

Spring 2025

# ROHRER REVIEW





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# Welcome to the Rohrer College of Business!

**R**owan is one of the fastest growing public universities in the United States. In September 2024, the Rohrer College of Business welcomed its largest group of first-year students ever. Yet, here at Rohrer, class sizes are still small. In fact, our nearly 100,000 square foot, modern building was constructed in such a way that class sizes can never be large. Instead, we have collaboration rooms, interdisciplinary workspaces, onsite career guidance, professional development, and academic advising, among other amenities for students. Imagine a community built around student success. That place is here, at the Rohrer College of Business.

In a time where value matters to students and their families, Rohrer delivers. Our AACSB accredited business programs offer an education that stimulates the mind and the spirit. Grounded in real-world experience and high-quality research, Rohrer faculty share cutting-edge knowledge and technical skills. We are supported in our work by a vast alumni network and engaged employers that value Rohrer's mission. The result is a graduate who exceeds expectations and is ready to contribute to the future of business and society.



The following pages should give you a sense of how we are influencing tomorrow's business leaders. This year, we celebrate the success of our entrepreneurship program, which achieved its highest ranking ever at #37 in U.S. while continuing to be #1 in New Jersey (The Princeton Review). The success of Bobica Bars, included in this magazine, is just one example of our entrepreneurial spirit. With approximately one hundred events throughout the academic year, including the Idea Challenge, Rohrer is committed to supporting entrepreneurs. In support of our students are exemplary faculty, conducting innovative research that pushes their respective disciplines forward. We have four new faculty who joined us this year and more on the way. Finally, there is the work we do to connect students to the world around us through internships, experiential projects, and executives.

We are proud to provide excellent business education through our majors, minors, certificates, and graduate programs. I invite you to learn more about the Rohrer College of Business. **We dream big here.**

**Dr. Matthew Sarkees**  
**William G. Rohrer College of Business, Dean**

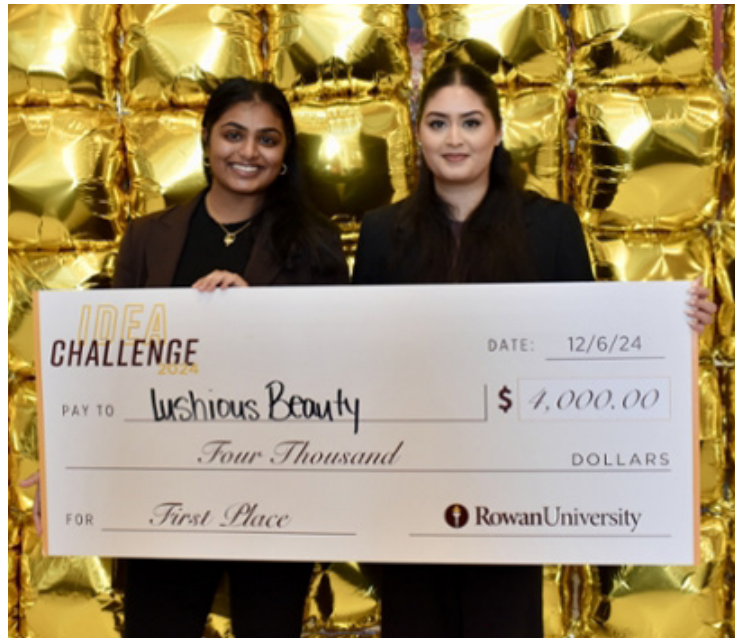
**2025 Princeton Review Rankings for Entrepreneurship**

**# 1** in New Jersey

**# 37** in the nation



# International student wins \$4K in RCB Idea Challenge



**S**haila Saini, a junior entrepreneurship and marketing dual major, won the Rowan Center for Innovation and Entrepreneurship's (RCIE) 2024 Idea Challenge on Dec. 6 with a truly "luscious" idea – a line of beauty products that anyone can enjoy.

Housed within the Rohrer College of Business, the RCIE hosts numerous student-centered events throughout the year including the Idea Challenge each fall and the New Venture Competition in the spring, which awards \$30,000 in investment capital to the winning student business.

