehem, Pa., with his wife, Jeanne, and their four children.

Following the retirements of John Donaldson and Charles Finady, finance and economics majors met David Woods, our new finance instructor. Woods is no stranger to the DeSales campus, having taught in the ACCESS program for many years. He is teaching financial management and personal finance in the undergraduate program and managerial finance in the MBA program.

Woods brings 20 years of industry, outreach, and facilitation experience and is a seasoned business leader, lecturer, and facilitator. His career has included positions in Fortune 500 companies such as GE and Honeywell. Woods was CFO of a New Jersey drug development company, and he later founded a venture-backed background screening and technology firm for the life-sciences sector.

Woods and his wife, Pam, have three children and live in Lansdale, Pa. Some of Woods’s hobbies include career psychology, investments, family outreach programs, and family travel.

Lastly, we welcomed new faculty member Dr. David M. Gilfoil to DeSales. Gilfoil teaches principles of management and principles of marketing courses.

Gilfoil’s experiences in the corporate sector will be helpful to students as he provides real case studies in his classes. He developed broad and diverse experiences in the sales, marketing, and management positions he held with international companies such as Agere Systems, Lucent Technologies, AT&T, and Exxon. Prior to coming to DeSales, he conducted business in more than 25 countries and lived in Hong Kong, London, and Tokyo.

In addition to golf, tennis, and real estate investments, Gilfoil enjoys extreme skiing—a more challenging, acrobatic, type of skiing commonly found in Montana, Wyoming, Utah, and Colorado. From approximately 12,000 feet, skiers glide through deep snow and maneuver through steep, narrow shoots. Gilfoil and his family enjoy outdoor vacations.

Please take a few minutes to welcome our four new faculty members to the campus. If you would like to learn more about our business faculty, please visit our website at http://www.desales.edu/business. Then go to the left corner business sidebar and click on faculty.
Alumna Success Story: Terry Coleman ’82

By Terry Coleman ’82

Sometimes when I look back, I find it hard to admit that it has been 25 years since I graduated from DeSales University. The accounting and business education I received prepared me for an accounting career and became my strongest asset, and like many students, accounting and business classes were my favorite. In fact, before I graduated in 1982, a group of us formed the first recognized business club.

While at DeSales University, I realized that work experience would give a true competitive edge for landing a good job, so I obtained a summer paid internship with the U.S. Army in Monmouth, N.J. Later that same fall, I also worked an unpaid internship with Blue Cross & Blue Shield of the Lehigh Valley. In my senior year, I worked part-time in the treasurer’s office for Fr. John McGinley, OSFS, who was treasurer at that time. Fr. McGinley was gracious and kind in providing referrals for my first two jobs after graduation.

Armed with a college education, some initial experience, and a strong sense of self and others, I decided I wanted to be in public accounting.

At that time, I found it hard to admit that it has been 25 years since I graduated from DeSales University. The accounting and business education I received prepared me for an accounting career and became my strongest asset, and like many students, accounting and business classes were my favorite. In fact, before I graduated in 1982, a group of us formed the first recognized business club.

While at DeSales University, I realized that work experience would give a true competitive edge for landing a good job, so I obtained a summer paid internship with the U.S. Army in Monmouth, N.J. Later that same fall, I also worked an unpaid internship with Blue Cross & Blue Shield of the Lehigh Valley. In my senior year, I worked part-time in the treasurer’s office for Fr. John McGinley, OSFS, who was treasurer at that time. Fr. McGinley was gracious and kind in providing referrals for my first two jobs after graduation.

Armed with a college education, some initial experience, and a strong sense of self and others, I decided I wanted to be in public accounting.

Fortunately, I landed jobs with two of the (then) “Big 8” accounting firms shortly after graduation.

With a college education, some initial experience, and a strong sense of self and others, I decided I wanted to be in public accounting.

There was pressure for those international accounting firms to hire from big name schools; and my college wasn’t on the top 10 list. Yet a partner at Ernst & Whinney, who graduated from a small college, was open to good resumes from small schools and I got my first big job.

