



Dean's message

In early December, shovels plunged into the soil, marking the official groundbreaking for the new home of the Rohrer College of Business, the first-ever building dedicated to the College at Rowan University.

This 96,500-square-foot collaborative learning laboratory will enable the College to strengthen and expand its connections with the business community and help transform dreams into viable businesses. Small group learning spaces, technology laboratories, a business center, student business incubation and job readiness training are a few of the resources that will inspire clients, students and researchers to conceptualize and realize the future.

With the help of our strategic partners, alumni and the community, the impact of these new realities will reach far beyond the walls of our new building. We will export the principles of responsible and sustainable business practices to positively impact people's lives. We also will import the brightest students, staff and faculty from around the globe, anticipating that they will live, study, work and stay in South Jersey.

We invite you to join us as we work to impact the region's economic future.

Sincerely,

Dr. Daniel J. McFarland
 Interim Dean

The Rohrer Review

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Largest freshman class joins RCB

Preparing to construct its new building, the Rohrer College of Business (RCB) hit a new milestone this fall, welcoming its largest freshman class — and one of its most enthusiastic. It is part of Rowan University's Class of 2018 — the largest, most academically talented and most diverse class in University history.

Since arriving on campus, Christina Barclay, '18, an accounting and finance major from Williamstown, joined the Accounting Society, Financial Management Association and other campus organizations. She also attended the Accounting Mentorship Dinner, as well as the Accounting Expo and Career Fair. "I was able to talk to so many people at the Career Fair," she said. "They wanted to give me information, and they hoped I could come back again because they were so impressed that I was a freshman coming out to talk to them."

Emily Yanchuck, '18, a marketing major from Lancaster, Pa., and a Rohrer Scholarship recipient, joined the campus chapter of the American Marketing Association (AMA). Also a member of the Honors Program, Yanchuck looks forward to gaining experience through the club and AMA competitions. "That's going to help me network and get to know a lot of people within my major," she said.

Yanchuck enjoyed connecting with faculty and classmates at a dinner with the dean and assorted other meetings. "The overall feeling that I receive from RCB is that everyone is willing to help you. They want to see you succeed, and they give you a lot of opportunities to help you along the way," said Yanchuck, who is also a student worker in the Dean's Office.

"I have a student in my Freshman Seminar class who is already serving on the Society for the Advancement of Management executive board," said Dr. Tejinder Billing, assistant professor of management. "They really are a good bunch of students who are engaged and excited to be in college and want to prove their worth."

Emily Yanchuck (left) and **Christina Barclay** are carving out plans for their future, reflecting the spirit of the 263-member Rohrer College of Business freshman class.



Medical school-bound student pairs graduate programs

David Fry Jr., an orthopedic technologist with the Cooper Health System, has a full future ahead of him — and a jam-packed present.

As the Washington Township resident wrapped up requirements for his master's in biomedical sciences from Rowan University's Graduate School of Biomedical Sciences this fall, he entered the Rohrer College of Business MBA program. By the time he earns his MBA, he plans to enter medical school to eventually become an orthopedic surgeon.

The MBA program will provide valuable guidance in investments and negotiations and knowledge to navigate the impending changes in the health insurance environment, Fry explained. "I hope to gain a better understanding of these with a business degree."

Only a few months into the MBA program, Fry has glimpsed the advantages. "Business management is going to give me the training to strategically plan and to manage employees in a practice or other health-care settings," Fry explained.

Combining the MBS and MBA expands his horizons, Fry said. "For instance, whether in a hospital or a private setting, I will be able to assume an administrative role as a doctor and bring a business background to various situations. I may be on boards or committees where I can draw from my health care and science background while bringing a business approach and have a two-fold view to make those decisions."



David Fry Jr. entered the Rohrer College of Business MBA program while completing a master's in biomedical sciences, preparing for the business challenges of a future medical career.



Taking advantage of career programs and internships, **Alyssa Mills** and **Rodney Krasley** clinched employment offers long before graduation.

RCB students off to a running start

Through internships and other programs, Rohrer College of Business students make their mark long before graduation, attracting early offers of full-time employment.

During an internship with Bridgestone Corp., Rodney Krasley, '15, a management major from Exton, Pa., developed an array of management skills in Firestone Complete Auto Care stores in Pottstown and West Chester, Pa.

While holding this position, he assigned work to technicians, assessed finances and quotas, gained sales experience, ran a sales event and performed other tasks. "I had to provide a presentation based on the results of my sales event to my district managers," he said.

Krasley appreciated the hands-on experience and guidance. "Everyone was so open to helping me learn everything about the company," he said.

This fall, the company flew Krasley and other interns to Tennessee to announce important news. "They said we

are guaranteed a full-time job offer, and I later received an offer to become a sales manager," Krasley said.

To develop real-world accounting experience, Alyssa Mills, '15, an accounting major from Union Beach, worked as a full-time intern for PSEG in Newark, N.J., for two summers.

"They were very willing to give me as much work as I wanted and take time out of their busy days to help me and give me experience that I would not have had in a classroom," Mills said.

Last summer, Mills participated in a mentoring program by Deloitte LLP, where she learned about the company and participated in networking and team-building activities. In August, the company offered her a full-time position.