Originally from Brampton, Ontario, Saini, a trained makeup artist, developed her emerging cosmetics business with her mother, who is also a makeup artist.

Her startup, Lushious Beauty, was founded on principles of sustainability and diversity with a focus on high quality cosmetics. Already revenue generating, Saini began her business with two lines each of false eyelashes and various shades of eyeliners that she sells via her website, [shoplushious.com](http://shoplushious.com).

Saini started the business when she was just 16 and continued to develop it after enrolling at Rowan. She plans to use the \$4,000 in Idea Challenge funding to expand her product line.

Founded in 2020, the business sells eyeliner in 15 colors and high quality false eyelashes made with synthetic silk that may be worn 30 times or more.

"That's five times more than the average," Saini said. Assisting Saini in her pitch, Exercise Science majors Stephanie Sam and Gagan Sandhu acted as creative directors.

"They took care of all the externals, making sure visuals were intact and giving me feedback on how to refine the pitch and prepare for judging," Saini said.

Expecting to graduate in May 2026, Saini is president of the Collegiate Entrepreneurs Organization, informally known as "the CEO Club," which brings in successful entrepreneurs as speakers and mentors for the group.

Also recognized in this year's Idea Challenge were students Samantha Tamtama, Sukhmun Bains, and Sarah Truitt for Sammi's Sandwiches and Hot Sauce, which received the People's Choice Award and a gift card.

The business idea for "Revive," an energy stick that combats exhaustion, was named "Most Promising New Venture in the CPG category." Developed by students Leah Fisher, Riley Marsh, Sean Eisenhower, Anthony Delgado, Christopher Monroe and Johnnie Martin, it was also awarded a gift card.

"What's special about the Idea Challenge is its interdisciplinary nature," said RCIE Director Jessica Vattima. "This year, 50 teams included students from at least two different Rowan colleges, with nearly 100 judges representing faculty from every school and college."

Vattima said Saini's win is a credit to her resiliency.

"She competed in the 2023 New Venture Expo and 2023 Rohrer New Venture Competition," Vattima said. "She didn't place in the expo but earned an Honorable Mention. She went on to be accepted into the 2024 AccelerateRU program and put what she learned back into her business. Then, she won the 2024 Idea Challenge."





12

design thinking and prototyping  
modules integrated into  
entrepreneurship courses



2,320

total student interactions



\$55.5k

in prize money & competition  
awards to student startups



141

student engagement  
opportunities





# The journey of Bobica Bars: From friendship to superfood revolution

**H**arrison Nastasi '26 and Justin Iannelli '26, best friends since childhood, always shared a passion for health and wellness.

Their journey began with a personal mission: to create nutritious, allergen-free snacks that catered to the health challenges faced by their families. Harrison's mother, who battled arthritis, found relief in superfood smoothie bowls, while his father, diagnosed with celiac disease, needed gluten-free options. Inspired by these experiences, Harrison and Justin set out to revolutionize the health food industry.

In 2023, they founded Bobica Bars, a brand dedicated to providing superfood-rich, allergen-free granola bars. Their innovative approach transformed the experience of enjoying superfoods, making them portable and delicious without compromising on health benefits.

As their brand gained traction, they sought a way to amplify their message and reach a broader audience. Enter Tiki Barber, the legendary New York Giants running back. Tiki, known for his dedication to fitness and healthy living, was the perfect ambassador for Bobica Bars. The entrepreneurial students connected with Barber when they won the New Jersey sector of the Global Student Entrepreneur Awards. His involvement brought credibility and visibility to the brand, helping Harrison and Justin's dream reach new heights.

With Tiki Barber's support, Bobica Bars appeared on a Times Square billboard, marking a significant milestone for the young entrepreneurs. Their story is a testament to the power of friendship, innovation, and the pursuit of a healthier future for all.





# New offerings in FinTech, Sales and Accounting Post-Baccalaureate Certificate

## The FinTech Concentration

Designed to equip students with the skills and knowledge needed to excel in the rapidly evolving financial technology sector.

