

Blueprint for Success



A new era is unfolding for the Rohrer College of Business as it plans its innovative, best-in-class building and continues to advance its signature programs.

ROWAN UNIVERSITY



Rohrer
College of Business

2013-14 Annual Report

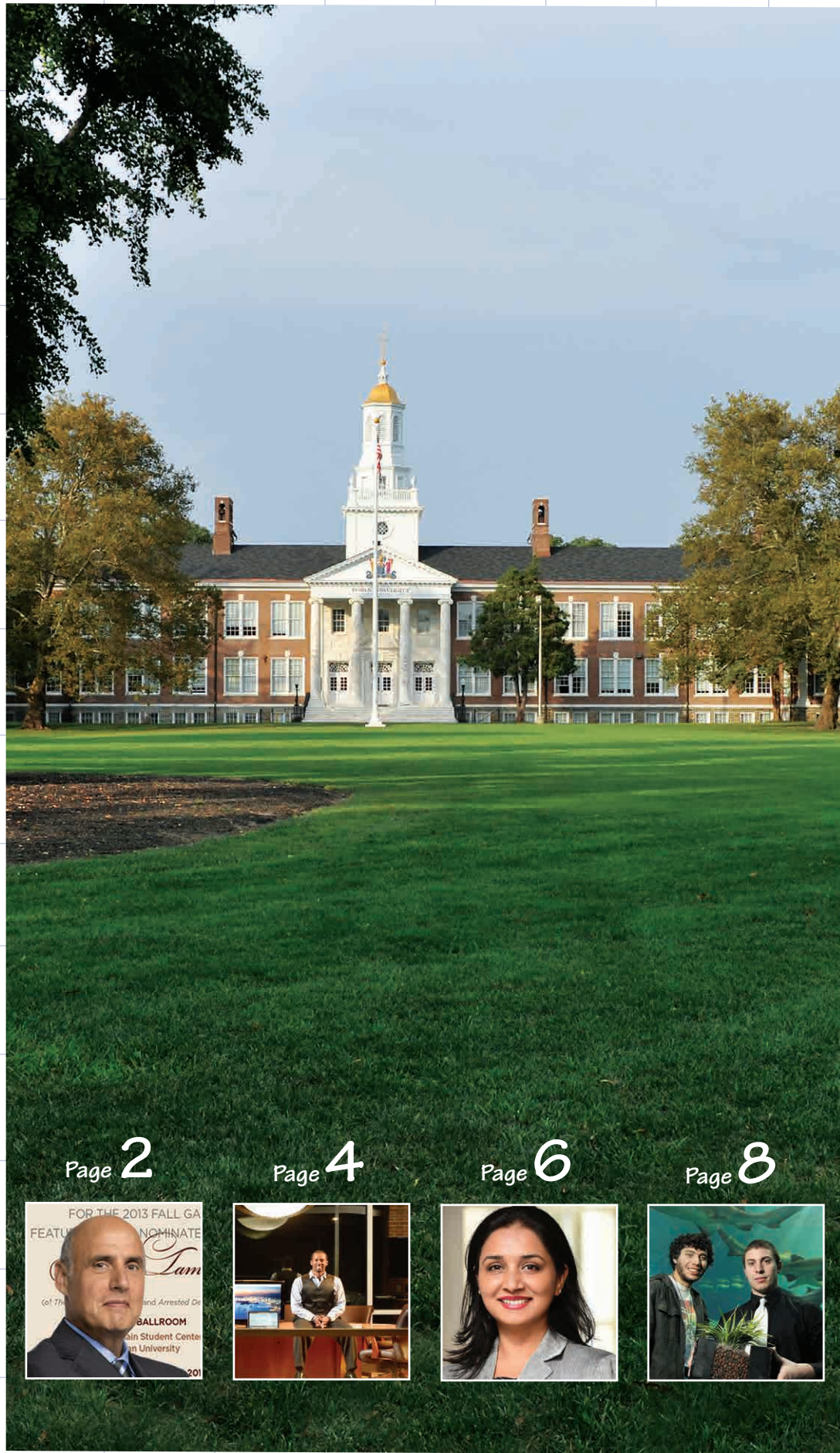


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Message From the Dean

As Rowan University captures headlines for its explosive growth and impact, the Rohrer College of Business (RCB) continues to exceed all expectations.

