



BizConnection

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

Spring 2008

INSIDE THIS ISSUE

Faculty News

New Faculty Spotlight

Business
Organization Updates

Distribution
Management Field
Trips

Alumni News

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Ron Vickroy Receives Distinguished Citizen Award



On February 29th Ron Vickroy was honored by the Penn's Woods Council, Boy Scouts of America with the Distinguished Citizens Award. The award was given in recognition of his visionary leadership and rich community service, his past military service and his role in mentoring young men and women during their college careers. From his work with the Cambria County Chamber of Commerce to his former role as chairman of the Conemaugh Health System, he has been involved in a variety of community initiatives and organizations. Ron encourages his students to strive to give back to communities in which they reside as he believes that "giving back" is a duty that we all share as citizens. He received the award at the annual Harry E. Mangle Memorial Dinner. Presenting Ron with the award was his former student, Emmanuel "Book" Richardson (UPJ '98). Mr. Richardson currently resides in Cincinnati where he serves as an assistant men's basketball coach at Xavier University. On learning of his selection for this award, he said, "It is truly an honor. I am indeed humbled to be recognized for this award by an organization whose mission is to develop young men of strong character."



John McGrath Receives 2008 Chancellor's Distinguished Teaching Award

John McGrath has been selected as one of five faculty members within the entire Pitt University system to receive the 2008 Chancellor's Distinguished Teaching Award. In giving the award, the University of Pittsburgh is recognizing John's integration of theory and real-world applications in his teaching. His attention to research and detail provides his students with a solid marketing background, giving them the ability to launch themselves to success. By involving marketing students in service-learning projects, they gain valuable experiences and produce results that ultimately benefit the community. Aside from educating, John uses his skill and talent to help local government, economic development, and non-profit groups.

New Faculty Spotlight

UPJ welcomes new business faculty members

Donald Cowie is a 1977 graduate of the University of Pittsburgh at Johnstown. After receiving his M.B.A. from the Katz School of Business at Pitt, he began working as a consultant in the Specialized Services Division of Price Waterhouse and Co. Following this position, he became an Audit Supervisor for UMWA Health and Retirement Funds. In December of 1983, he accepted a position as a Financial Planner at Eastman, Banks & Dolan, and later became Vice President for Enterprise Venture Capital Corporation of Pennsylvania. Since 1995 he has been working with AXA Advisors, LLC as a Financial Planner. In July of 2006 he received his Certificate in Retirement Planning from the Wharton School of Business at the University of Pennsylvania. He was asked by the business faculty to join their team this semester in order to teach a class on Personal Financial Planning. Aside from his esteemed work background and academic achievement, Don has been a member and leader of many professional organizations. Some of the organizations he belongs to include the National Association of Insurance and Financial Advisors, the Million Dollar Roundtable, and the Greater Johnstown/Cambria County Chamber of Commerce. His leadership roles within the business community are many and some of which include serving as the Treasurer of the Johnstown Chapter of the Business to Business Network, the former Vice President of the East Hills Business Association and the past President of East Hills Kiwanis.



Professor Cowie

Education: Wharton School of Business, U. of Pennsylvania

-Certificate in Retirement Planning

Katz School of Business

-MBA

University of Pittsburgh at Johnstown

-BA in Economics

Don is licensed by the Commonwealth of Pennsylvania to practice as a Certified Public Accountant and holds Series 7, 24, 63, and 65 Licenses as well as Life, Annuity, Health and Accident Insurance Licensures in numerous states. Mr. Cowie currently lives in Conemaugh Township in Somerset County with his wife, Wendi and is the father of three daughters. He and his wife are the rescuers of three greyhound dogs that also live in their home. Don has an obvious passion for finance that he wishes to share with students here at UPJ. "My goal is to pass on knowledge and information to my students that they will be able to take and use in real-world applications." The university welcomes Don and wishes him the best of luck.