Key Highlights of the FinTech Concentration:

Cutting Edge Curriculum  
Required courses include:

- Foundations of FinTech (FIN 04439)
- Portfolio Management (FIN 04438)
- Bitcoin, Cryptocurrency and Blockchain (FIN 04444)
- Data Mining for Business (MIS 02331)
- Design of Database Systems (MIS 02338)

Career Opportunities: Prepare for exciting careers in areas such as financial analysis, risk management and technology consulting.

*"We are excited to offer this new FinTech concentration, which reflects our commitment to providing students with the most relevant and forward-thinking education. This program will not only prepare our students for the future of finance but also position our college as a leader in FinTech education."*

-Dean Sarkees

## Certificate of Undergraduate Study (CUGS) in Professional Sales

This CUGS is designed for business majors who are considering a career in sales and aims to equip students with the essential skills and knowledge to excel in the field.

The CUGS in Professional Sales requires the completion of 12 semester hours, including two core sales courses and two electives courses from the Communications Studies department.

The required courses include:

- Personal Selling (MKT 09315)
- Sales Force Management (MKT 09382)
- Persuasion and Social Influence (CMS 04270)
- Interpersonal Communication (CMS 04220)
- Nonverbal Communication (CMS 04255)
- Business-to-Business Marketing (MKT 09391)

This program provides a comprehensive understanding of the sales function within modern organizations and enhances students communication skills which are crucial for successful sales interactions.

We thank RLS Logistics, which generously supports this program and our students.

## Post-Baccalaureate Certificate of Accounting CPA Apprenticeship

The Post-Baccalaureate Certificate of Accounting CPA Apprenticeship provides a unique opportunity for emerging accounting professionals to earn additional credits necessary to meet the requirements for the 150-credit hour pathway for CPA licensure. This program allows students to achieve additional credits by concurrently working off-site in a full-time, intensive accounting apprenticeship with a pre-qualified company or firm. During this certificate program, students are under the guidance of their company or firm and utilize their work experience to complete the coursework that reflects and applies to the accounting theories learned in the undergraduate accounting program.





# RCB welcomes four new faculty

Bringing with them a diverse array of work experience, research interests and perspectives.



## Ling Zhang

Assistant Professor Ling Zhang, earned her bachelor's degree from Jiangnan University. She subsequently earned her master's degree from the University of Nevada Reno and, in May 2024, her PhD in accounting from the University of Oklahoma. Zhang, a current CPA candidate, also brings to Rowan the experience she acquired through five years of industry work, during which her responsibilities included preparing financial statements and managing payroll functions. In addition to teaching Principles of Accounting I at Rowan, Zhang plans to continue her research into firms' voluntary disclosures and their environmental, social, and governance (ESG)

disclosures. "Climate risks pose a significant investment risk," she said. "More and more investors are paying attention to this area, and students should pay attention to it, too." Outside of her professional and academic pursuits, Zhang's hobbies include traveling with her family and playing the piano.



## Mingying Cheng

Assistant Professor Mingying Cheng, earned her undergraduate degree at Hong Kong Baptist University. She subsequently earned a master's degree at Yeshiva University and additional master's degrees and her PhD at Fordham University. Her research interests include ESG and the use of AI and machine learning as tools for furthering research in corporate and social finance. Cheng credits her interest in ESG and sustainability in part to the sense of social responsibility and emphasis on giving back to the community

instilled in her during her education at schools with religious backgrounds. In her work, she focuses on real-world examples and trends in society with the goal of drawing practical implications from her research. In her free time, Cheng enjoys traveling, exploring local farmers markets and practicing yoga. Factors that drew Cheng to Rowan include the school's advantageous location, potential for growth and sense of community. "Being close to both New York and Philly, Rowan offers unique opportunities to connect classroom learning with real-world industry experience, by bringing in guest speakers from the industry to help students find jobs or internships," she said. "The location is a huge plus, and the unique features of Rowan include how much the school is growing and the collaborative community it has. I wanted to be part of this team."