The final touches are complete on the designs of the new RCB building, which will transform the landscape of our campus. This ultramodern building is designed to allow industry to benefit from our students' passion and enthusiasm and our faculty's expertise. Industry leaders will have a forum in which to share and discover best practices in business.

Student groups will use our hatchery to translate ideas into viable businesses. The RCB building also will feature a conference center, professional development center, state-of-the-art undergraduate and graduate classrooms, and many additional amenities.

As we enhance our physical space and increase our impact on the business community, we also are developing new strategic alliances. For example,

the RCB Incubator has established a partnership with the Office of Technology Commercialization to aggressively seek out and cultivate high-potential patentable innovations. In another alliance, the university forged a strategic partnership with Lockheed Martin Corp., which will bring two new buildings to the South Jersey Technology Park. This alliance will foster student projects, faculty engagements and student professional development.

Our vibrant, constantly evolving atmosphere enables students to develop increasingly impressive portfolios of conceptual accomplishments, professional engagements and job-readiness skills. I am thrilled and honored to watch our students realize their professional dreams, and I am eager to see the dreams that will emerge in the coming semesters.



Dan McFarland

Dr. Daniel J. McFarland
Interim Dean



Dr. Ali Houshmand, Rowan University president (left); his son, Kasra (second from right); and his wife, Farah, enjoy the festivities with Jeffrey Tambor.



Assistant Dean Margaret Van Brunt presents awards to (from left) Leigha Bannon, Teague Brody-Carney and Rebekah Calverley.

Building on Accomplishments

The Rohrer College of Business (RCB) hosted its second gala and VIP reception in the Eynon Ballroom in the Chamberlain Student Center, celebrating the College's ongoing achievements.

Jeffrey Tambor, Emmy-nominated actor and star of *The Larry Sanders Show* and *Arrested Development*, captivated the audience as the keynote speaker.

In a lively presentation, he urged guests to seize the moment, asking them: "What's your story?" said Stephen Kozachyn, RCB executive director of external affairs and the Center for Innovation and Entrepreneurship.

"As an entrepreneur, you want to be able to convey your story to the masses. Whether it's a personal story, whether it's a business story, you want to be able to effectively reach your audience and articulate that story," Kozachyn said.

The event also brought together the business and academic communities. "The gala recognized our business supporters, our faculty and our students for their accomplishments," Kozachyn said.

During the gala, RCB awarded the Business Leader of the Year Award to Keith Campbell, chairman of the board of Mannington Mills Inc., headquartered in Salem. The College also presented the Distinguished Business Alumnus Award to Anthony Galvin, '89, founder of UB Enterprises LLC and former executive at Coach.

Additionally, the accomplishments of four faculty members were recognized: Dr. Tejinder Billing, Dr. Jennifer Nicholson, Dr. James Roh and Edward Schoen. Furthermore, three students received scholarships: Leigha Bannon, '14, Teague Brody-Carney, '14, and Rebekah Calverley, '14.

The event also highlighted the 25th anniversary of the RCB MBA program, with a presentation by Ray Conlin, M'97, chief operating officer of McCollister's Transportation Group Inc., headquartered in Burlington. Since the RCB MBA program was launched in 1988, more than 500 graduates have earned MBA degrees from RCB.



Framing the Future

With the 40th anniversary of the Rohrer College of Business (RCB) still a recent memory, RCB continues to pick up speed as it focuses on the future.

The College has finalized the plans for its new building, which will be dedicated to shaping future business leaders and serving the business community.

