

# ROHRER COLLEGE OF BUSINESS

*2011-2012 Annual Report*

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## *Greetings:*

As the Rohrer College of Business commemorates 40 years of history, we celebrate its many accomplishments during the last four decades while looking forward to its bright future.

During the 2011-12 academic year, the College continued to make great strides in its mission to offer students a transformative and comprehensive educational experience. The College realizes these achievements only through the commitment of our faculty and staff, students and alumni, benefactors and donors, and other supporters.

This annual report highlights many of the College's achievements during the 2011-12 academic year.

This year we held our second investiture, recognizing the William G. Rohrer Professorial Chair established in memory of the late William G. Rohrer, a tireless supporter of education and the South Jersey community.

Enhancing the College's commitment to experiential learning, the College established the Northwestern Mutual Financial Network Trading Room in fall 2011, which was funded by alumni Andy Schwartz, '84, and Scott Schwartz, '84, their colleagues and their firm, the Northwestern Mutual Financial Network. Twelve new Bloomberg terminals installed in the room in early 2012 are enabling students to use indispensable technology to select investments for the student-managed portfolio and gain invaluable career experience.

Commemorating the College's 40th anniversary, the College also initiated the Distinguished Alumni Awards, recognizing three alumni who have achieved professional success while demonstrating selfless dedication to the College.

As I recall our many collective accomplishments today, I am assured that the future of the Rohrer College of Business is secured as I step down from my dean position. It was an incredible honor to have served you and put the College on a higher trajectory in terms of offering our students exceptional educational opportunities to become outstanding business leaders of today and tomorrow.

Cordially,



Niranjana Pati, Ph.D.

Dean and Professor of Management & Entrepreneurship



## *Message From the Dean*



## INTRODUCTION

*Marking 40 years of history* in 2012, the Rohrer College of Business continues to grow and evolve, preparing the next generation of business leaders for a dynamic global market.

The College began as an administrative studies program in 1972. As it grew and flourished, it launched new business initiatives and an M.B.A. program, expanded majors and attained accreditation from AACSB International (The Association to Advance Collegiate Schools of Business) and accreditation of its Management Information Systems program from ABET Inc. It also introduced an on-line M.B.A. program.

In commemorating this anniversary, the College established the inaugural Distinguished Business Alumni Award program during the 2011-12 academic year. This program spotlights three graduates of the business program, which has produced more than 9,000 graduates since its inception. Recipients will be honored during the fall 2012 anniversary celebration and will serve as a bridge to the future as they help select three students who will receive scholarships from the College.

The Princeton Review recognized the College in the 2012 edition of the *Best 294 Business Schools*. In addition, *U.S. News & World Report* ranked the online M.B.A. program 31st in the nation for Faculty Credentials and Training (the program earned the top spot in New Jersey, although *U.S. News* does not provide state breakdowns) and 31st in the nation for Student Engagement and Accreditation.

With the popularity of the College's Certificates of Graduate Studies, graduate credit hours for certificate programs more than doubled from spring 2011 to spring 2012.

Keeping pace with the demands of an ever-shifting business environment, the College established an interdisciplinary program in supply chain and logistical systems at the graduate and undergraduate levels. The program began accepting students in fall 2011, and the new curriculum was implemented in fall 2012.

The College looks forward to an even brighter future, enriched by the contributions of its benefactors, faculty, staff, students and alumni.



*James Jordan, M.B.A. director, addresses attendees of the annual Rohrer College of Business M.B.A. Networking Event.*





*Cooper University Hospital employees Kara Wall and Vincent DiNatale are earning M.B.A. credits for courses offered at the medical center.*

## *Paving New Pathways*

*The Robrer College of Business M.B.A. program continues to achieve recognition as it opens new avenues of opportunity to students in all walks of life.*

*M.B.A. students benefit from courses in an array of venues — traditional classrooms, online and a hybrid format that blends the benefits of both. “It makes it more feasible for students to fit the program into their work schedules,” said James Jordan, M.B.A. director.*

*The program recently began to offer courses at Cooper University Hospital, enabling health care professionals to boost their business acumen onsite without leaving their workplace.*

*“People in the health care profession see a real need for business skills and they need to understand accounting, management, marketing, finance and information systems,” Jordan said.*