*“The location is a huge plus, and the unique features of Rowan include how much the school is growing and the collaborative community it has. I wanted to be part of this team.”*

**-Mingying Cheng**



## John Dominy

Assistant Teaching Professor John R. Dominy, Esq. began teaching as an adjunct instructor at RCB in 2007. Over time, his course load and involvement in the College grew. In September 2024, Dominy joined the College full-time, teaching business law courses. “My students are going to be accountants, entrepreneurs, financial analysts and advisors, but they all need to know how the law impacts their job,” Dominy said. He maintains an active legal practice focused on business law. He earned his bachelor’s degree from the University of Delaware and his Juris Doctor from Rutgers University School of Law in Camden. His unconventional path to academia, which includes

working in human resources for more than a decade, allows him to bring perspectives from both the business and legal professions, as well as making him the de facto advisor for students considering law school. “Teaching at Rowan is a great opportunity to stand in front of the classroom and share what you know,” he said. “I like that I can stay active as an attorney, and dedicate my time to teaching full-time.” In his spare time, Dominy’s hobbies include photography, working toward his goal of visiting every diner in New Jersey, and volunteering in his community.



## Sangmok Lee

Assistant Professor Sangmok Lee earned his Bachelor of Science and Master of Science in Business Administration from Seoul National University in South Korea. As CEO of Apex Defense Services Inc., based in Seoul, Lee was in charge of market intelligence and cross-border development. He earned his PhD in accounting from Michigan State University in June 2024. At Rowan, he teaches Intro to Business and Financial Analytics. Informed by his own management experience, Lee’s research in management control systems allows

him to put himself into the shoes of managers an area of inquiry that can benefit students by “giving them exposure to how real-world managers think.” Recently, he has focused on the study of CEO activism. “Corporate CEOs are expressing their personal stances on social and political issues in the public domain through social media and traditional media, talking about the things that CEOs in the past traditionally tried to avoid: politics, social issues, gender issues, things like that,” Lee said. “I think it’s an interesting phenomenon.” In his free time, Lee enjoys spending time with his family and trying out new restaurants in Philly.



# Selected faculty research



## Andrea Farro

Bottom-line mentality from a goal-shielding perspective: Does bottom-line mentality explain the link between rewards and pro-self unethical behavior?

Research shows that rewards for hitting goals and focusing on bottom-line results (BLM) can lead to selfish and unethical behavior. Using goal-shielding theory, it was found that this negative effect is less for employees who think long-term. This study, which included two field tests, supports this idea. In short, goal-based rewards can make employees focus too much on their bottom-line results, but those who consider the future are less likely to act unethically. Theoretical and practical implications of this research are also included.



## Steven Hsiao & Tony Lin

The impact of low-immersion Virtual reality on product sales: Insights from the real estate industry

The way information flows and people shop on digital platforms has changed a lot. One big change is the use of low-immersion virtual reality (VR) technology, which makes online shopping more immersive. The VR market is expected to grow massively, from \$11.64 billion in 2021 to \$227.34 billion by 2029. This study looks at how VR signals affect real estate sales at different price levels. We found that using low-immersion VR technology is linked to higher profits in real estate, though the effect varies by price. Our research shows that adopting this VR technology can help make shopping more immersive and improve product profitability. It also suggests that VR technology has potential benefits for various business sectors, promising a better future for consumer experiences.



## Nina Krey

Revealing the double-edged sword: Introducing the Technology and consumer well-being paradox

While people often talk about how technology affects consumer well-being, understanding this relationship is still complicated. This research reviews recent articles from Psychology & Marketing to explore this topic. We found that technology can both harm and improve well-being. There's also a paradox where technology is used to manage its own negative effects. We introduce a model that shows how technology can enhance, reduce, and manage different aspects of well-being. We also look at how the purpose of using technology and changes over time affect well-being. Finally, we suggest areas for future research to better understand this paradox.



# Navid Bahmani

Firms' response to a black swan macro-crisis:  
Should they be socially responsible or fiscally  
conservative?

The COVID-19 was a unique and severe crisis that impacted everyone. Companies tried different marketing strategies to deal with its negative effects. Some acted responsibly by donating money and goods to customers, employees and charities. Others took a more cautious approach by cutting employee pay, laying off workers, and reducing executive salaries. Given the scale and uniqueness of the crisis, it's important to see if these responses were financially beneficial and which strategy worked best. We studied companies that announced new strategies during this crisis. We found that investors favored companies that acted quickly. However, they preferred those that focused on survival by cutting costs and saving money. This publication won the "Bight Idea Award." It is the second year in a row Dr. Bahmani has earned this honor.