“Faculty facilitating student engagements with business is key to who we are as an institution,” said Dr. Daniel McFarland, interim dean. “Our business center and student business incubator, defining characteristics of our new building, will further expand our impact and engagement with industry.”

With the growth of the RCB MBA program, MBA courses were moved to the Enterprise Center on Rowan Boulevard during the 2013-14 academic year. “Students now have access to best-in-class facilities, which places Rowan ahead of many other AACSB-accredited programs in the region. The new graduate facilities allow us to increase our competitiveness with other programs,” said James Jordan, MBA program director. However, plans for the new RCB building include graduate classrooms and a graduate student lounge designed for collaboration and providing space for research projects.

RCB also expanded its faculty this year, adding two assistant professors and two teaching instructors:

- **Dr. W. Camron Casper, assistant professor of management, earned his B.S. and MBA from Brigham Young University and his Ph.D. in management from Oklahoma State University’s Spears School of Business.**
- **Tracey Fabrico-Basile, instructor and**

assistant chair of accounting, served as an RCB adjunct professor before joining the faculty full time. She earned a B.S. in business administration from Rowan University and an M.S. in taxation from Widener University.

- **Robert Scarpa, instructor of accounting and finance, earned a B.S. in accounting from St. Joseph’s University and an MBA in finance from Drexel University. He served as an adjunct professor in 2008 and as a full-time temporary professor from 2009 to 2012.**
- **Dr. Yang Yang, assistant professor of management, earned a B.A. in economics from Southwestern University of Finance and Economics, P.R. China, and a Ph.D. from the Richard Ivey School of Business, University of Western Ontario. She completed her postdoctoral studies at the Wharton School, University of Pennsylvania.**

“The instructor position is new for Rowan University, and we are thrilled to introduce two full-time instructors to the RCB family,” McFarland said. “These instructors are outstanding, focusing exclusively and intensely on teaching and student services. This allows our professors to increase their focus on expanding the boundaries of their academic disciplines and on strengthening the impact and partnerships with the academic, government and business entities.”

(From left) Dr. W. Camron Casper, Robert Scarpa, Tracey Fabrico-Basile and Dr. Yang Yang joined the Rohrer College of Business faculty during the 2013-14 year, helping to guide the future of its students.



Warren Prescott, founder and owner of Imagination Digital Marketing, eagerly anticipates the benefits his company will gain in the Rohrer College of Business Incubator.

Creating Opportunities for Students and Business

The Rohrer College of Business (RCB) Incubator, located in the Samuel H. Jones Innovation Center at the South Jersey Technology Park at Rowan University in Mantua Township, offers a high-profile location where new enterprises can take root and flourish, sustained by a vast network of connections and resources.

This year, two startups — Imagine Digital Marketing and BC Processing — joined the Incubator's four other resident tenants and 12 virtual tenants that are capitalizing on the support they need to soar to the next level.

To support fledgling businesses, the Incubator offers a range of facilities, services and resources, which include dedicated and shared commercial space, technology, business mentoring, training, reception services and more.

Tenants also tap into the insights of Rowan faculty and the business community, including the Rohrer Network at Rowan University, a growing alliance of nearly 400 RCB alumni. In addition, they can take part in the Entrepreneurs Forum of Southern New Jersey Inc., a nonprofit organization focused on stimulating entrepreneurial innovation and business growth in the

region. Tenants also can access the Non Profit Development Center of Southern New Jersey, which provides grant assistance, training and shared resources for nonprofit South Jersey organizations. The center is supported by the Center for Innovation and Entrepreneurship (CIE).

To power their dreams, incubator tenants also turn to RCB students for assistance. "They gain students' fresh ideas and growing expertise through internships and project-based learning," said Stephen Kozachyn, the College's executive director of external affairs and the CIE.

Ultimately, the RCB Incubator is an economic engine for the region, generating growth by providing the resources new businesses need and opportunities for students who will one day join the workforce.