She valued the contrasting experiences. "Since I had the opportunity to participate in Deloitte's mentor program as well as work for PSEG, I could compare corporate employment with that of a Big Four firm," she said.

Holman Automotive establishes endowed scholarship

For decades, Holman Automotive Group, based in Maple Shade, has maintained close ties with the Rohrer College of Business (RCB) and Rowan University, hiring numerous students for internships and alumni for full-time positions.

Recently, the automotive giant further strengthened this bond. The corporation, consisting of 25 companies, recently established a \$25,000 endowed scholarship to support RCB students with financial need.

"The RCB and Holman Automotive Group partnership provides the foundation for a closer cooperation that will facilitate sharing and development of talent, research, resources and innovations," said Dr. Daniel McFarland, interim dean.

"We have always looked to Rohrer as a source of fine local talent," said Steve Holman, manager, Community Affairs, Holman Automotive Group. "Certainly in the last couple of decades our human resources department has recruited there because we have been looking for talent right in our back yard."

The scholarship and the ongoing relationship with RCB are important to Holman. "Because we recognize the quality of the students at Rohrer, we want to have our name out in front of them so they might consider a career with us," Holman said. In addition, he said, Holman wants to support students on a financial level.

Holman also helps students develop their professional skills through internships. "You're offering real-world experience to students who may have had only academic experience," he said. "For us, it gives us an opportunity to showcase the kind of careers that are available to these bright students. For the students, it gives them a taste of what a career with us might be like. The internship program is a real win-win."

The relationship continues to benefit Rowan students, with nearly 50 alumni working for the automotive group. "According to the many Rowan alumni employed by Holman and its subsidiary companies, it is a fabulous place to work," McFarland said. "The organization invests significantly in the well-being and success of its employees."

Rowan University alumni employed by Holman Automotive Group celebrate their shared history. The automotive legend employs nearly 50 Rowan University alumni.



Student consultants share business know-how

Before they complete their degrees, Rohrer College of Business (RCB) students put their hard-earned skills to work, delivering high-quality consulting services to area organizations and businesses.

Through the College's hallmark project-based learning program, they provide business plans, marketing plans and assorted other business services.

Consulting services are available for accounting, entrepreneurship, finance, human resources, management, management information systems and marketing.

"Our goal is to help companies — regardless of whether they've been in business for one, five or 10 years or even if they're just starting out," said Stephen Kozachyn, executive director of external affairs.

Although student consultants offer significant value to entrepreneurs who are starting from scratch, they also develop services based on an established company's history. Using solid research techniques and resources, students apply data that will help them develop real-world solutions for their clients.

"Students just performed a competitive marketing plan for a 60-year-old Catholic school," Kozachyn said.

"School administrators wanted to expand into additional areas and needed a marketing plan to achieve that goal," he said. "The students presented their plan to the class and school administration and provided their findings in a report to the school. The school administrators were very impressed with the students' research and professionalism. In fact, like many of our clients, they are returning for assistance with another project."

Last spring, Dr. Robert D'Intino, professor of management, oversaw five business consulting projects performed as part of the Management Consulting Field Study course. "All of our clients were delighted with the amount of energy and business knowledge student teams devoted to their consulting projects," he said.

For more information on how to engage RCB consultants, visit www.rowan.edu/pbl.



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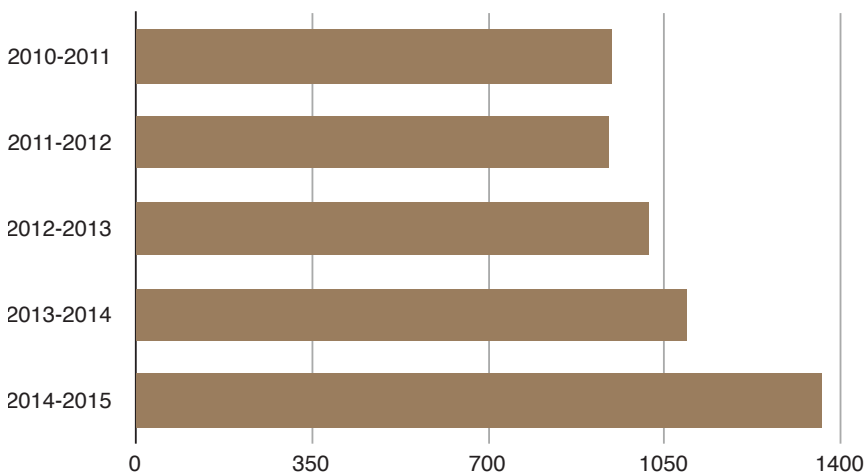


Michael Houlihan and **Bonnie Harvey**, founders of Barefoot Cellars, shared their success story during Networking With Style: A South Jersey Soiree, held in November. The event was sponsored by the Rohrer College of Business, the Gloucester County Chamber of Commerce, TD Bank and South Jersey Tourism.



Rohrer by the numbers

As Rowan University experiences record-breaking growth, Rohrer College of Business undergraduate enrollment continues to flourish. Here's a look at our enrollment trends during the last five years:



Our students' success depends on many factors, including the generosity of our donors and benefactors. Will you help them achieve even greater success by supporting the Rohrer College of Business?



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