



# BizConnection

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

Spring 2007

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## Students Express Gratitude for Internship Program

The mission of the Department of Marketing and Management is to prepare undergraduates for the corporate world, through a variety of courses, and programs.

However, many employers may not be satisfied in hiring a potential

employee without

them having previous work experience. It is true that knowledge should be valued, but a business degree alone may not be enough to push an individual ahead of the competition.

Under the direction of UPJ professor, Mr. Doug Reed, the Department has established a program that helps undergraduate business students find internships in their related fields of study. 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.

The program has proven to be beneficial for both students and intern employers. Currently, three UPJ students are employed by MetLife in Johnstown, PA. **Chris Conti**, **Kristy Reighard**, and **Jamie Kusher** are working in the company's Human Resources Department under the direction of Ms. Jen Hale. "We are pleased to work with UPJ to hire students to work in our Human Resources Service Center." The students are finding the experience to be equally positive. "My internship at MetLife has given me the chance to experience what the 'real world' is like. It has been interesting working with the company as I continue to learn additional information that I will use in the future as well as every-day life," Conti stated.



MetLife Interns: Kristy Reighard, Chris Conti, Jamie Kusher

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# New Faculty Spotlight

## UPJ welcomes new business faculty members

After moving back to this city in which she was born, Professor **Dawn Edmiston** has joined the UPJ family as an Adjunct Assistant Professor, teaching Consumer Behavior. Ms. Edmiston is a passionate college educator as well as an accomplished marketing and communications executive. She is currently an instructor at Saint Vincent College and Johns Hopkins University, teaching a variety of marketing and management courses. Other institutions in which she has served as an educator include the University of Maryland University College, Trinity College, and Howard University. Her extensive work experience enables her to bring a variety of knowledge and “real-world” experience into the classroom. Ms. Edmiston worked with PBS, Alexandria, Virginia, Union College, Schenectady, NY and SeniorLife, Johnstown, PA as an Independent Marketing and Communications Consultant. She has also served as a director or consultant for a variety of established firms. Among many include the Tribune Democrat/Johnstown Magazine, IBM, and the Discovery Channel.



Professor Edmiston

**Education:** University of Maryland University College  
-Doctor of Management (ABD)  
Expected May 2007  
Columbia University  
-MBA  
London Business School  
-Chazen International Exchange Program  
Rensselaer Polytechnic Institute  
-BS Management  
Elmira College  
-AA Liberal Studies

Her teaching philosophy is rooted in the value of education and a passion for her discipline. “One of the greatest joys of teaching a subject such as marketing and communications is that it is a field of study with the potential to impact and influence all other fields.” She seeks to know and interact with her students on a personal level, in order to understand their aspirations, and ideally incorporate them into class. She also realizes the importance of remaining a lifetime learner, never hesitating to interact with her students and colleagues. “It is only through personal and professional growth that I will develop the talents worthy of sharing with students in the classroom. ‘He who dares to teach must never cease to learn’-Anonymous.”



Professor Markum

**Education:** Indiana University of Pennsylvania  
-MBA  
University of Pittsburgh at Johnstown  
-BA Business Management  
Certified Hotel Administrator (CHA)

UPJ welcomes **Professor Grace Markum** to its faculty. Mrs. Markum joined the University in 2004 teaching Sales Management, a marketing special topics course. She joins us again this semester to do the same.

Mrs. Markum is an experienced administrator of all levels of management. As a result of a Business Management Society Project, she was introduced to Crown American Corporation, a Johnstown Company that owned and managed shopping malls and hotels. She was hired as a sales manager by current professor and department head, as well as then Director of Sales and Marketing, Mr. Ron Vickroy. Over the following twenty years, she assumed various sales and human resources positions on the hotel side of the company. In 1995, she was promoted to Vice President of Sales and Marketing and in 2005 she was promoted to President and CEO. Today, Crown American Hotels manages the Johnstown Holiday Inn-Downtown, Holiday Inn Express, Pasquerilla Plaza, and holds a management contract with the City of Johnstown to Manage the Pasquerilla Conference Center. Mrs. Markum is also a member of the PA Tourism and Lodging Association where she holds a seat on the board of the PA Foundation.