Fifteen months later, Ernst & Whinney announced the closing of its Allentown office. This unexpected closing occurred a month after my husband and I purchased our first house. I was fortunate, however, because that unplanned change developed into a good opportunity with Deloitte & Touche.

While working in public accounting, I succeeded in accomplishing several of my career goals. I passed the CPA exam and took a few graduate level classes before moving to Delaware in 1986. My priorities shifted after our children were born; consequently, I have not found time to finish a master’s degree.

Relocation to Delaware and family considerations prompted my next career change into the large banking sector at Citibank, and later J.P. Morgan Chase.

A friend and co-worker told me about a position opening at Deutsche Bank in May 2002, and I pursued it because it sounded like a great fit for my experience, which it has proven to be. Deutsche Bank is one of the largest foreign-based employers in New York City and has locations in many other U.S. cities, including Wilmington, Del., where I am based. Backed by a global network spanning more than 75 countries, with more than 75,000 employees worldwide, Deutsche Bank is a leading investment bank with a strong private client franchise.

In my current job, I interact with business contacts and controllers from four key businesses—global banking, global markets, asset management, and private wealth management—as transactions are first proposed, and then recorded on some of the Deutsche Bank companies supported by me and a team of accounting and finance professionals in the Delaware and New York offices.

The accounting and finance system issues can be complex and diverse, but almost always challenging. I thought learning one accounting standard for the CPA exam years ago was difficult. Now I need to coordinate reporting on two accounting standards—US Generally Accepted Accounting Standards (US GAAP), and International Financial Reporting Standards (IFRS)—so both parent reporting in Germany and America’s reporting can be accommodated.

At times, I take for granted that on any given day I may have traveled the

Continues on page 8
Finance at DeSales University is in Fashion

By Joyce C. Rhoads ’02

What better way to learn financial management than to move from a classroom to a New York corporate board room? Juniors and seniors in a financial management class recently visited COACH, a prominent leather goods company headquartered in Manhattan, to meet with the firm’s senior leadership team.

The trip was coordinated by David Woods, a DeSales finance instructor, and Bill Kretz, COACH vice president of financial reporting. Educating the whole person is one of Woods’ objectives in helping finance students transition from in-class learning to a business setting, where financial and business decisions, as well as team innovations, happen daily.

Mike Devine, COACH corporate financial officer, met with the 17 guests from DeSales in the boardroom and began by giving everyone an overview of the company. Devine taught the group the keys to the health of COACH, the measures that validate business productivity, and the dynamics involved with communicating to investors. “The role of the CFO was demystified as students realized the role is in sync with problem solving,” said Woods.

Following the introduction, students toured the COACH archives, where they saw samples of every leather handbag and product made by the firm and showcased for company history. They continued the tour to the quality assurance lab, where they learned how leather handbags are tested for quality and reliability.

During a working lunch, Kretz discussed the role of finance with the students. The discussion was followed by a presentation by Mary Lynn Phillips, vice president of retail finance and operations, who covered the retail overview, and Kim Rogoff, divisional vice president of operations finance, who explained the supply chain segment.

“The visit gave students a look beyond financial statements and made the textbook come alive,” said Woods. “It introduced networking to college students by explaining more about a career in finance and how one can accelerate through the ranks in an organization. Through the COACH presentations and the question and answer session, students learned the value of relationships and what goes on behind the scenes where business decisions are commonplace.”

COACH originated as a family-run workshop in 1941, and today the company is located in 19 countries. The firm prides itself on the original quality, craftsmanship, and integrity of its products, making them a source for designer-seeking consumers. It has a reputation for designer handbags, business cases, luggage and travel accessories, wallets, outerwear, eyewear, gloves, scarves, and fine jewelry.

The second phase of the DeSales trip was arranged with Christine M. Tricoli, managing director of human resources at the New York Stock Exchange (NYSE). She invited Woods and his class to visit the stock exchange and see how COACH stock is traded. “We also were able to stand on a deck above the trading floor and watch the bell being rung, which signifies the closing of the day at the New York Stock Exchange,” said Stacy Lewandowski ’09.