# Jordan Howell & Jordan Moore

Biodiversity on golf courses: Role of sustainability  
Certifications

This paper examines the relationships between golf courses and biodiversity. They start by reviewing existing research on the topic. Then, they identify important ecological principles that influence how golf courses can affect biodiversity. They also evaluate the biodiversity dimensions of two major golf course sustainability certification programs (GEO Foundation and Audubon International). They assess how well these programs incorporate ecological concepts into their ratings. Since golf is closely tied to the natural environment, there are many opportunities for golf course owners and operators to consider biodiversity when designing, renovating and managing their courses. However, achieving positive results requires careful planning, ongoing commitment from course managers and educating the golfing community.



# Michael Milovich

Ascopingreview of nutrition health for older adults:  
Does technology help?

This review looks at research on technology and nutrition to explain how technology is used to manage nutrition needs for older adults. We reviewed papers from five major databases published between January 2000 and December 2020. The most common technology is software that helps track, plan, and manage nutrition, as well as assess this data. This includes tracking food intake, planning changes, and executing plans, as well as collecting nutrition data from providers or self-use. The second most common technology is hardware, like tablet computers and internet access. The findings show that software for older adults lacks standardization, the Internet of Things has potential, tablet computers are currently emphasized, and broadband internet is crucial for nutrition care. Only 38 studies were published in the last five years, indicating that research on nutrition management for older adults using technology is still limited.





# Building connections and experience with summer internships

**RCB students spent their summers completing internships in South Jersey, across the country and around the world.**



**S**tudents at the Rohrer College of Business engaged in a variety of internships over the summer, spanning local, national and global opportunities.

Diksha Bajaj, a senior with dual majors in finance and human resources management, completed her internship at Campbell's in Camden NJ within the Inventory Control and General Accounting Division. Her role involved deep dives into financial data, identifying trends and making informed recommendations. "Collaborating with the Financial Planning Analysis team in Campbell's Brand Finance Department deepened my understanding of how financial strategies align with brand performance," Bajaj said.

Tyler Guner, a senior majoring in finance, ventured to Turkey for his summer internship with Koç Holding A.Ş., the nation's most extensive industrial conglomerate and Fortune Global 500 entity. Guner analyzed global market trends and monitored international investment markets, beginning daily with the Tokyo Stock Exchange and moving through major exchanges in Paris, Frankfurt and New York. "I learned more about different kinds of securities, private equities and acquisition of companies," Guner said. He found his academic background in accounting unexpectedly beneficial, as it aided in his financial analyses and investment decision-making process.

Both Bajaj and Guner stressed the critical role of networking and professional connections in their internship experiences. Guner secured his position through faculty connections and a Rowan alum, while Bajaj benefitted from the support of the Rohrer Center for Professional Development.

Bajaj having interacted with over 25 professionals across different functions, advises students to hone networking skills during their academic career "because building relationships with professional and peers can significantly impact future careers."

For some Rohrer students, such as Taiwo Bamidele-Sanni from Nigeria, internships have directly transitioned into career opportunities. After a summer internship with Goldman Sachs in Dallas, Texas, Bamidele-Sanni, who majors in finance and information systems & analytics, received a full-time offer from the company.

Even when internships do not directly lead to employment, they significantly contribute to a student's professional journey through valuable connections. Bajaj is now aiming to enter one of the Big Four accounting firms, leveraging connections made during her internship. Guner anticipates that his international experience will distinguish him in future job applications.

**Taiwo Bamidele-Sanni '25 (above) received a full-time offer from Goldman Sachs after her summer in Dallas, Texas.**





Tyler Guner '25 in front of the offices of Koç Holding A.Ş. in Turkey.

"Building relationships with professionals and peers can significantly impact future careers."

- Diksha Bajaj



Kailah Joy-Alford '24, M '26 (left) and Diksha Bajaj '25 both completed internships at Campbell's in Camden, New Jersey.