*Additionally, M.B.A. students continue to gain from project-based experiences, such as a recent collaboration with Cooper University Hospital and the Rowan University College of Engineering. During this project, M.B.A. students examined the business aspects of a new mobile health unit the hospital will put on the road, which is being designed by the engineering students.*

*“In performing these high-level tasks, M.B.A. students are developing numerous skills as they interact with senior management at Cooper University Hospital,” said Dr. Steven Phelan, William G. Robrer Professorial Chair in Entrepreneurship.*

*With the program’s many features, U.S. News & World Report, which analyzed 164 business programs, ranked the Robrer College of Business online M.B.A. program 31st in the nation for Faculty Credentials and Training and 31st in the nation for Student Engagement and Accreditation.*

*“These rankings demonstrate that, regardless of whether you are taking classes on campus or online, we have the same high-quality faculty teaching the same courses,” Jordan said. “It’s an indicator of the quality of the overall program and what students gain from it.”*

## College Welcomes New Faculty

**Dr. Daniel Folkinshteyn** earned his Ph.D. and M.B.A. from the Richard J. Fox School of Business and Management at Temple University. He earned an accelerated B.A. in molecular, cellular and developmental biology from Yale University.

Folkinshteyn will teach corporate finance and international finance at the undergraduate level beginning in fall 2012. His recent research interests focus mainly on investigating the debt market, including the impact of firm choices on cost of debt, and informed trading in debt securities.

**Dr. Yide Shen** received her Ph.D. from Georgia State University. She also holds an M.S. from the University of Nebraska at Omaha and a B.S. from Wuhan University in the People's Republic of China.

Shen's current research centers on two themes: coordination effectiveness for distributed teams and individual decision-making in information technology projects. Her teaching interests include introductory courses in management information systems and enterprise resource planning systems.

## *Dedicated faculty and staff* of the

Rohrer College of Business continued to inspire, motivate and challenge students, helping them achieve their full potential and hone their expertise for the future.

Within each department in the College, faculty members enriched students' education, cultivating essential connections, developing new courses, collaborating with students on research projects and guiding students in building their skill sets through classroom and experiential learning.

In September 2011, the Accounting and Finance Department partnered with the Rowan Career Management Center to present the University's first Accounting Expo, an event that drew 21 organizations that helped accounting majors learn more about future occupations in the field of accounting, network with employers, and explore internship and full-time career opportunities.

The Department of Management and Entrepreneurship hosted the Chamber of Commerce Southern New Jersey's South Jersey Summer Institute for Educators (SJSIE) at the South Jersey Technology Park. It also sponsored an educator's scholarship and continued a research project to assess the results of the SJSIE, presenting it at the National Business and Economics Society Conference in Maui, Hawaii, in 2012.

In addition, the department hosted the annual William G. Rohrer Business Plan Competition and the spring and fall Elevator Pitch Contests. Also, the department developed two new online courses for the master's degree in health promotion management, which will be offered for the first time during the 2012-13 academic year.

Department of Marketing and Business Information Systems faculty integrated SAP solutions into required and elective courses in the Marketing and Management Information Systems programs. SAP is the market leader in enterprise application software. Because the College is a member of SAP University Alliances, students can gain experience with this state-of-the-art software before they graduate.





*Ryan Ritchie earned first place in the Business Plan Competition for his multiple-line, tire-inflating device, Spider Gauge.*

## *Spinning a Web for Success*

*As a third-generation mechanic, Ryan Ritchie, '13, sees the challenges his co-workers grapple with every day. Seeking to lighten their load, he created the Spider Gauge, a time-saving tool that captured first place in this year's Business Plan Competition.*

*"It takes so much time to fill tires on heavy-duty trucks that it led me to create something easy and helpful for mechanics so they can fill these tires without effort," said Ritchie, who began sweeping floors at the age of nine at his family's shop, Bud's Auto & Truck Repair in Serwell, N.J. With his new multiple-line, tire-inflating device, mechanics can fill all of their tires simultaneously.*

*The \$5,000 seed money the West Deptford, N.J., management major won at the competition will help support his venture, but each of the 81 entrants benefited. "The process helps participants move from generating 'a good idea' to designing the plan to launch their business," said Dr. Linda Ross, professor of management. Entrepreneurship faculty and the Center for Innovation & Entrepreneurship provided training and coaching sessions and attracted alumni who judged the plans and provided feedback to help competitors polish their messages.*