"We want to encourage incubator companies to continue to hire our students so they can become successful, their employees can become successful and this can lead to a significant economic impact in the region," Kozachyn said. "Our goal is to keep these businesses in South Jersey."

Excelling in the Incubator

More than 10 years ago, when the concept of the Rohrer College of Business (RCB) Incubator was still in its infancy, Warren Prescott, '09, knew he wanted to return to launch his own business.

This goal became reality in January 2014, when his startup, Imagination Digital Marketing, moved into the RCB Incubator.

"After the Incubator was launched, it was a perfect fit for us to come back," said Prescott, who is founder and owner of the company, which provides websites, search engine optimization, social media marketing and other creative solutions for business.

"We take the approach of a blue ocean strategy," he said. "We think outside the box."

He was particularly interested in teaming with RCB students. "When you are working in corporate America and you've been there a long time, you may find it harder to think of new ideas," he said. "But students don't see the limits, so they're able to come up with brand-new fresh ideas. I'm seeing that already with some of the ways we're marketing the companies and some of the ideas we've had. And no one understands social media better than students because they use them every day."



Executive Advisory Council members provide invaluable direction to the Rohrer College of Business: Pictured are (front, from left) Tony Galvin, Stephen Clark, Frank Beideman and Vince Maione; (center, from left) Mark Nicastro; Ed Cloues, Dorothy Stubblebine, Linda Rohrer, Bob Danzeisen and Doug Clark; and (back, from left) Ed Stopper, Michael Carbone, Keith Campbell and Paul Tully.

Building on Business Associations

As a robust hub of support for the business community, the Rohrer College of Business (RCB) also provides a rich supply of talent to energize businesses in the region.

To ensure budding professionals have the necessary skills for a dynamic market, RCB continues to mine the insights of the area’s prominent business leaders.

During the 2013-14 year, RCB launched its Executive Advisory Council (EAC), composed of business, nonprofit and government executives who are providing instrumental direction and support.

“They have their fingers on the pulse of business in the real world and know what types of skills and experience the market demands,” said Deborah Jewell, RCB director of development. “They provide vital intelligence to the College to help ensure that the curriculum is relevant.”

She explained that approximately one-third of the members are alumni, “so they can speak to the benefits of their education and also to where there might be opportunities to develop new programs in response to the challenges and advances in today’s global marketplace.

“Connecting the College and our students to the business community opens doors to internship opportunities, employment, mentorships, scholarships and other important relationships that contribute to success for our students,” Jewell said. “Our EAC members are positioned to facilitate these connections as prominent members of the business community.”

The Executive Advisory Council includes:

