

# SUNY FREDONIA

## Department of Business Administration

# NEWSLETTER

### Notes from the Chair

As I welcome you to the Fall 2010 issue, I would first like to thank Jennifer Zelasko for taking on the responsibility of getting this newsletter published. Next, let me take this opportunity to update you on a few important developments taking place in our department:



- Toward attainment of accreditation by the premier accrediting body, AACSB, the faculty is hard at work completing a cycle of student learning outcomes assessment. To that end, you will be pleased to know that our May 2010 graduates came through with flying colors on the ETS Major Field Test.
- The Martin J. Whitman School of Management at Syracuse University is signing an articulation agreement with us to join our list of 4+1 Accelerated MBA Programs.
- SIFE is back. I am pleased to tell you that our award-winning Students in Free Enterprise program has been resurrected, thanks to marketing professor and departmental alumnus, Dr. Barnes.
- Finally, I would like to announce this year's slate of the Chair's Student Advisory Council: Eric Vohwinkel (Accounting Society President), Wanda Watkins (American Marketing Association President), Rachel Mimken (Business Club President), Jennifer Zelasko (Delta Mu Delta President), Jaclyn Dent (Financial Management Association President), and Andrew Haynes (Music Industry Club President).

*Dr. Moj Seyedian*

### A Few Words from Business Club

Business Club has already done two fundraisers this year with profit close to \$1,500! With the new addition of the Fredonia Express and Tim Hortons on the first floor of Thompson Hall, our club-run convenience store, The Snack Shack, is looking to face some serious competition. Our advisor, Dr. Hall, is excited for us to treat this new development as a real-life case study to strategize and find a successful differentiation point for the Snack Shack. The club is also in the midst of planning a spring golf tournament to be held on April 16th at the Cassadaga County Club. The tournament will be directed at students, faculty, and alumni as a way to not only fundraise for our club, but also provide an opportunity for various parties involved to bond.

On the academic side of things, the Business Club will be hosting some speakers as a way for the members to think about different career options in their respective fields of study, as well as to enhance their knowledge of the practical side of their majors.

Branding is also a goal of the club this year. Campus awareness of our club and the Snack Shack will help us to be successful throughout the years in spite of inevitable obstacles such as Tim Hortons. In contribution to this effort a new logo for the club has been created and will be utilized as a way to further brand our club.

The Business Club is excited to provide its members and the campus community with new and entertaining events, such as the golf tournament, as well as the more traditional events like the Business Person of the Year Award Dinner. We hope to continue and add to the Business Club's celebrated legacy.

**Business Club**  
SUNY Fredonia

## What FMA Has to Say

The Financial Management Association has plenty of exciting things happening this semester. We have taken a “career approach” in planning our speaker presentations and other events.

Our first presentation was by Ed Hutton, Assistant Professor and Director of the Financial Services Laboratory at Niagara University, who spoke about career opportunities in investment research and portfolio management. He also detailed the upcoming CFA Investment Research Competition to be held at his campus in January, where a team of our own FMA members will compete. Our 2nd speaker was from Alliance Advisory Group in Williamsville, who presented on October 25th. We hosted Jim Henry, Manager of the First Investors’ Buffalo Office on November 1st.

On Monday, November 8th we will be taking a van of students to the JobQuest fair at the Buffalo-Niagara Marriot. The fair features Buffalo area employers, including many of the larger financial firms. We are also in the midst of planning fundraisers, including a happy hour for our spring trip to the University of Dayton R.I.S.E. Forum, co-sponsored by the United Nations Global Compact.

Any students interested in joining our group should contact Elise Murphy at [murp2788@fredonia.edu](mailto:murp2788@fredonia.edu) to receive notification of upcoming events and meetings.

## Update on the American Marketing Association

This semester AMA will undertake several events including fundraisers for our annual trip to New Orleans, volunteer work within our community, and exposure to marketing through speakers from the marketing firms.

This October, we had our first Happy Hour fundraiser for our annual trip and plan to have one in November. We are also having an Applebees’ pancake breakfast fundraiser, which involves selling tickets for the breakfast, which will go towards our trip. AMA will also be participating in the Tuggin’-for-Tots volunteer charity event which is held on campus in November.

AMA is always open to new members and encourages all majors to join. Our meetings are held every other Tuesday at 5:30pm in S121 in the Williams Center.



## Inside Delta Mu Delta

Delta Mu Delta is an International Honor Society in Business. Its motto is “through knowledge, power.” SUNY Fredonia is home to the Delta Phi Chapter, and membership is something students must work diligently for.

DMD is in the process of becoming a “recognized” SA group on campus. Once recognized, DMD will host a food drive held in mid-November. This event will give the entire campus a chance to help the greater community. DMD is also planning on hosting another community service experience in the Spring of 2011.



Delta Mu Delta logo

## Step Up to the MIC

It’s been a busy semester for the award winning Music Industry Club (MIC). As a student representative of the newly formed Music Business program in the School of Business, the club tries to keep busy with interesting and entertaining events.

MIC tries to engage all songwriters, musicians and enthusiasts. For example, every Tuesday at 8pm, the club puts on a free weekly show in The Spot, which features a multitude of Fredonia talent. MIC also hosts several shows at the Hairy Lemon, which creates income for the club as well as the musicians.

MIC’s biggest project in the fall semester is the fan favorite “The Battle of the New Bands”. In this classic with a twist, the club “hires” 12 managers to assemble a respective band. In the course of two months, the managers must direct the bands to create two songs and a cover, as well as create a press kit. Then on November 18th, the bands will compete. The fall is also an election semester for the club, so any interested applicants should drop off a resume to the MIC office in 2045 Mason Hall.

**The Department of Business Administration Newsletter is a student-run online publication of the Department of Business Administration Student Advisory Council, established in Spring 2007. For story ideas and comments contact:**

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