



# BizConnection

Newsletter of the Department of Marketing and Management  
University of Pittsburgh at Johnstown

Fall 2007

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## Management Forum to be Held September 27



UPJ's annual Management Forum will take place Thursday, September 27, 2007 at 6:30 PM in the university's Cambria Room. The department of Management and Marketing takes great pride in bringing back alumni to share stories and answer questions about their post-baccalaureate lives. This year's event is also part of UPJ's 80th Anniversary Celebration (see page 3).

This year, the event will begin with the opening reception at 6:30 p.m. Panel discussion begins at 7:00 p.m. and will be followed by a question and answer period. The forum will end with a reception as well.

This year, we would like to welcome back speakers Jen Hale, Laura Brosig, and Eric DiFrancesco. Jen, a 1995 graduate, currently holds a human resources position with MetLife. Laura, a Marketing major who graduated in 2004, currently works as a Communications/Marketing specialist for DRS Laurel Technologies in Johnstown. Finally, along with his current job at CTC, Eric, a 2006 Information Systems graduate, is also teaching here within the UPJ Business Program (see next page).

The Management Forum brings current students, alumni, faculty, and staff together for discussion that benefits all parties. The department welcomes and encourages you to attend our yearly event.

**BizConnection**  
Website

BizConnection is the department of Management and Marketing's alumni-student networking website, which can be accessed at <http://bizconnection.upj.pitt.edu>. Thanks to the help of the faculty and in particular Neelima Bhatnagar, we approach our 2nd year up and running. This site has the ability to provide a great networking opportunity for our students and alumni alike. Please consider taking advantage of this "free" service to you. Where you see opportunities to refine and improve this site please direct your suggestions to our Webmaster at [bhatnagr@pitt.edu](mailto:bhatnagr@pitt.edu).

So, in closing, we hope you enjoy and use both the newsletter and the alumni database. It's simply our way of reaching out to our "family" of alumni and connecting them with our current students. We hope that both will benefit by the connection.

Continue to learn...

**Ron Vickroy**  
Department Chair



# New Faculty Spotlight

## UPJ welcomes new business faculty members



### Education:

University of Pittsburgh at  
Johnstown

-BA Management Information  
Systems

-2006

Somerset Area Senior High School

-1999

Eric DiFrancesco is a 1999 graduate of Somerset Area Senior High School located in his hometown of Somerset, Pennsylvania. After graduating high school he worked for several years as a graphic designer at his family's business. In the fall of 2002, he began his college career through the University of Pittsburgh at Johnstown. During college, he acquired an internship at Concurrent Technologies Corporation serving as a web developer. In the spring of 2006, Eric graduated from

UPJ with honors and obtained a Bachelor's of Arts in Business, concentrated in both Management Information Systems and Marketing. Immediately after graduation, he secured a full-time position with Concurrent Technologies Corporation and continues to work there. In the spring of 2006, he was asked to fill a position as an adjunct instructor of UPJ. His classes have included the special

topics Web Design & Development as well as Graphic Design. "I have always enjoyed learning about new topics, as well as gaining new skills, and I have found that I enjoy helping others do the same," Mr. DiFrancesco said. "I do my best to relate the material in a way that can be understood from their perspective and utilized in the future" The University welcomes Mr. DiFrancesco and wishes him the best of luck this year.

## Management Internship Program

### UPJ Management Department continues to help students succeed

Doug Reed, our internship coordinator has always strived to provide students with a balance between theory and "real world" applications. However, these valid learning techniques cannot duplicate the dynamic environment in which managerial decisions are made.

The Management Internship Program provides students with an experiential learning opportunity. Internships provide students with the opportunity to apply "theory" in the dynamic environment of an organization. Through the participating companies, students achieve professional work experience under the mentoring of managerial practitioners and faculty.

Internships = Work Experience = Career Opportunities

An internship experience prevents potential employers from saying ...

*"Sorry, we can't hire YOU because YOU just don't have any work experience".*

An internship translates directly into "real world" work experience, which is just what organizations are seeking. Our UPJ Management Internship Program has yielded significant results for all business majors: General Management, Marketing, Information Systems, Human Resources, Finance and Accounting. With over 20 local organizations seeking 1-2 UPJ interns this semester, the opportunity for student advancement is exceptional. Some of the organizations requesting interns include North American Hoganas, American Red Cross, Gallikers', Memorial Medical Center, and many others.

Students who choose to participate in the Internship Program are actively choosing to grow professionally, and businesses that choose to employ interns recognize the executive potential of college students. For further information about the program, please contact Mr. Reed by email ([dougreed@pitt.edu](mailto:dougreed@pitt.edu)) or by phone (814-269-2936).