*In the last phase, the finalists presented their plans to a panel of judges: Linda M. Rohrer, president of Rohrer & Sayers Real Estate in Haddon Township, N.J.; Gerald B. Schreiber, president and chief executive officer of J & J Snack Foods Corp. in Pennsauken, N.J.; Scott Kintzing, market president of Cornerstone Bank, based in Mt. Laurel, N.J.; and George S. Loesch, vice president of Campbell Soup Co., headquartered in Camden, N.J.*

*Ritchie explained that the judges' and spectators' excitement fueled his faith in his product. "The Business Plan Competition helped me realize that what I have created can actually become a real state-of-the-art, innovative tool that can be used by many different companies and people," he said.*



## STUDENT ACCOMPLISHMENTS

### *Students continued to bring distinction*

to the Rohrer College of Business on campus, in the region and on a national level.

More than 53 student volunteers prepared 354 state and federal tax returns for area residents and other students through the Internal Revenue Service Volunteer Income Tax Assistance (VITA) program, logging 758 volunteer hours this spring. The Rowan VITA program, as part of the United Way of Salem County — The South Jersey United Way Coalition, shared in a grant award.

In addition, more than 140 students developed essential real-world career skills through internships during the 2011-12 academic year.

Furthermore, students operating campus chapters of national and international professional business organizations cultivated important connections for the future. This year the student chapter of the Society for the Advancement of Management (SAM) hosted its first Leadership Conference, an event sponsored by the Department of Management and Entrepreneurship. More than 30 students attended this event and earned leadership certificates.

Approximately 40 Rohrer students attended several national and international conferences:

- American Marketing Association (AMA) International Collegiate Conference in New Orleans
- Beta Gamma Sigma Student Leadership Forum, Memphis, Tenn.

- Collegiate Entrepreneurs' Organization (CEO) National Conference in Fort Worth, Texas
- Eastern Academy of Management (EAM) 2012 Annual Meeting, Philadelphia
- Financial Management Association Finance Leaders' Conference in Chicago
- Redefining Investment Strategy Education IX Conference, Dayton, Ohio
- SAM International Business Conference in Las Vegas
- Society for Human Resource Management (SHRM) Student Conference in Las Vegas

Five SAM student members presented a paper at the national conference, and six students presented papers at the EAM annual conference.

The Rowan SHRM chapter won a superior merit award at the student conference, and the campus AMA chapter garnered multiple awards at the international conference.

The top six contestants from the Rowan Elevator Pitch Contests attended the CEO National Conference.



*Bob Bullard, assistant director of Rowan's Career Management Center, instructs students on the finer points of business dining during an Etiquette Dining Workshop.*



*Students learned about leadership during interactive workshops at the SAM Conference at Rowan University.*

## *Taking the Lead*

*Students attending the spring Society for the Advancement of Management (SAM) Conference at Rowan University took away much more from the meeting than a handful of notes.*

*“We asked our speakers not to necessarily give lectures, but to provide interactive workshops,” said Rachel Hallion, ’13, a management and human resources major from Turnersville, N.J., and president of the student SAM chapter, which sponsored the campus event. Therefore, rather than guests just speaking to students about leadership, they also involved them in learning about it.*

*Moreover, this event — which drew speakers from TD Bank, Enterprise Holdings and Target — offered a glimpse into the future. “We hear from recruiters and the National Recruiter Survey that communication and leadership skills are very high on the priority list of what companies are looking for,” said Dr. Dilip Mirchandani, SAM advisor and professor of management. “This was a good way for students to understand what leadership actually means in the workplace because it brought in people from major companies in the area.”*

*SAM is one of the many professional organizations through which Robrer College of Business students can hone their skills. Others are the Accounting Society, American Marketing Association, Beta Gamma Sigma International Honor Society, Bureau of Business Associations, Collegiate Entrepreneurs Organization, Financial Management Association, Management Information Systems Club, New Jersey Collegiate Business Administration Association Honor Society, Sigma Nu Tau Entrepreneurship Honor Society and the Society for Human Resource Management.*

*“Being part of SAM or any student organization helps students,” said SAM co-advisor Dr. Tejinder Billing, assistant professor of management. “It acts like a bridge between the University and the real world, and it helps students network with professionals outside the University. Furthermore, within these organizations, students perform service projects, which helps them give back to the community.”*

*Such events also give students a head start on networking. “Even at our conference, a couple of the presenters took resumes because they were interested in our students’ potential to work for them in the future,” Hallion said.*

# HISTORICAL HIGHLIGHTS

Administrative Studies Dept. established at Glassboro State College, with Dr. L. Ward Broomall as chairman.