**4135**

Student Career and Professional Development Interactions



**1930**

Students Attended 9 Key Career Events



**792**

Students Attended Career Wellness Workshops

**1,026**

Students Enrolled in Career Curriculum



- ✓ 584 in How to Succeed in Business School Course
- ✓ 218 in Career Planning and Development Course
- ✓ 224 in Senior Career Experience Course

**387**

Professional Development Coaching Sessions



- ✓ 43% increase compared to Fall 2023
- ✓ 291 drop in sessions
- ✓ 96 scheduled appointments



# MBA Fellowship Project:

## Measuring the impact of motorsports

Formula One racing is “inherently unsustainable,” according to Zachary Rouhas ’23, M ’24, Global Head of ESG at Integra LifeSciences.

“Not only are you driving cars that burn fuel at a rate that’s hard to comprehend, but you’re also shipping these cars all over the world by plane, which emits a ton of emissions,” Rouhas said.

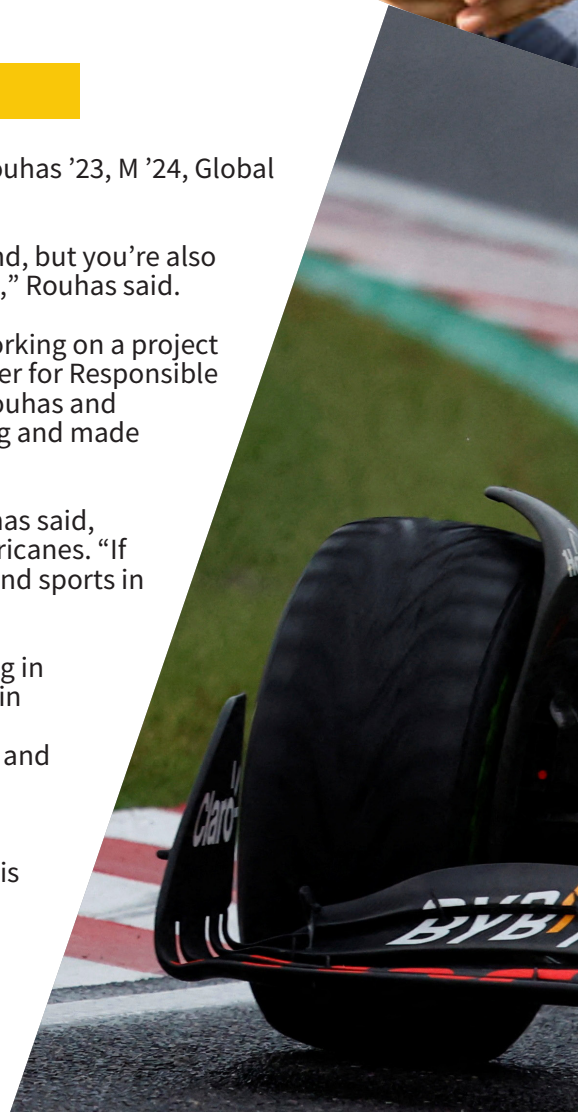
As an MBA Fellow pursuing a degree in sustainable business, Rouhas began working on a project for McLaren Racing in May 2023. With Jordan Howell, director of Rowan’s Center for Responsible Leadership, and a large multinational team of interdisciplinary researchers, Rouhas and his colleagues evaluated environmental risks connected to Formula One racing and made recommendations for mitigating the impacts of climate change.

“The places where Formula One operates are in dire climate conditions,” Rouhas said, noting recent disasters like landslides, sinkholes and severe flooding from hurricanes. “If we don’t take some serious strides to protect the environment, Formula One and sports in general are at serious risk of not being able to happen.”

The impact of climate change also adds to driver health and safety risks. Racing in areas with exceptionally high heat indexes, for example, contributes to spikes in internal body temperature that can lead to heatstroke. To address these risks, Rouhas and his collaborators made recommendations regarding driver health and safety.

Until recently, Formula One racing’s massive global popularity hasn’t drawn much attention to the environmental issues the sport both contributes to and is impacted by.