UPJ's Business Department Adds a New Student-Organization

Spring 2008 marks the beginnings of a new student chapter on the UPJ campus. The student chapter of AITP (Association of Information Technology Professionals) is a chapter geared to students majoring in Management Information Systems as well as Computer Science.

The chapter provides an opportunity for students to learn about technology and the growing field of IT, network with peers and professionals in the community, enhance their resumes, and socialize.

The chapter currently has 13 members and hopes to grow. The chapter officers are Taryn Zani, President, Whitney Ruffin, Vice-President, Steve Zozula, Secretary, and John Kotchey, Treasurer.

The faculty advisor for the student chapter is Neelima Bhatnagar.



News from the Business Department

Trips and Changes within Business Organizations

Marketing and Management Association

A New Addition, A New Look

The American Marketing Association (AMA) will no longer be an organization at the University of Pittsburgh at Johnstown. However, it will not leave without a suitable replacement. Members have decided to broaden their target membership to students in the



entire Department of Marketing and Management, hence the new name of the organization: The Marketing and Management Association (MMA). This official name change is paired with a new official logo. The Marketing and Management Association is open to all Business students who wish to be active members within the department. For information about the organization or membership, please contact either the advisor, John McGrath (mcgrath@pitt.edu) or President Alea Seguitti (ams149@pitt.edu).

Business Fraternity Travels to the City of Brotherly Love

In February four representatives of UPJ's Alpha Kappa Psi Business Fraternity Chapter traveled to Philadelphia, PA for the annual Fraternity Success Institute. The four included Brent Allen, Todd Devers, Tyler Torchia, and Greg Mahoney. All northeast chapters were invited and encouraged to attend the event. The four began their trip on Friday, February 8 by traveling to the Double Tree hotel in Philadelphia, where the event would also take place. That night, all fraternity representatives were invited for a night out on the town. The following morning, the Success Institute began at 10:00 am. It consisted of four educational sessions lasting an hour each. The topics included Risk Management in Alpha Kappa Psi, Building Brotherhood and Membership, Dynamic Leadership/Managing Groups, and Networking: The Importance of Keeping Contacts. "My favorite session was on the topic of networking," attendee Brent Allen explained. "It opened my eyes to how important it is to get your name out there. Spreading your identity in diverse areas of business is always a key tool in success," he learned. He also enjoyed the session on Dynamic Leadership. "At UPJ, we have a lot of exposure to teamwork. The lessons we learned tied right into what we have been doing in our classes," stated Allen. "We really recognized the importance of both delegation and self-responsibility and the benefits of finding the balance between them." The four Alpha Kappa Psi Brothers made their way back Johnstown on Sunday, but not before doing some tourism and of course indulging in a famous Philly Cheese Steak at Pat's King of Steak.



Channel Surfing

UPJ Marketing Students Invited to Explore Business Distribution Structures

John McGrath's Distribution Management class has been working both in and outside of the classroom to investigate the different distribution channels existing in local businesses. John and the students have been using class times to learn theory and research distribution channel structures in many types and sizes of businesses. In addition, in order to assist in the learning process, the class has been taking scheduled "field trips" to mainly local businesses who have agreed to share their structure with these marketing students. This enables students to see the tools and methods of distribution they have been learning about in class actually implemented in a "real-world" setting.

Trips have included Vons United Beverage, Pepsi Bottling Company, Sunseri's, Galliker's Dairy, and the Sheetz Distribution Center in Altoona, PA. During each trip, students were given tours of the facilities, and explanations of the distribution equipment and procedures. Although some company's distribution channels proved themselves more complex than others, the opportunity to see the distribution operations within a business provided a learning experience unattainable in the classroom.



Above: Students listen as Tony Battaglia explains the history of Sunseri Wholesale.



Above and Below: Students gather in the conference room of Von's United Beverage and end their trip with a tour of its sophisticated warehouse.



Above: Hair nets were a 'must-have' at Pepsi Bottling!



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!