A full class of 50 students graduated.

Located in the five-room frame La Spata House with only five full-time faculty, six adjuncts and one secretary.

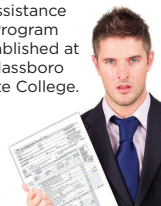
The total budget for the first year was \$105,539.

First dean hired, Leo C. Beebe, who retired from the Ford Motor Co.



and joined the faculty as assistant professor of marketing in 1972.

Volunteer Income Tax Assistance Program established at Glassboro State College.



The State of New Jersey Challenge Grant Fund earmarked support for the program.

These monies were used to add two new computer labs and 100 new computers in Bunce Hall.



M.B.A. program established.



The first 10 M.B.A. graduates took part in commencement ceremonies.

1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 19

Harry L. Banks received the first Administrative Studies diploma in October 1973.



The Management Institute formed, providing training for public and private sectors and other services.

Program had 821 matriculated Administrative Studies majors, 17 full-time faculty and 68 adjuncts.

The program renamed the degree "B.S. in Business Administration" to more clearly reflect the course content.



1,333 students were Administrative Studies majors. The faculty consisted of 21 full-time professors and 40 adjuncts.

Dr. Harold Lucius became dean of the School of Business Administration.



Dr. Linda Ross was appointed as interim dean.



A minor in Business Administration was added.



Email was made available to all students.



# OF THE LAST 40 YEARS



**\$100,000,000**

Industrialist Henry Rowan and his wife, Betty, made the largest gift at that time to a public college in the history of higher education.

Later that year the College became Rowan College of New Jersey.

The William G. Rohrer Charitable Foundation made a \$1 million gift to establish the William G. Rohrer Professorial Chair in the College of Business, the institution's first endowed chair and the first gift of \$1 million or more for a chair among New Jersey's nine state colleges.



Edward J. Schoen became dean of the Rohrer College of Business.



Ann "Buffy" Campbell contributed \$1 million for an endowment to fund the John B. Campbell Professorial Chair to honor her late husband.

The William G. Rohrer Charitable Foundation pledged a gift of \$10 million to the Rowan University College of Business, which was renamed the William G. Rohrer College of Business.



## PRME

The Rohrer College of Business became a signatory to Principles for Responsible Management Education.



The Entrepreneurs Forum of Southern New Jersey, in partnership with Pro Computer Service in Medford, presented the first Young Entrepreneur of the Delaware Valley Award.



Dr. Niranjani Pati became dean of the Rohrer College of Business.



Dr. Robert Beatty became dean of the Rohrer College of Business.

92 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012



Rowan College of New Jersey became Rowan University.



Steve McNeil, a former Campbell Soup executive, was named dean. Faculty research and publication were high priorities, as was the reduction in adjunct faculty.



The College of Business joined forces with the *Philadelphia Business Journal*, each year selecting the top 25 fastest-growing companies in southern New Jersey.



The William G. Rohrer Charitable Foundation awarded Rowan \$1 million to fund scholarships in the College of Business.



The Board of Directors of AACSB International awarded international accreditation to the College of Business at Rowan University.

Dr. Robert Pritchard, professor of finance, and his wife, Barbara, pledged \$650,000 to the Rowan University Foundation to fund the Robert E. Pritchard Chair in Finance.

Specializations changed to separate degree programs.



Rohrer College of Business Incubator opened in the South Jersey Technology Park.

The Princeton Review and *Entrepreneur Magazine* ranked the Rohrer College of Business Entrepreneurship Program 17th in the nation.



Trading Room, sponsored by Northwestern Mutual Financial Network, opened.