Mrs. Grace Markum enjoys teaching because it gives her the opportunity to share the knowledge she has acquired over the course of her career. UPJ wishes Mrs. Markum the best of luck as she returns to teach at her Alma Mater.

# New Faculty Spotlight

## UPJ welcomes new business faculty members

**Christine Menna** has 30 years experience in marketing. She is the Manager of Information Services at Concurrent Technologies Corporations and the former Vice President of Corporate Communications and Marketing at Crown American Realty Trust. In addition, she has been a Visiting Instructor at the University of Pittsburgh at Greensburg, teaching courses in Advertising and Public Relations. She is also an adjunct professor and has taught undergraduate courses in Principles of Marketing, Marketing Management, Marketing Research, Organizational Communications and Public Relations Strategies at Penn State University, Mount Aloysius College, and the University of Pittsburgh at Johnstown. Mrs. Menna has also done independent marketing consulting for many established firms such as Prime Retail, Baltimore, MD, Crown American Enterprises, Johnstown, PA, Forest City Enterprises, Cleveland, OH, and several others. Professor Menna has also been the recipient of numerous Marketing and Communications Awards and has been chosen as a speaker at a variety of conferences and speaking engagements.



Chris Menna

**Education:** Saint Francis University  
-MBA, Marketing Focus  
University of Pittsburgh at Johnstown  
-BA in Journalism, Minor in Communications

Mrs. Menna feels that marketing is a vocation that is continually evolving. “What works today may not work tomorrow. As a result, I like to utilize the experiences that I have had during my career and bring as much of the real world as I can to the classroom.” The University wishes Professor Chris Menna an enjoyable semester here at UPJ.



Professor Hoffman

**Education:** Capella University  
-MS (Master of Science) Information Systems Design and Programming  
Robert Morris University  
-BA in Corporate Communications

The University of Pittsburgh at Johnstown would like to send a warm welcome to **Mr. Matt Hoffman**

This is Mr. Hoffman’s first semester as an educator. He is currently teaching a Special Management Topics course called Project Management. Special Management Topics courses serve as electives for UPJ’s business majors.

While it is Mr. Hoffman’s first experience teaching, he is no stranger to the corporate world.

He currently works for Concurrent Technologies Corporation in various areas of the information technology field. He is a project manager of CTCnet and leads several software quality assurance and testing teams. Currently, he is the quality assurance lead on various government invoicing systems as well as military planning and Intel applications. Professor Hoffman is also a member of the AITP (Associate Information Technology Professionals) and is the Johnstown Chapter President. Mr. Hoffman is also a Certified Tester by the Foundation Level International Software Testing Qualifications Board.

As a newcomer to the teaching field, he has not quite developed any specific teaching philosophies, but does like to teach from experience. He strongly believes that you should “practice what you teach” and Mr. Hoffman is doing just that.

# News from the Business Department

## Recap of Management Forum and BizConnection

### Management Forum

This year's Management Forum was held on Thursday, September 28, 2006 in the Cambria Room in the UPJ Student Union. Students, faculty, and alumni gathered to hear recent graduates speak about their post-UPJ experiences. This year, Jodi Rager, Lindsay Joseph, and Bart Vickroy shared their experiences as a working professional or grad student.

A question and answer session followed so that the audience could ask further questions about their advice and individual experiences. The department would like to thank the 3 alumni speakers and invite everyone to attend next year's forum during the fall of 2007.



*Participants in this year's Management Forum:  
From left: Elizabeth Hixon, President of the  
American Marketing Association, Jodi Rager,  
Lindsay Joseph, and Bart Vickroy*



*Students,  
faculty, and  
alumni gather  
to participate in  
the annual  
Management  
Forum.*



### BizConnection

BizConnection is the Department's new 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 are now off 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).