By visiting COACH and the NYSE, students saw classroom learning come alive with a real company, real executives, and real stock trading. It enabled them to understand financial statements, ratios and financial decisions, and how managerial finance affects the way firms manage their business from a corporate perspective.

Save the DSU Dates 2007-2008

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIFE Meetings</td>
<td>11/4/07</td>
<td>9:30 a.m. – 2:30 p.m.</td>
<td>Billera, Dooling, Labuda, Trexler Library, Hurd, Residence Halls</td>
</tr>
<tr>
<td>Admissions Fall Open House</td>
<td>1/26/08</td>
<td>12:00 – 3:30 p.m.</td>
<td>Dooling, Hurd, Labuda, University Center, and Residence Halls</td>
</tr>
<tr>
<td>Sports Management Society</td>
<td>4/19/08</td>
<td>9:30 a.m. – 2:30 p.m.</td>
<td>Billera, Dooling, Labuda, Trexler Library, Hurd, Residence Halls</td>
</tr>
<tr>
<td>Academic Scholarship Competition</td>
<td>11/18/07</td>
<td>10:00 a.m.</td>
<td>Miles for Ministry 5K Run/Walk University Center</td>
</tr>
</tbody>
</table>
Wondering why employers aren’t lining up outside your door with job offers? Although the 2007-08 job market is looking very good, you will still have to actively seek out your potential employer’s attention and make good impressions. The best way to get an advantage over the competition is to start preparing now. Use the many resources in the Career Services Office to obtain information about job searching.

One great way to meet and network with employers is through a career fair. On October 24, 2007, DeSales University hosted a career and internship fair for DeSales students. These employers were here specifically to hire DeSales students. Some of the employers that attended this year’s fair included: ADP (Automatic Data Processing), Ameriprise Financial, Clear Channel Radio, Enterprise Rent-A-Car, Independence Planning Group, Kreischer Miller, Merck & Co., and The Morning Call.

As a job seeker, a career fair offers an opportunity to meet numerous employers in one location at one time—an ideal situation. To maximize your chances of making a positive impression at future career fairs, keep in mind the following pointers for before, during, and after the event.

**Before the Career Fair**
- Develop a strong résumé—highlight your skills and accomplishments. Your résumé should be error-free, concise and graphically pleasing. Bring at least 30-50 copies.
- Take time before the career fair to find out which organizations will be attending.
- Identify specific employers with whom you’d like to speak and research them.
- Prepare a 30 second commercial/introduction about yourself. Be concise, yet articulate. Be able to support your skills with specific examples, and be able to identify specific experiences where you’ve demonstrated your strengths.
- Dress appropriately, professionally, and be well groomed.

**During the Career Fair**
- Introduce yourself, make eye contact, and give a firm handshake. In many ways, a career fair is a test of your social skills.
- Smile and be polite; convey enthusiasm and a positive attitude.
- Use the recruiter’s name.
- Be prepared to answer questions: “Why are you interested in this opportunity/employer?” Keep your answers short and to the point. It’s important to clearly express yourself.
- Be prepared to discuss your skills and qualifications. Use jobs, including part time and summer ones, hobbies, volunteer work, and/or class assignments as a reference.
- Ask intelligent questions. If you’ve done some research, you’ll probably have some questions you’d like to ask. You’ll also show yourself to be someone who takes initiative.
- Focus on what you can offer the employer.
- Do not chew gum.
- Leave a copy of your résumé with each employer.

**After the Career Fair**
- Get a business card or contact information for the recruiter with whom you spoke.
- Take notes. After the career fair, jot down notes about conversations you had with employers while the information is still fresh in your mind.
- Always follow-up by sending a thank-you letter to each of the people you met with and thank them for their time.
- Restate your interest in and qualifications for the opportunity/position.
In August 2007, the Students in Free Enterprise (SIFE) Team returned to Peru for the fifth time in just four years, yet it was an expedition marked by many firsts.

It was our first experience traveling in Southern Peru and included destinations such as Lake Titicaca, Colca Canyon, and Arequipa. More importantly, this was the first expedition to Peru not subsidized by federal grant money; and it was the first trip that was entirely initiated, organized, and led by students.