Approximately 1,000 students were Business majors, with 32 full-time faculty plus adjuncts.

## SUPPORT FOR THE COLLEGE

*With each passing year,* the Rohrer College of Business reaches new heights through the unwavering commitment of its benefactors, donors and advisory boards.

In September 2011, the College unveiled the Rowan University Trading Room sponsored by Northwestern Mutual Financial Network. This innovative new facility was funded by donors affiliated with Northwestern Mutual Financial Network, with contributions spearheaded by Andy, '84, and Scott Schwartz, '84, Rowan University alumni and partners in Bleakley, Schwartz, Cooney & Finney LLC in Fairfield, N.J. Moreover, 12 new Bloomberg Terminals added to the Trading Room are providing the research tools students need to research investments for the Student-Managed Investment Fund, a program launched with seed money provided by the William G. Rohrer Charitable Foundation.

Endowments established by the College's generous benefactors continued to provide scholarship support for high-achieving students and ensure that the College is led by exemplary faculty. In October 2011, the College invested Dr. Steven Phelan as the William G. Rohrer Professorial Chair. In December 2011, it named Dr. Jooh Lee, professor of management, as the John B. Campbell Professorial Chair for the 2011-12 and 2012-13 academic years. Lee succeeded Dr. Gulser Meric, professor of finance, the first person to hold the prestigious chair position.

Members of the College's Accounting Advisory Board, Business Advisory Board, Business Alumni Council and Student-Managed Investment Fund Advisory Board continued to provide essential guidance and support so that graduates of the Rohrer College of Business will meet the constantly changing and newly emerging needs of the international business community.



*Kimble Byrd, professor of management, talks with M.B.A. program alumni Mariam Bamba and Amyrath-Laye Souradjou during the M.B.A. Networking Event.*







Students Greg Finn (left) and Tom Austin seek advice from Dr. Jia Wang.

## Outshining the Competition

*It's no secret that newly minted college graduates confront a crowded field of contenders as they head into the job market. But brand-new Bloomberg terminals on campus may offer Robrer College of Business students the edge they seek to rise above the competition.*

*Using the 12 recently installed terminals in the Rowan University Trading Room sponsored by Northwestern Mutual Financial Network on campus, students are tapping into streams of real-time financial data. With the flick of a few buttons, they can analyze trends, monitor market activity and take advantage of dozens of financial resources in an entirely new way — a huge benefit in choosing investments for the Student-Managed Investment Fund and in bolstering their expertise.*

*"It's really eye-opening to our students because they have never thought about having access to so much information in such a convenient way," said Dr. Jia Wang, assistant professor of finance, who teaches various graduate and undergraduate investment courses.*

*With standard computers, students needed to collect data from assorted financial websites to perform analyses, said Tom Austin, '12, a finance and entrepreneurship major from West Deptford, N.J. "But in the real world they're using machines like the Bloomberg machines," he said. "Now we have an applicable life experience that is almost exactly like what they're doing in the real world."*

*An additional plus — students enrolled in the course earned Bloomberg certification, a valuable credential they can carry into their job interviews.*

*"If we have this certification and experience, companies won't have to provide as much training as they would for someone without it," said Greg Finn, '12, an accounting and finance major from Fair Lawn, N.J.*

*Such opportunities place students in the thick of the financial world before they set foot in the job market, providing practical skills while igniting their interest. "When we talk about all of those concepts or topics using the textbook, it's kind of dry," Wang said. "But with these hands-on experiences, it's much more exciting."*



## PROJECT-BASED LEARNING

### *Hands-on, project-based learning* —

a hallmark of a Rohrer College of Business education — offers tomorrow's business leaders valuable insight and practical experience that will prepare them for the global economy.

Each year, students gain a range of experiences through internships, client projects and additional activities.

During the 2011-12 academic year, graduate and undergraduate students managed a total of 30 projects for government agencies and for-profit and nonprofit clients in the South Jersey region and beyond.