The Department's newsletter is designed to give you a very brief update on what is happening on campus as well as with our alumni around the country. We plan on publishing it once each semester, with the assistance of our student editor, Brittany Hood. Please feel free to submit any news you may have about your career or family to us via the form at the BizConnection Website.

## Students Express Gratitude for Internship Program (Cont.)

(Continued from Page 1)

As far as duties and responsibilities go, the three are treated exactly like full and part-time employees. In fact, the company refrains from calling their new employees “interns.” Before receiving their positions, the students had to go through an interviewing process with the company. “After a series of phone interviews, I was called in for a face-to-face. I had a 20 minute interview with my supervisor and when it was finished, I was asked to go to a larger conference room where I would meet my supervisor’s boss, Ms. Jen Hale,” stated Kusher. “After a week or so, I was called back to do another interview with the VP of the service center,” she continued. While this interview process may seem long, it prepared the three for what they will more than likely encounter upon interviewing for their first post-graduation positions. Conti, Reighard, and Kusher must have portrayed similar interview qualities that pushed them ahead of other potential interns. “Besides being yourself, you should show interest. Make an effort to find something in common that you have with the individual interviewing you that way the two of you are able to relate to one another,” Conti advised.



Mr. Doug Reed  
Internship Coordinator

After receiving their positions, the students began working as Customer Service Representatives for MetLife. During the first six weeks, the students spent their time training for their positions as phone specialists for the human resources center. They were trained on proper phone techniques, using the phones, handling difficult calls, documenting cases, navigating the systems to find information, and many other areas. As their experience grew, the students’ responsibilities did as well. “I actually feel that I receive new responsibilities everyday at work,” stated Reighard. Besides the workload itself, having an internship instilled a new type of responsibility in the UPJ students. “Working 20 hours a week while taking 15 credits at school makes for a busy week. Learning time-management and dividing my time between these tasks was perhaps the most important responsibility,” said Conti.

The lessons learned by securing an internship experience go beyond the classroom. It is with certainty that there is knowledge acquired in the job force that would be impossible to portray through a 3-credit class. Internships enable students to take the theories and lessons they have learned through class and apply them to “real-world” scenarios. “Internships provide great experiences and are an excellent investment of time,” commented Reighard. Conti and Kusher had similar opinions. “My time with MetLife has taught me a lot about work in general. I am doing some networking, and learning things about an organization that I could never know without actually working with them,” stated Kusher. Conti continued by explaining that an internship is almost necessary to have in today’s hiring process. Internships give you insight to what the business world is all about, and a competitive edge amongst other job applicants.

## UPJ Marketing Students Take First Stab at Consulting

Continuing a UPJ tradition, students in John McGrath's Marketing Management course served as marketing consultants during the Fall semester for two local not-for-profit organizations. The "clients" this time around were Professional Care Services, a foster care agency, and the Greater Johnstown Career and Technology Center (formerly known as the VoTech).

As usual, students approached the assignment with some apprehension because of the many challenges facing small not-for-profits, particularly their low marketing budgets. Nevertheless, all four teams rose to the challenge and developed strong Marketing Plans for presentation to their clients during final exam week. The plans included some novel tactics including new names, logos, websites, special events, and some fresh advertising ideas.

# Alumni News

## UPJ alumni share what they're doing ...

The new bizconnection website will enable UPJ to keep track of updated news and accomplishments of alumni.

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

**1986**

**Tim Gallo**

Department of Homeland Security  
Washington, DC

—Tim is relocating from sunny Texas to Washington, DC and a Desk in the Home Office of Homeland Security.

**1992**

**Missy Bunk**

LR Webber, PA

—Missy is at LR Webber in Duncansville and is a very active member of the Alumni Association.