Mr. Doug Reed  
Internship Coordinator

# UPJ Welcomes Dr. Jem Spectar

## Inauguration and 80th Anniversary Celebration



Upon the Retirement of former President, Dr. Etheridge, Dr. Jem Spectar has been named the University of Pittsburgh at Johnstown's 5th President effective July 1, 2007. While Dr. Spectar has an extensive background in educating, he has also held senior administrator positions at several institutions of higher education. Among these include associate provost for academic affairs at the University of Scranton, director of studies at Princeton University, assistant dean of students at the University of La Verne, and provost at Western Oregon University.

In order to celebrate the inauguration of our new president and to recognize the University's 80 years of achievement, events have been planned for the entire Homecoming Week (September 23-30). Below is a calendar of events.

**Education:**  
**Claremont Graduate University**  
 -Ph.D. Political Science  
 -M.A. Politics  
**University of Maryland Law School**  
 -J.D.  
**Georgetown University in Washington, D.C.**  
 -M.A.  
**Frostburg State University**  
 -M.B.A.  
**University of La Verne**  
 -B.A. International Studies

Day	Date	Time	Event	Location
Wednesday	26-Sep	11:30:00 AM-1:30 PM	Community Picnic Celebration	Central Park, Downtown
Thursday	27-Sep	4:00 PM	Men's Soccer	UPJ Soccer Field
Thursday	27-Sep	5:00 -8:00 PM	Management Forum	Cambria Room, Student Union
Thursday	27-Sep	9:00 PM	Homecoming Events Foam Party	Sports Center
Friday	28-Sep	2:30 PM	Inauguration of Dr. Jem Spectar	Pasquerilla Performing Arts Center
Friday	28-Sep	4:00-8:00 PM	Homecoming Carnival-Bouncy Boxing, Velcro Wall, Wax Hands, Caricatures, Old Time Photos	Campus Mall
Friday	28-Sep	5:30-7:30 PM	BBQ	Campus Mall
Friday	28-Sep	6:00-7:00 PM	Caribbean Vibes Drum Band	Campus Mall
Friday	28-Sep	7:00 PM	Volleyball	Volleyball Courts
Friday	28-Sep	8:00-9:15 PM	Comedian, Johnny Cardinale	Cambria Room, Student Union
Friday	28-Sep	9:15 PM	Fireworks Display	
Saturday	29-Sep	1:00 PM	Women's Soccer	UPJ Soccer Field
Saturday	29-Sep	2:00 PM	Homecoming Parade	
Saturday	29-Sep	5:00-7:00 PM	Alumni Reception	Blackington Hall

# Alumni News

Engagements, Promotions, Babies, and more-UPJ alumni share what they're up to

The BizConnection website enables you to keep track of updated news and accomplishments of fellow alumni.

Please log into the website regularly at <http://bizconnection.upj.pitt.edu> and keep everyone posted!

1992

## Brian Peretin

Congratulations to Brian and his wife on the birth of their second child! It's a girl!

1993

## Daryl Seese

We welcome Daryl back to the BizConnection-yes, he is still with Panasonic, and married to Rhonda (Putman). They have 2 boys and are loving Shippensburg.

1996

## Paul Laurent

Congratulations to Paul and his wife on the birth of their first child! It's a boy-Jackson Paul.

1999

## Julie Miller (Erwin)

Congrats to Julie and Doug ('00) on the birth of their first child, "Carter."

2000

## Rachel (Brumbaugh) Gesinshi

Congratulations on the birth of her first child! (Heard on the QT).

2001

## Kevin Krauland

We welcome Kevin to the BizConnection-he's working for a French company and enjoying life to its fullest.

2002

## Dana Bekavac

Congrats to Dana on her movement into a position at the Business Department at Point Park. While not a professor yet, things are starting to turn full circle.

2003

## Courtney Volpe

Courtney Just accepted a job with a CPA firm in Washington D.C. but she'd love to be back in Latrobe!

2003

## Ben Kuntz

Congratulations go out to Ben on his recent promotion to Branch Manager in Altoona.

2004

## John Simon

He's engaged! And looking to tie the knot in July of '08. Congratulations, John!

2004

## Matt Mitro

Congratulations to Matt. He was married in May of this year and honeymooned in St. Lucia.

2005

## Lisa Wicks

She's engaged! The date is set for June of '08. She is now working on building a house. Congratulations, Lisa!

2006

## Tara Hartman

Tara is back in school pursuing a Master's in Higher Education Administration.

2006

## Stephanie Slifko

Congratulations to Steph in her recent promotion and acceptance to grad school for Human Resources!

2006/07

## Greg Simmons/Alana Tresise

Our congratulations to Alana and Greg on their recent engagement!

2007

## Joe Abdalah

Congrats to Joe on securing a great job with HP in Houston, TX.

2007

## Josh Faish

Josh is doing quite well in NY. He even has his own first-floor apartment!