Through these projects, managed by the Center for Innovation & Entrepreneurship, students applied knowledge gained in the classroom to solve real-world problems. In the process, they further sharpened their expertise in accounting, entrepreneurship, finance, human resource management, management, management information systems and marketing. Working with faculty advisors, student teams prepared business plans, devised marketing plans, created websites, designed information systems, performed analyses, developed strategic plans and handled a range of other services for clients, including:

- 7 Regent Lane, Philadelphia
- Bellia Print & Design, Woodbury, N.J.
- DeTours Ltd., Philadelphia

- Financial Engineering Institute, Mullica Hill, N.J.
- Habitat for Humanity, Burlington County, New Jersey Affiliate, Cinnaminson, N.J.
- Healthy Tans and Healthy Tans: The Alternative, Deptford, N.J.
- Interlocking Business Solutions LLC, Mt. Laurel, N.J.
- Irrigation Supply Depot LLC, Glassboro, N.J.
- J-Dogs, West Berlin, N.J.
- Land Dimensions Engineering, Glassboro, N.J.
- Landmark Americana Tap and Grill, Glassboro, N.J.
- Metropolitan Camden Habitat for Humanity Inc., Camden, N.J.
- Nocella Products, Turnersville, N.J.
- ReadySetWork®, West Chester, Pa.
- St. Michael the Archangel Regional School, Clayton, N.J.



*Juniors who were inducted into Beta Gamma Sigma, the international honor society serving business programs accredited by the AACSB.*



*Christine Chang demonstrates a spray-tanning technique on student Rob Simeonoglou as his classmates Joe Maccarelli and Stephanie Ackerman observe.*

## *Gaining More Than Face Value*

*Ten years ago, Christine Chang was diagnosed with skin cancer — a life crisis that led her to a new life mission.*

*Seeking a way to help others attain a golden glow without exposure to damaging ultraviolet rays, she launched a spray-tanning salon that relies on all-natural products.*

*This venture eventually blossomed into three: Healthy Tans, her retail spray-tanning salon; Ventura Tan, which manufactures and distributes spray-tanning solutions and technology to tanning salons; and Healthy Tans: The Altanative, which will extend the technology into self-standing locations and hubs.*

*To bolster her business plans, the Deptford, N.J., entrepreneur and virtual tenant of the Robrer College of Business Incubator turned to students at the College.*

*“Undergraduate and graduate students have helped her multifaceted business by creating a business strategy,” said Steven Kozachyn, director of outreach for the College.*

*As part of this package, students developed social media strategies, revamped the company website and provided a range of other services.*

*The former pediatric nurse applauded their efforts. “I’ve even considered hiring quite a few of them when they graduate,” she said.*

*In providing services to clients through project-based learning, students gain expertise they can’t pull from the pages of textbooks, performing work at a very high standard and delivering a professional result.*

*The chief executive officer and owner of the three businesses encouraged business owners to tap into the talents of Robrer College of Business students.*

*“I didn’t realize what I would be getting until I became involved in the program,” she said. “Everyone’s always there. They’re a phone call away to answer questions and help. It’s very comforting to know that you have a full team behind you to help.”*



## AVENUES TO THE FUTURE

### *The College continued to strengthen*

the economic future of the region through the Center for Innovation & Entrepreneurship (CIE) and the South Jersey Technology Park.

#### **Center for Innovation & Entrepreneurship**

A multidisciplinary, University-wide center, the CIE continued to promote innovative and entrepreneurial thinking and activity and managed the Rohrer College of Business Incubator.

In conjunction with the Entrepreneurship faculty, the CIE coordinated the annual Rohrer Business Plan Competition, which attracted 81 entrants this year (see page 7). The CIE also partnered with the Entrepreneurship faculty for the fall and spring Elevator Pitch Contests. This year 89 students entered the fall contest, and 61 entered the spring contest.

Through an extension of a 2011 New Jersey Commission on Science and Technology (NJ CST) grant supporting the incubator, the CIE awarded four \$2,500 mini-grants to resident incubator tenants. The CIE also awarded \$6,000 in travel grants to tenants. Additionally, the NJ CST grant supported Rowan's Technology Entrepreneurship Certificate program. This certificate provides entrepreneurs, regardless of their discipline, with the training to help them grow their venture.

The CIE continued to offer specialized professional development workshops. It provided presentations to organizations on the innovation and entrepreneurship work at Rowan University and served as a sponsor for Philly Startup Weekend and the Angel Venture Fair in Philadelphia.

