Welcome to pollen season on the Eastern Shore. Everything has a light yellow coating and those of us with allergies are coping as best we can. Oh well, the end of the semester and summer can’t be too far away.

This month I’d like to recognize a group of individuals who are often overlooked and all too often taken for granted. I dare say that if these individuals were to disappear, many Perdue School activities would grind to a screeching halt.

The Students Services area is home to our Advising Services and ABLE (Applied Business Learning Experience) internship activities. Tammy Donaway has served in the undergraduate programs coordinator position since 2008. Her primary duty is to manage our ABLE program, working with employers and students to maximize the internship experience. The advising services coordinator position is currently vacant; Jamie Holmes-Krager left the Perdue School last December to assume the position of associate registrar at Salisbury University. Associate Dean Christy Weer has done a yeoman’s job in managing many of the activities of the office in her absence. Sarah Timko is scheduled to join us this June as our new advising services coordinator. Tessa Gallagher and Sharon Brown are the administrative assistants in the Student Services office. Both Tessa and Sharon joined us this academic year.

Kimberly Hudson and Pat Weast joined the Perdue School with the opening of the new building. They man a desk on the first floor across from the Perdue Museum. In addition to serving as receptionists for the building and the campus, they serve as receptionists for the museum.

Each of the four departments has an administrative assistant. Patti Vance is the newest assistant serving the Information Systems and Decision Science Department faculty. Elizabeth Bloom also joined us this academic year. She provides administrative assistance for the Accounting and Legal Studies Department faculty. Patti and Elizabeth replaced Ellen Fykes who retired last fall after 37 years with the Perdue School. Judith (Jodie) Gallons is the administrative assistant for the Economics and Finance Department. She joined the Perdue School in 2009. Michele Nelson is the senior departmental admin serving the Management and Marketing Department as a Program Management Specialist. Michele was recently recognized for 10 years service with the University.

Yvonne Downie is in her third year as M.B.A. director. Yvonne was instrumental in the coordination of faculty efforts in the most recent M.B.A. curriculum change. Kristi Horner is the M.B.A. Office administrative assistant. Kristi joined the Perdue School in 2005.

Della McGee serves as the budget analyst for the Perdue School and is tasked with managing expenditures and inflows. She also joined the Perdue School in 2005.

Last but not least, Michelle Lambert is the executive administrative assistant in the Dean’s Office. Many of you have had the opportunity to deal with Michelle directly. She is more than efficient; I don’t know if the Dean’s Office would survive without her.

We have a great group of administrative personnel. I appreciate their efforts; they make us better.

See you next month.
Recently, local resident Bill Roliq passed away from prostate cancer. He was a beloved father, husband, friend of many and an accomplished fine arts painter, who also had a strong passion for music. To those who knew him, Bill could always be counted on to offer insightful thoughts and kind words of support, especially to aspiring artists of all ages. To continue his legacy, the Roliq Foundation for the Arts was formed to provide financial aid to artists pursuing their artistic vision. To kick off the foundation, Prescilla Koh, Lynell Purnell, David Kozlowski from Paula Morris’s Advertising and Promotions class, and the Roliq family host Bill’s Bash at Brew River in Salisbury 5-9 p.m. Thursday, May 3. Entertainment is provided by local bands the Zen Monkeys and Lower Class Citizens. Two members of Lower Class Citizens are Bill’s sons. In addition to the concert, there is a 50/50 raffle and drawings for raffle prizes. For more information about the event, e-mail Koh at RoliqFoundation@gmail.com.

Candace (Jackson) Vogelsong, a 1996 graduate of the Perdue School of Business, is the Business Department chair for Cecil College in North East, MD. In addition to being the department chair, she teaches marketing, business, leadership and law courses at the college. Before joining the faculty at Cecil College, Candace was the vice president of marketing at DEXSTA Federal Credit Union, a DuPont Credit Union in Wilmington, DE. After leaving the credit union industry, she started her own marketing consulting company, Alternative Marketing Department, Inc., where she has been consulting both profit and non-profit companies for almost 10 years. Candace holds a bachelor’s degree from Salisbury University with a double concentration in finance and marketing. In addition, she earned both a Master of Business Administration and a master’s in marketing from Wilmington University. Candace recently accepted an adjunct professor position at SU where she will teach a 300-level marketing course starting in fall 2012.

While traveling and reading as well as spending time with friends and family, she lives in Fair Hill, MD, with her husband of 13 years and their 9-year-old twin daughters. Candace can be reached at cvogelsong@cecil.edu.

During spring break, SU’s chapter of the American Marketing Association (AMA) attended the International Collegiate Conference in New Orleans, LA. During the conference students attended speaking sessions from companies like McDonald’s, Bacardi, Google and Converse and workshops covering everything from the use of social media in marketing to recent trends in the business world. In addition, four students – Allison Paiksa, Tracy Stanley, Cody Robbins and Afnan Idris – competed in the SABRE competition, which is a marketing simulation game. After a difficult start, the team recovered late in the game to finish second in their industry. Makenzie Callaway and Allison Paiksa competed in the Northwestern Mutual Sales Competition and AMA Chapter President Sophia Smecker and Vice President Allison Paiksa were invited to speak at the conference to discuss SU AMAs success in community service.