**1992**

**Tony Pantano**

Imwave, PA

—Tony has taken on another entrepreneurial venture with Imwave in York, Pa

**1994**

**Joe DiBartola**

FBI, Ohio

—Joe and Melinda (Ickes) '99 are expecting their first child in March. Congratulations!

**1996**

**Paul Laurent**

HealthSouth, PA

—Paul and his wife are expecting their first child in June. Congratulations!

**1997**

**Steve Custer**

UPMC, PA

—Congratulations to Steve and his wife, Mandy on the birth of their first child, Caleb Steven, in 2006.

**1999**

**Jodi Rager**

Watson Pharma, PA

—Jodi is now engaged and plans to marry (John Beach) over Memorial Day Weekend. Congratulations!

**1999**

**Sandy Knepper**

Capitol Blue Cross, PA

—Sandy was just promoted to the managerial ranks and has recently done some traveling in Europe.

**1999**

**Rex Morgart**

Department of Labor, MD

—Rex is working on his *second* Masters Degree in Project Management.

**2000**

**Jen Ursida (Carlson)**

UPMC, PA

Jen was married this past September, 2006. Congratulations, Jen!

**2000**

**Travis Wisor**

University of Pittsburgh, PA

—Travis has completed his MBA at Katz and has some super offers on his short list.

**2000**

**Mike Dean**

Swedish Match, VA

—Mike is working on his MBA at Virginia Commonwealth.

**2000**

**Deena Dominick**

Verizon, PA

—Deena loves her job and is now making plans for grad school in Pittsburgh.

**2001**

**Missy Spishak**

Defense Supply Center, PA

—Missy has completed her MBA and is now in the marketing side of the house.

**2001**

**Dave Harmon**

Straight Away, TN

—Congratulations to Dave on his recent marriage (Catherine-Pitt '06) and his promotion to Marketing Manager!

**2001**

**Brett Hasselrig**

Frostburg College, MD

—Brett recently announced his engagement. He bought a new home in Johnstown, PA and is commuting to Frostburg.

**2001**

**Jamie Rutledge**

“Super Mom,” PA

—Jamie now has four little ones at home and is considering going back to school! Go, Mom!

# Alumni News

## UPJ alumni share what they're doing (Cont.)...

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**2002**

**Lizzy Ross**  
Gray Bar Electric  
—Lizzy just took a new job on the North Side of the Burgh. She's excited!

**2002**

**Deanna Alliberti**  
Respironics, PA  
—Deanna got her Real Estate License, switched jobs, and vacationed in Italy last year!

**2003**

**Ken Gacka**  
Connemaugh Health Systems, PA  
—Congratulations to Ken who completed his Katz MBA in December!

**2003**

**Kristi Kerns**  
Mom, PA  
—Kristi was expecting her first child (it's supposed to be a boy) in September or October of last fall. Congratulations!

**2003**

**Bill Kent**  
CDW, IL  
—Bill has bought a townhouse in the Chicago 'burbs and is planning on buying a home in the city too!

**2004**

**Josh Hughes**  
UPMC, PA  
—Josh left Penn Highlands in Johnstown to pursue greater opportunities with UPMC in Pittsburgh. He's lovin' it!

**2004**

**Matt Mitro**  
Heinz, PA  
—Matt will be getting married in September and was recently promoted to Buyer. Congratulations!

**2005**

**Christine Mulcahy**  
Linsco, NM  
—Christine may soon be moving from Albuquerque, but is working on her Series 7 in the mean time.

**2005**

**Kristin Cresswell**  
Cerner, MO  
—Kristin is alive and well traveling from Kansas City to Michigan and parts east routinely.

**2006**

**John Burwinkle**  
US Steel, PA  
—John is an associate manager in railroad transportation and sees great opportunities at USS.

**2006**

**Megan Spencer**  
PA  
—Megan started nursing school at Shadyside to get her RN.

**2006**

**Ashley Dietz**  
Baublitz, PA  
—Ashley and Scott Bankos recently announced they will be getting married in February. Congratulations!