#### **Rohrer College of Business Incubator**

Providing comprehensive support to technology-oriented startup companies, the incubator has five resident tenants.

This year the incubator also initiated the Virtual Incubator Model, a program enabling virtual tenants to capitalize on the many amenities available to resident tenants without requiring physical floor space. The incubator provides services to 12 virtual tenants.

#### **Entrepreneurs Forum of Southern New Jersey**

The CIE supports the Entrepreneurs Forum of Southern New Jersey, which continued to enable entrepreneurs and their service providers to network and build their knowledge and resources. The organization hosted a Monthly Speaker Series and honored young entrepreneurs in the tri-state region during its annual Young Entrepreneur of the Delaware Valley Award ceremony. It also presented its first angel investor panel discussion this year.

#### **Nonprofit Development Center of Southern New Jersey**

The CIE also supports the Nonprofit Development Center of Southern New Jersey, which provided training, grant assistance and shared resources to help nonprofit organizations work efficiently and collaboratively. It held a series of workshops covering topics such as grant writing, business relationships, Internal Revenue Service concerns and accounting for nonprofit organizations.







*Rosemary Corey (second from left) meets with interns Jonatban Warren, Ryan Newman, Jadene Brown and Ryan Craley (left to right).*

## *Building Links for Tomorrow*

*Students on a specially trained team at the Robrer College of Business are creating powerful connections for their peers — while strengthening their own skills for the future.*

*Through the new Professional Work Program (PWP), a pilot project sponsored by Rowan University's Career Management Center, recruitment and placement interns are reaching out to area employers to identify available internships.*

*“What we’re doing is actively finding employers for internships and other opportunities and matching them up with College of Business students,” said Dr. Steven Phelan, William G. Robrer Professorial Chair in Entrepreneurship.*

*The venture is a winning proposition for students, interns and employers. “Rather than posting a position and getting 50 resumes, employers can be part of this program, where we will do the screening and some of the interviewing for them and try to find them the most qualified students to work for their company,” said Rosemary Corey, Robrer College of Business adjunct faculty/recruitment and placement coordinator.*

*“Students interested in securing an internship with the PWP are required to attend two meetings with a recruitment and placement intern. Interested students have their resumes critiqued, and they must attend a mock interview prior to meeting with the employer, who will interview them for the position secured through the PWP,” said Lizziel Sullivan Williams, director of the Career Management Center.*

*The four initial PWP interns — all human resource management majors — also secured several employers and worked to bring others into the program.*

*Ultimately, the program could have far-reaching benefits. “Internships provide a really low-cost way for employers to see whether someone fits in their organization and has the right set of skills and work ethic,” Phelan said. “The goal is for employers to like the Rowan students and offer them positions.”*

*We recognize* the following benefactors and donors for their continued investments in the Rohrer College of Business:

### Benefactors

*Gifts of \$1 million and above*

Mrs. John B. Campbell

Linda M. Rohrer, *William G. Rohrer Charitable Foundation*

### 2011-12 Donors

Anonymous\*  
Ali Abdul Karim Mo, '75  
Karl M. Allen, '83  
Gregory Stephen Angelucci, M'98  
Scott, '02, and Alisa Anthony  
Catherine Applegate, '84  
Al-Qumar T. Atkins, '09, M'12  
Mariam Bamba, '12  
F. Mark, '81, and Diane Barbara  
Timothy J. Barnshaw, '10  
Michael T. Bartholomew, '87  
Frank M. Beideman and Mindy Holman\*  
Holman Enterprises\*  
Joseph, '80, and Anne-Marie Bottazzi, '80\*  
Ashraf Boulos  
Courtney K. Brown, '09, M'12  
Colin A. Buller, '91  
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John B. III, '08, and Lauren E. Campbell, '08  
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James H. and Beth Carll  
Robert J., '94, and Theresa Carpenter, '79, M'88  
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Joseph DelVecchio  
Debra P. DiLorenzo, '76, M'87  
Chamber of Commerce Southern New Jersey  
Yaqiong Dou  
David E., '05, and Amy B. Drag, '05

Brian E. Eachus, Jr.  
Richard Elfreth, '85  
Mary Ellen Elmes, '85  
Ryan A. Fause, '95  
Maryann Fenocchi, '03  
Adam J. Feudale, '95  
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