Leadership

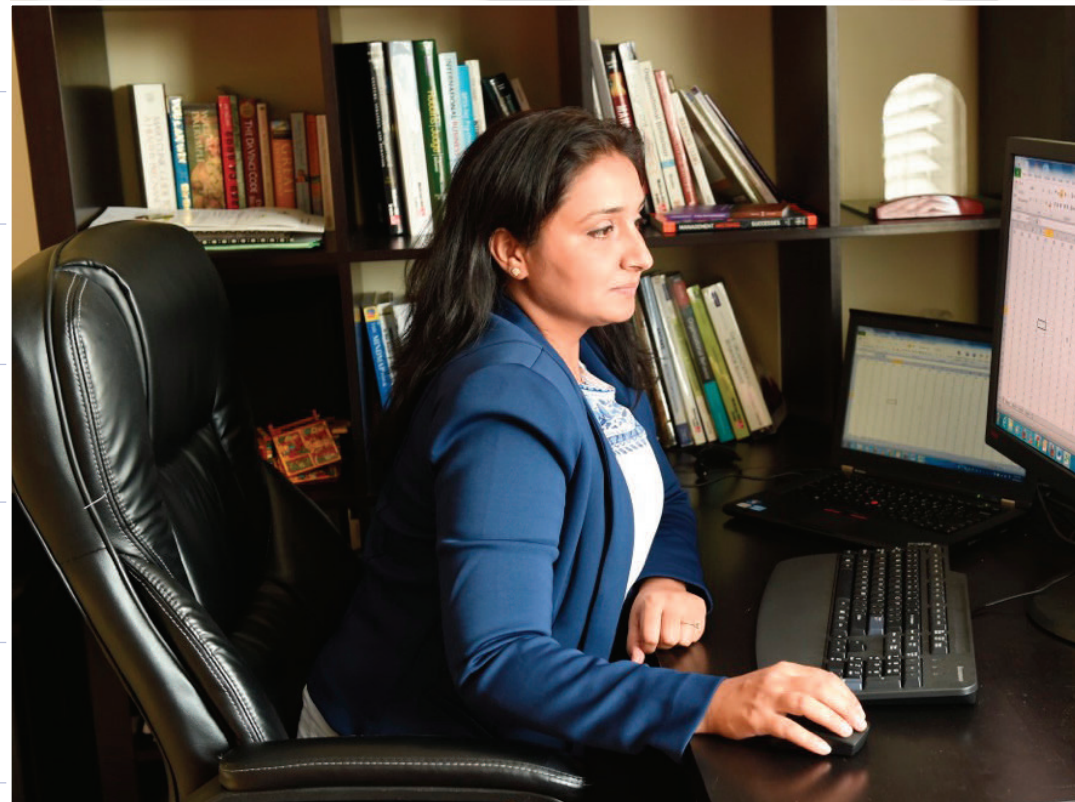
- Linda Rohrer**, president, Executive Advisory Council president, Rohrer & Sayers Real Estate
- Keith Campbell**, chairman of the board, Mannington Mills Inc.
- Michael Carbone**, regional vice president, Metro Philadelphia Market, TD Bank

Members

- Frank Beideman**, vice president of resource development, Holman Automotive Group

- Anthony Calabrese**, managing director, All Covered
- Doug Clark**, president and CEO, Ameriquest Business Services
- Stephen H. Clark**, chief financial officer, South Jersey Industries
- Edward Cloues**, chairman of the board, Penn Virginia Corp.
- Bob Danzeisen**, owner, Danzeisen & Quigley Sports Specialists
- Anthony Galvin**, founder, UB Enterprises LLC
- Vince Maione**, region president, Atlantic City Electric
- Mark Nicastro**, partner, Friedman LLP
- Edward Stopper**, president, Elray Manufacturing
- Dorothy Stubblebine**, president, DJS Associates Inc.
- Paul Tully**, certified financial planner and owner, Eagle Wealth Strategies

Moreover, countless other business professionals in the region continue to guide RCB and its future graduates by serving on advisory boards and as guest lecturers, mentors and advisors — preparing graduates for careers of the future.



Dr. Tejinder Billing balances many facets of her own life as she conducts research on work-family conflict.

Shaping Better Relationships

The workplace is not confined to a single location within four walls, but is a global marketplace where businesses and organizations exchange ideas, concepts and more. Within this boundless environment, it is more important than ever to recognize cultural differences between participants.

With this in mind, Dr. Tejinder Billing, assistant professor of management, is studying cross-cultural issues in work-family conflict.

“My objective is to discern the impact of cultural variations in the experience of work-family conflict,” she said.

“Our cultural values really influence who we are and how



we behave. Especially with the United States becoming a multicultural society, it is increasingly important to understand how people from different cultures view their lives, and work and family are two of the most important aspects of anybody's life. The more we understand these variations, the better organizational interventions can be developed according to the values of the employees.”

In one study she focused on understanding how individualism and collectivism affect the interface between work and family. People from individualistic countries, such as the United States and Canada, fare better when they have latitude in making decisions; however, in countries where people think more collectively, such as India, Indonesia and South Korea, they look to their supervisors for orders. “They don’t want to make decisions on their own, even to manage their work-family conflict,” Billing said.

In other research, she has examined cross-cultural variations in how people perceive time and use time differently in the workplace. She also is examining leadership in extreme situations in military contexts.