The first half of the trip was spent in the Cusco region bolstering previously established relations, developing new friendships, and furthering SIFE’s work with various local organizations.

In Urubamba, the group expanded upon its work with the non-governmental organization, ProPeru, by building solar-powered ovens, a project which reduces the need for Peruvian logging.

Later in our trip, we visited several homes in the village of Yanaconas to evaluate the clean-burning, energy efficient stoves we installed last year. These stoves, which were built from nothing more than mud and adobe brick pieces, have reduced wood dependency by 50 percent over the past year. They have also greatly improved the lung capacity of the women, who use the stoves to cook, by filtering smoke out of their homes.

On the final night with ProPeru, the team hiked along a glacier and stayed at its nearby lodge in Chicon.

The next day the team traveled to Cuchuma to work with the Heifer Project International. The SIFE team discussed business in Cuchuma with local entrepreneurs, assisted with various agricultural and animal husbandry projects, and taught first-aid, with materials donated by Walgreens, to schoolchildren.

From Cuchuma, the team made its way south to Puno to experience the floating reed islands at Lake Titicaca, and then traveled on to Colca Canyon, the second-deepest canyon in the world, to see the Andean Condor in flight.

Near this landmark, the group ascended to the highest elevation ever achieved during a DeSales trip—more than three miles above sea level.

The final destination of the trip was Arequipa, where the SIFE team visited the Santa Catalina Convent and celebrated the founding of Arequipa at a local festival.

While the remaining two students were preparing to transition from Arequipa back to Lima for a flight home to the United States, the western seaboard of Peru experienced what was later ruled an 8.0 earthquake on the Richter Scale. Fortunately, the students returned home after merely experiencing a few flight delays.

Overall, the group's fifth trip to Peru was a great success. By continuing previously established projects, SIFE was able to evaluate the economic, environmental, and social impact of its previous efforts.

Moreover, continued social networking and the discovery of promising new projects provided an excellent foundation for the future. The team’s goal for the August 2007 expedition was to find ways to sustain its work in Peru. SIFE student members’ desire and commitment to continue the club’s work in Peru without federal subsidies has made this goal a reality.
Alumni Success Story Continued from Page 4

globe without leaving my office. My communications with fellow Deutsche Bank employees encompasses interaction with co-workers in London, Frankfurt, Latin America, Manila, India, and other locations as frequently as my co-workers in the Delaware and New York offices.

As a woman in business, I have sometimes had managers that weren’t always understanding about a working mom with three young children. But if you consistently get the job done well, it’s hard to argue about occasional unplanned time missed for family reasons. I have tried to be a good employee at work and a good wife and mother outside of work. It is rarely easy, but the rewards have been worth the efforts.

My best advice to current and future students comes from a favorite quote from DeSales University’s patron, St. Francis de Sales—“Be who you are, and be that well.” Do your best, add value where and when you can, and don’t be afraid to be a little different.

Whatever you do, wherever you go, make sure you know who you are and then be the best you can be at that time and place in your life. Your education at DeSales is important—what you do with it while in college and after graduation is up to you.

“Do your best, add value where and when you can, and don’t be afraid to be a little different.”

Today, the ties to DeSales and the Oblates continue in my life in several ways. My youngest son attends Salesianum High School in Wilmington, Del., also Oblate-taught. In an unplanned and coincidental twist, my two daughters have ended up having pay-checks signed by Fr. McGinley, just as I did when I was in college. They work summers at a pool owned by St. Anthony of Padua parish, where Fr. McGinley is now pastor.

Rachel, my oldest, will be a 2008 DSU graduate and she has received an even better education and made more of her years in Center Valley than I did. Her biology and philosophy degrees may be quite different than my bachelor of science in accounting, and 25 years have past, but we both have learned some of the same important faith-based lessons.

My three best friends today are friends I met during my college years—my husband Bill, and my friends Mary Kay, and Lisa. They have remained my most lasting ties to DeSales.

I will always be grateful for the education—business, communal, and spiritual—I received at DeSales. It has been a constant in my life and has contributed to the many successes and joys I’ve been blessed and privileged to have.