Salisbury received two awards this year, one being an award for excellent planning of the AMA Saves Lives event. Special thanks goes to Paula Morris for her assistance with this project in her advertising and promotions class. And most exciting this year, Salisbury was recognized as a top 20 chapter, exceeding in all aspects of a collegiate chapter, including professional development, community service, fundraising, chapter planning, communications and chapter operations, winning the Bronze Chapter of the Year award. AMA recognizes 368 collegiate chapters in the United States, Canada and Puerto Rico. SU AMA is very honored to be considered a top 20 chapter this year.

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Follow Dean Wood on twitter @PerdueDean
Student Spotlight: Chris Dalton

When I first started researching colleges as a high school student, I was initially looking at specific school's academic credentials; but, as I started visiting certain universities, I realized that there was much more to the college experience than just academics. Salisbury University was one of the schools that opened my eyes to the many opportunities it had to offer.

As a student at the Perdue School, I have been able to exceed the goals that I had set for myself as a college freshman. I previously seized an opportunity to deliver a student-perspective speech at the University's open houses and lead college tours during my four years at the University. This gave me the opportunity to meet new people and work on my public-speaking skills. It also gave me the chance to explain what Salisbury had to offer and what could be achieved to prospective students.

While in the Perdue School, I have the opportunity to be part of the ABLE program. During this internship, which coincides with the audit class in the accounting curriculum and we audit non-for-profit organizations. This is an amazing chance to have an internship in the career path that I am planning to choose. After learning in the classroom, internships show students that everything is done for a reason and they are able to see all the aspects come together and gain real-world exposure.

Everyone always says this, but the best way to make the most of your college experience is to become involved because it opens more doors for students and it is strongly encouraged. The faculty and staff in the Perdue School want their students to be the best and brightest within their chosen profession and they provide students the opportunities to become just that.

Finance Groups Visit NYC

Practicum in Portfolio Management Students Attend GAME Forum

Thanks to a generous gift from the PNC Foundation, students in the Practicum in Portfolio Management class attended the GAME Forum in New York City March 29-31. This outstanding experience further enhanced the experiential learning opportunities supported by the department and the Perdue School of Business. During this event, students had a chance to hear from high profile practitioners like David Darst, Guy Adami, Abby Joseph Cohen, Bob Froehlich, Tobias Levkovich, Joseph Terranova, Liz Ann Sonders, among others.

FMA Visits NYC Financial District

Twenty-nine Financial Management Association (FMA) students and 20 Practicum in Portfolio Management students, accompanied Drs. Tyler Claggett, Danny Ervin and Herman Manakyan, traveled to New York City. The practicum students attended the keynote sessions of the GAME forum while the FMA students went on a “Wall Street” walking tour, including the New York Stock Exchange.

The next day, GAME Forum participants attended breakout sessions, as the FMA students visited J.P. Morgan. The group was met by Ronald (Ron) G. McGann, SU Class of 1988 and J.P. Morgan managing director. McGann explained the evolution of what is now J.P. Morgan-Chase. Two junior analysts and two representatives from J.P. Morgan's University Recruiting Office also met with the students.

McGann discussed how best to prepare for a career in the wealth management and investment banking sectors. He went on to say to be successful on Wall Street, young people must work very hard and take advantage of their strengths. He ended his formal remarks by giving several tangible and significant pieces of advice for searching for the first job, what the screening process is like at many first tier financial institutions and how best to manage a young financial professional's early career.

In addition, practicum students attended career-planning sessions at the forum, which the practicum students found quite helpful.
Youth Entrepreneur Series

The Small Business Development Center (SBDC) brought a roundtable discussion to SU for young aspiring entrepreneurs. The discussion was lead by a panel of speakers who were either in the business of helping entrepreneurs or an entrepreneur themselves.

Bridget Bean, SBA Region III administrator, started out the conversation with a description of how the government is trying to develop programs that help small business growth. The federal government understands that young entrepreneurs bring the promise of sustainability and future employment. SBA exists to provide entrepreneurs with tools and skills they need to start a business. SBA wants to redesign their programs to meet entrepreneurs in the field and understands small businesses are more likely to be the consistent job creator. “Maryland has a long heritage of young entrepreneurs,” Bridget said, citing the creation of the Under Armor company in Maryland.

Many young entrepreneurs in the audience asked questions to help narrow down their opportunities. These opportunities ranged from opening different types of restaurants to starting a social media firm. When asked why they wanted to start their own businesses, one student replied, “I want control over my success.”

SBDC Regional Director John Hickman described services the center offers, including a resource library and training courses to help young entrepreneurs. He related the success that student working with the center have had in developing their business plans for the Bernstein business plan competition.

Maryland Capital Enterprises, represented by Joe Morse, explained what MCE can do for micro-enterprise start-ups. They specialize in micro lending of $50,000 or less. MCE loans are certified by the Department of Treasury. Morse shared that loans are essential for small business start ups and a good business plan is vital to secure a loan.

The last guest speaker was Lin Hwang, who owns J&R Seafood, a seafood manufacturing and distributing business in Maryland. Last year, they were Maryland “Exporter of the Year.” Hwang, who is interested in international baseball, turned his passion to seafood. His father owned an existing seafood business, and he joined the company after college and changed the business plan from selling locally to now exporting 70 percent of their product to China and Korea. Since refocusing the business, Hwang expanded operations to Louisiana for year-round fishing.