Billing is one of many RCB faculty performing research to advance business. During the 2013-14 academic year, faculty members completed 115 intellectual contributions — including 29 peer-reviewed publications and 56 presentations of research papers — and numerous faculty members received awards for their investigations.

Forging Foundations for the Future



When the Rohrer College of Business (RCB) sweeps open the doors of its new state-of-the-art building in spring 2017, it will unlock the potential for countless new opportunities for students, faculty and the business community.

Plans for the building, which will stand at the campus entrance next to Westby Hall, were customized to fit the College's unique approach to business education.

"The design of the building has been one of our most important accomplishments over the last year — the integration of serving the business community and providing opportunities for students to interact with business leaders from the area," said Dr. Daniel McFarland, interim dean.

The innovative building will feature expanded classroom space equipped with the latest technology to meet the College's growing enrollment; a computer lab; collaboration rooms; the Center for Business Professionalism, where students can sharpen their job-search skills; faculty offices clustered by discipline to foster collaboration; a hatchery where students will develop their own entrepreneurial ventures; a central location where students and faculty can mingle; conference rooms; a large multipurpose meeting space; and other amenities.

The architects designed smaller classrooms, reflecting the RCB commitment to smaller class sizes, said Dr. Joel Rudin, assistant chair, Department of Management and Entrepreneurship, who

serves on the building committee. "It gives us the opportunity to do more work with our students, to interact with them more fully."

"In the collaboration rooms, students will be able to work in teams, which they will experience in the business world," said Assistant Dean Margaret Van Brunt, who is a principal on the project.

These areas also will be used for project-based learning, where students solve real problems for real businesses. "That's something we want to do a lot more of. It differentiates us from our competitors and provides a superior educational experience," Rudin said.

Within the spacious multipurpose meeting area, the College will host events for area businesses,

promoting engagement between students, faculty and business leaders. "We are excited about the chance to finally have a space that we can use to interact with members of the business community," Rudin said.

"In the Center for Business Professionalism — with our Center for Career Management — we will conduct workshops for our students," Van Brunt said. "Employers will be able to hold information sessions and conduct interviews on campus. Local employers seeking our students will have a presence in our building and on campus."



Developing Skills for Careers

Chris Morcos (left) and David Schubiger display their aquaponic device, which will allow consumers to grow fresh produce over a home aquarium.

As Rohrer College of Business (RCB) students meet the rigorous academic challenges of an array of business courses, they are refining their hands-on business skills through experiential learning — a hallmark of an RCB education.	real-world problems for area nonprofits and businesses. Working with faculty advisors, they develop business plans, prepare feasibility studies, create marketing plans and provide assorted other services. These client projects, managed by the CIE, are a win-win for businesses and students.	<ul style="list-style-type: none">• Enterprise Holdings• Fastenal• FBI• Holman Automotive Group Inc.• Lincoln Financial Group• Northwestern Mutual Financial Network
“RCB does an excellent job in educating students academically, and it aligns them with outside companies for project-based learning, where they develop the business skills necessary to succeed. It completes the package,” said Stephen Kozachyn, executive director of external affairs and the Center for Innovation and Entrepreneurship (CIE).	RCB students also develop professional skills by landing internships in accounting, entrepreneurship, finance, human resource management, management, management information systems and marketing. From summer 2013 through spring 2014, 158 RCB students registered for academic credit from internships.	<ul style="list-style-type: none">• PricewaterhouseCoopers LLP• PSEG Services Co.• TD Bank
This year, students completed 17 projects, solving	RCB students interned with companies such as:	In addition, by participating in the Internal Revenue Service Volunteer Income Tax Assistance (VITA) program, RCB students volunteered 432 hours during the 2013-14 academic year, filing 371 federal and state income tax returns. Through VITA, students provide free tax

assistance to low- to moderate-income taxpayers who cannot prepare their own tax returns.