“When people look at sports, they don’t think about climate change. They’re just trying to enjoy watching McLaren compete against Ferrari, but racing



is seriously at risk,” Rouhas said. “Climate change impacts everything you know. Nothing will be spared.”

“It’s up to massive companies that unabashedly pollute to do better, and the way we do better is by getting businesspeople in positions where we can make recommendations for mitigating environmental impacts,” Rouhas said. “There have to be folks who speak the language of business and of sustainability working at levels where they have the power to make changes.”

For current RCB students interested in the environment, this demand presents a world of opportunities.

“The market right now for people who want to help companies help the planet is insane, and there are a ton of opportunities for Rowan students to get immersed in this wave of corporate sustainability positions,” Rouhas said. “With a sustainable business-focused MBA, you can make massive impacts on the environment.” Guided by the business adage “you can’t manage what you don’t measure,” Rouhas and his collaborators set out to measure the impacts of motorsports and climate change. This daunting work wasn’t as glamorous or exhilarating as the world of Formula One racing. To get through the evaluations of climate risks on specific time horizons across 75 race sites and five different race series, Rouhas focused on the impact of the final project.

“When I think back on the project, I don’t think about the hours and hours of slogging through research,” he said. “The final project is a real source of pride. Now that we know the extent of the issue, we can make changes so that generations of kids will still be able to enjoy motorsports.”

Formula One racing may be a global phenomenon, but it’s also a business—and like many businesses, it needs guidance on what steps it can take to improve sustainability.

“There have to be folks who speak the language of business and of sustainability working at levels where they have the power to make changes.”

-Zachary Rouhas





# Spencer's CEO offers lessons in business and life

Steven Silverstein, CEO of iconic shopping mall fixture Spencer's and the massive seasonal Spirit Halloween pop-up chain, had a simple message for nearly 200 students in the Rohrer College of Business – follow your heart and treat people right.

Invited to campus Dec. 4 for the college's annual Evening with an Executive program, the chief executive of Egg Harbor Township-based Spencer's and Spirit Halloween said he parlayed a summer work experience at his grandparents' Daytona Beach motel into a legendary retail career.

"I just loved it," he said of the early experience and the connection he felt, even then, with the public. "I was 14 years old, selling people rooms."

After college, the native New Yorker said, he landed an interview with financial services giant Merrill Lynch and in preparation for that interview took a "practice interview" with Macy's corporate office. Realizing then how much he loved the day-to-day customer interaction and in-person sales experience of retail, Silverstein knew what he had to do.

"I told Merrill no, and Macy's let's go," he said.

After several years with Macy's (and later Bloomingdale's), Silverstein, who since graduating college returned to school for his MBA, became president of retailer Linens-N-Things before joining Spencer's as CEO in 2003.

Then owned by Universal Studios, he said Spencer's was floundering, under assault by merchants like Amazon and Walmart and a general ambivalence by the shopping public toward malls.

Still, Silverstein said, he saw a future for both Spencer's and Spirit Halloween.

"I am a died-in-the-wool, brick-and-mortar retailer," he said. "Yes, you can shop on your phone, but it is not the same thing as in-person."

Slipping into a colorful, blinking holiday sweater, Silverstein said both the Spencer's and Spirit Halloween shopping experiences are about much more than gag gifts and costumes. At both stores, he said, shoppers come in to browse, to be entertained, and often to buy.

"We don't sell a thing people need," he said with a smile. "(But) we sell things you have to have... If I'm doing my job, you're going to walk out with things you didn't expect to buy."

Founded in 1947, Spencer's today has nearly 700 stores in the U.S. and Canada. Spirit Halloween, which was founded in 2003, operates some 1,500 seasonal "pop-up" stores, typically in vacant retail space, that have come to define the Halloween season.

"August 1 is the official start of Halloween because we say it is," he said.

Silverstein said a big part of the company's success comes from doing what's right for the customer base and its employees. He said the company since 2007 has raised more than \$145 million for children in hospitals and puts a premium on employees, from interns to seasonal workers to longtime, salaried professionals.



The worst day of his career, he said, was finding out that, due to the pandemic in early 2020, the company would have to shutter all stores, move to a “zero revenue model,” and take drastic actions to save cash and cut costs. This involved mass furloughs, a hiring freeze, and

wage reductions for employees who were not laid off.