1992

Dave Racco
Merck

—Dave is working at the new HIV product line. He is four short classes away from completing his MBA

1993

Dan Holmes
Yellow Book

—Dan in the Senior Manager in the Financial/Budgeting area for Yellow Book USA.

1993

Brian Galiote
Martin Baker

—Brian is in the purchasing department at Martin Baker and is now considering graduate school.

1998

Doug Keklak
National City Bank

—Doug bought a new home (with a fabulous view) this past summer and continues to work hard on his job, website, blogs, etc.

2000

Amy (Wright) Cobaugh
CTC

—Amy is working hard and will complete her MBA this May. Congratulations!

2000

Brad Hindman
Wachovia

—Congratulations to Brad and his wife, on the birth of their first child this past January!

2000

Jackie (Crist) Dzurko
Imwave

—Jackie is back in Windber searching for a new home with her husband. She telecommutes with Imwave while her husband teaches and coaches at Windber

2001

Dave Neuman
Takeda

—Dave just recently switched from Eli Lilly to this new firm and likes it much better. He and his wife welcomed their son, Chase into the world about a year ago. Congratualtions!

2001

Bruce Jenkins
Clark Distribution

—Bruce has been promoted several times within his organization and leads start-up operations.

2001

Karl Diethrick
Sheetz

—Karl is working well with other alumni employed by Sheetz. After 7 years in information systems, he is taking on a new position in the Petroleum Supply Department. He and his wife welcomed their second son (Monte) this past year, and is working on his MBA. Congratulations!

2002

Lizzy Ross
GrayBar Electric

—Lizzy is engaged to be married in July of this year (to Dave Jackson, UPJ grad of 1998). Congratulations!

2002

Dana Bekavic
Point Park

—Dana has completed her MBA and graduated Magna Cum Laude. Congrats!

2003

Andy Zebrowski
Bayer Corporation

—Andy will complete his MBA in May and just received a new job at Bayer in Project Management.

2004

Matt Decker
Sheetz

—Congratulations to this new home owner (Duncansville) and to his new promotion at Sheetz!

2005

Becca Wilson
Bedford Springs Resort

—Becca has settled in to her new job and is beginning to feel right at home.

2005

Mike Webb
Frederick Fire and Rescue

—Congratulations goes out to Mike on his new engagement and his move to Frederick, MD where he will work for Frederick Country Fire and Rescue.

Alumni News

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

2005

Lindsay Joseph

FedEx

—Lindsay currently has one MBA from Robert Morris and is going to pursue another MSIS at Duquesne.

2006

Cory Kelly

Highmark

—We should soon look for him to be on prime time TV as he just got a seat with another World Series of Poker Event! He is doing great at his job and loving it.

2007

Becky Lowry

Citizen's Bank

—Becky is working at Citizen's and taking a course at the same time in preparation for nursing school.

2005

Eric Cassat

Robert Morris

—Eric is going to school and working full time. He will graduate with a MS in Information Security and Assurance in July.

2007

Liz Hixson

University of Pittsburgh

—Liz has begun graduate school and is enjoying working at Pitt's Alumni Affairs Office.

2008

Phil Rooney

New England Financial

—Phil is employed with New England Financial and is currently working on his insurance certifications.

Former Student Speaks on Experience

Recent UPJ grad Ashley Tomaselli was invited to speak on April 8 by the Marketing and Management Association.

Ashley graduated in 2006 with a dual concentration in Marketing and Management. Immediately after graduation, Ashley was hired by the global pharmaceutical firm, Pfizer, as a sales representative. She has since moved up to Boehringer Pharmaceuticals, where she reports that she is very happy and satisfied with her position.

MMA attendees at the event had many questions for Ashley, and she patiently answered every one, including a detailed discussion of a "day in the life" of a pharmaceutical sales person. UPJ business students would like to thank Ashley for the time she invested in speaking with them about her career.



BizConnection

BizConnection is the Department'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 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.

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 publish 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.