Students also cultivate important connections and expertise by operating student organizations. By organizing and presenting speaker events, they develop their management, marketing and problem-solving skills.

This combination of student projects, internships, organization experience and activities offers students an edge in the career market at graduation.

“Our job is to develop students so they’re job ready, providing them with real-world data, real-world experience and soft skills so they will be a much stronger package to market,” Kozachyn said.

Fishing for Success

Chris Morcos, '14, an entrepreneurship major from Mahwah, and David Schubiger, '15, a liberal studies and humanities/social sciences major from Succasunna, developed a business idea that is growing right before their eyes.

Their concept, Clip-On Aquaponics, enables home gardeners to grow organic fruits and vegetables above their aquariums, applying a process that converts fish waste into plant fertilizer while it also cleans the tank.

Morcos and Schubiger, who took first place and \$5,000 in the College’s 2014 Business Plan Competition, continue to refine the design of the device, which fits on any home fish tank, and are working to acquire a design patent. “We have a lot of work to do before we start manufacturing it, but we’re still gauging market interest,” Morcos said.

The team was motivated by input they received during and after the competition process.

“We saw the potential of our idea and how many people were interested in it,” he said. “The competition was probably one of the more valuable learning experiences I’ve had throughout college.”



Four Rohrer College of Business students recently were hired by PricewaterhouseCoopers: Pictured are (from left) James Keller, '15; Frank Manner, '15; Michael Addeo, '14, who joined the firm after graduation; and Joseph Zuchowicz, '15.

Paving Paths for the Future

In addition to building skills through project-based learning, internships and academic courses, Rohrer College of Business (RCB) students develop important connections by participating in student organizations on campus and testing their expertise on national platforms at professional association conferences throughout the country.

On campus, one of the many speakers sharing advice was Anthony Leggio, '89, regional vice president, AT&T Signature Client Group, who spoke to Financial

Management Association members about his career path and accomplishments and provided advice for the future.

Campus organizations provide a valuable perspective, Leggio said. "It's important for students to have a direct connection to the business world if that's what they're interested in," he said. "This helps them to obtain a clear sense of what the business culture is outside of academia, which is certainly different than the classroom experience."

By participating in events, students also have the opportunity to network. "Many times our students have

been able to connect with individuals who have been on campus through these events," said Margaret Van Brunt, assistant dean. "They often become mentors to our students and often offer internships or even full-time opportunities."

Beyond Rowan's campus, in 2013-14 53 RCB students traveled to 11 conferences throughout the country, with several traveling to multiple locations:

- American Marketing Association (AMA) Annual International Collegiate Conference, New Orleans
- Beta Gamma Sigma Student Leadership Forum, Tampa
- Collegiate Entrepreneurs' Organization National Conference, Chicago
- 2014 Financial Management Association International Finance Leaders' Conference, Chicago
- Garden State Council Society for Human Resource Management (SHRM) 22nd Annual Conference and Expo, Atlantic City
- Global Supply Chain Symposium, Detroit
- Northeast Decision Sciences Institute 2014 Annual Conference, Philadelphia
- Northeast SHRM 2014 Regional Student Conference and Case Competition, Providence
- Redefining Investment Strategy Education Forum, Dayton
- SHRM 2014 Annual Conference and Exposition, Orlando
- Society for Advancement of Management (SAM) 2014 International Business Conference, Orlando

While attending these events, students also gain recognition. During the 2013-14 year, among many student achievements, the RCB SAM chapter captured third place in the Case Competition and second place in the SAM Campus Chapter Performance Program. RCB SAM members won the following awards: Mike Medina, SAM Regional Outstanding Student Award; and Deandra Turchi, SAM Regional and National Outstanding Student Awards.

The RCB AMA received awards for Exemplary

Collegiate Chapter Performance, Outstanding Chapter Planning and Outstanding Internal/External Communications.

"Conferences allow students to obtain first-hand knowledge of their area of study," Van Brunt said. "They enable them to network with professors, professionals and other students and hone their presentation skills."