But by the end of July, he said, the company called back all furloughed employees and planned to pay back all lost wages.

The company saw those wage cuts as a loan, Silverstein said, “and we paid our loans back.”

Silverstein, who gave students attending the program a free Spencer’s/Spirit bookbag and sweatshirt, advised them to expect to make mistakes and even to be ready to fail.

“Don’t think when you walk in on your first day that you know all you need to know,” he said. “You’re there to learn, to ask questions, so don’t be shy. I’m here, 40 years later, and I still ask questions and learn every day.”

*“Don’t think when you walk in on your first day that you know all you need to know,” he said. “You’re there to learn, to ask questions, so don’t be shy. I’m here, 40 years later, and I still ask questions and learn every day.”*

*-Steven Silverstein*

## RCB Spring 2025 Calendar

**February 18**  
RU Ready Fair

**February 20**  
Business Career &  
Internship Fair

**March 6**  
Alumni Networking Event at  
Bonesaw Brewery, Glassboro

**April 18**  
New Venture Competition  
and Expo

**May 1**  
Celebration of Graduates

**May 14**  
Rohrer College of Business  
Commencement Ceremony





# Alumnus manages nonprofit coffee business for a cause



Luke Barnes '23, (pictured above) has found his calling at a unique non-profit organization, St. John of God, in Westville, NJ which is dedicated to supporting adults with special needs, providing them with meaningful work and a sense of purpose. Luke's passion for coffee has led him to manage a project where the organization roasts and packages their own coffee to sell. The initiative not only offers delicious, locally roasted coffee to the community but also empowers the individuals they serve, giving them valuable skills and a sense of accomplishment. As the project gains momentum, Luke's efforts are bringing people together, fostering inclusivity, and brewing hope one cup at a time. "It's not just a job. I feel that I'm making an impact," he said.

"A couple of our clients work part-time operating the coffee roaster, and everybody gets involved in weighing, grinding and packaging the coffee," Barnes said. "They're ingrained in every aspect of it."

Barnes, who double-majored in marketing and supply chain & logistics, draws on both of his areas of study. "I am the overall business manager for Holy Grounds Coffee," he said. "I do everything that would be involved in a company—from roasting coffee to designing our coffee blends, introducing new products and growing the business."

Barnes, who was recently promoted to Director of Marketing, Communications & Entrepreneurial Programs, recommends that current business students keep an open mind about where they could end up working instead of confining their plans to traditional career paths. "Every street, every corner, has a different company that you've never heard of but that is doing amazing things," he said. "Who knew this nonprofit that works with people with special needs would have a thriving coffee brand? It's not what you would expect, but it's what's happening. You never know what types of businesses are out there and what opportunities could present themselves in the future."



# Fall 2024 Events



Anna DeMasi, Riley Fisher, Irany Cano, Megan Steckler, Berrin Guner, Edward Hernandez and Lucy Burgoyne at Alumni Uncorked



A student at Rohrer Fest shows off a new shirt.



Networking with Alumni at Merry, Mix and Mingle



Students made 380 homemade cards for service members during the RCB Day of Service.



It was a circus at Rohrer Fest with lots of prizes.



Margaret, '84 and William Gensel, '82 at Alumni Uncorked



Making Friends at the First-Year Launch Party.



Dean Sarkees at the Meet the Dean event in New York.



Tyler Guner, Rick Ogden, and Landon Nicholson enjoy networking at Merry, Mix and Mingle.



## Help Make a Difference for RCB Students

The support of generous alumni and friends impacts students in the William G. Rohrer College of Business by providing vital resources for scholarships, academic enhancements, and leadership and engagement opportunities.

Your generosity today will make an immediate and lasting impact on the entrepreneurs, innovators, and business leaders of tomorrow.



For more information, contact:  
**Joseph Delgado, CAP® Senior Director of Development**  
William G. Rohrer College of Business  
856-256-5227 | [delgadoj@rowan.edu](mailto:delgadoj@rowan.edu)

**Join us in creating enhanced educational opportunities for RCB students.**