Links to the Future

Frank Manner, '15, an accounting and finance major from Williamstown, already has cut his way in the accounting field, landing a position with PricewaterhouseCoopers LLP a full year before graduation.

Manner is one of four Rohrer College of Business (RCB) students recently hired by the Big Four firm.

A New Jersey Student Tuition Assistance Reward Scholarship (NJ STARS) recipient who transferred from Gloucester County College (now Rowan College at Gloucester County) to RCB, Manner is very active on campus.

He has served as treasurer of the Accounting Society and was selected as a coordinator of the Volunteer Income Tax Assistance program, as well as participating in many other activities.

"Being involved in these activities gives you an awareness of available opportunities," he said. For example, meetings often feature professionals who offer career preparation tips. "I could speak to them after the meetings and get feedback on my questions," he said.

Through his involvement, he also developed solid friendships with classmates who may be future colleagues. "Forming a strong bond with your friends, whom you study and do everything with throughout your time at school, helps you move along in your career."



Cooper University Health Care employee Sean McGovern took advantage of Rohrer College of Business MBA courses on the Cooper campus.

Forging Alliances to Expand Opportunities

New Rohrer College of Business (RCB) collaborations are opening many new doors for students throughout Rowan University.

“The strategic placement of the new business building between the science and engineering buildings establishes a strong physical STEM+B (science, technology, engineering, math and business) corridor,” said Dr. Daniel McFarland, interim dean. “Literally thousands of students, professors and industry partners will travel this corridor each day, further linking these programs together.

“The University also recently established a strategic alliance with Lockheed Martin,” he said. “We are very excited about the prospects and opportunities that this relationship will provide. Working together, the Rohrer College of Business and the Henry M. Rowan College of Engineering will partner with Lockheed to provide thought leadership and unprecedented opportunities for students and research collaborations.”

RCB continues to develop new interdisciplinary programs. Recent programs include a master’s degree in health data analytics, undergraduate and master’s degrees in bioinformatics and a certificate of graduate study in computational data analytics. Future interdisciplinary programs will focus on engineering entrepreneurship, the music business, data analytics with a specialization in health, a dual-degree program in bioinformatics, health data management, international business, economics and business, and others.

“These collaborations provide students with a multitude of pathways to success,” McFarland said. For instance, he explained, introducing strategic planning, employee leadership/motivation and budget management to the medical school curriculum will prepare future physicians to launch their own private practices or assume leadership positions in hospitals, insurance companies and other agencies. “Similarly, adding business skills to Fine and Performing Arts will prepare these exceptionally passionate students to

produce creative works and to engage and redefine art industries,” he said. “Moreover, exposing engineering students to the social, organizational, and financial impacts of technology will surely influence product design and application.

“These interdisciplinary collaborations clearly provide students with practical and applied skills, enabling them to explore alternative career paths and to fast track their careers,” McFarland said. “We also believe dissolving traditional disciplinary boundaries will unleash student potential and innovation, allowing them to create new, uncharted career pathways.”

Building New Career Options

Healthcare professionals seeking graduate credentials confront an array of challenges as they juggle career demands. At Cooper University Health Care in Camden, however, employees were able to jumpstart their MBA studies on the Cooper campus and now have transitioned to online courses and offerings on the Glassboro campus.

Sean McGovern, administrative director of support services and safety officer at Cooper, was a catalyst for the program, asking the human resources department to offer academic programs for staff as plans for the Cooper Medical School of Rowan University took shape.

After the MBA program was launched in fall 2011, he pursued a certificate of graduate study in business and then an MBA.

For McGovern, the MBA was an essential step on his career path. “If I wanted to advance my career here, I would need that advanced credential, so it made sense. And Rowan made sense because the University moved onto our campus with the medical school.”

McGovern is impressed by the program’s content and flexibility, enabling him to take online and hybrid courses. “It’s been really good. It exceeded my expectations,” he said.

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Richard Woodward
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