

# Seeking Solutions Series

Kutztown University Students In Free Enterprise (SIFE) is pleased to present the 2009-2010 Seeking Solutions Series for the benefit of the business community. SIFE is an entrepreneurial student club with a mission to "Help Businesses and Communities Prosper".

The Seeking Solutions Series is a group of gatherings designed to help business decision makers improve their organiza-

tions by sharing their experiences and learning from other executives. Each gathering focuses on a particular topic identified by local CEOs as important to them. Each includes a main speaker, a summary presentation of current research, and a panel discussion of business leaders. There is sufficient time for all to network with both the speakers and the panelists at the luncheon, before the presentation and panels, and after the evening reception. Some of the top leaders in the Allentown, Philadelphia, Reading, and Lancaster areas have generously agreed to speak and/or serve on a panel. KU is also grateful to our sponsors, Hershey Company and ETM Associates, Inc.

The Seeking Solutions Series will be a great opportunity for business people to learn what the research reveals and to solve real-life business problems. It will also be beneficial for Kutztown University students to learn what is of greatest concern to businesses in the community. Please join us.

#### Cost:

**Lunch and 2 P.M. Event - \$35**

**The Networking Reception and 4 P.M. Event - \$25**

**Both Events - \$50**

**Member of a business group or Chamber of Commerce? Check for early bird pricing before October 29, 2009.**

Attend all six events sponsored by SIFE throughout the year - \$225 (Discount to \$220 if six people register from same company)  
Registration must be received at least 5 days before each event.  
3 P.M. Research Summary Presentation is FREE and Open to Public  
For more information about the College of Business or the SIFE Program, please visit: [www.kutztown.edu/academics/business/publications.aspx](http://www.kutztown.edu/academics/business/publications.aspx)  
OR call us at **610-683-4575**  
**ALL EVENTS TAKE PLACE IN McFARLAND STUDENT UNION.**

## Sustainability & Corporate Responsibility November 4, 2009

### 12 P.M. - Luncheon

Networking at 12:00, Lunch served at 12:30

### 2 P.M. - Main Speaker

#### Sustainability and Corporate Responsibility.



**Jim George**, Vice President, Community Relations, The Hershey Company  
Hershey's, a major sponsor of SIFE, actively builds sustainable supply chains that benefit producers, growers, workers, the environment, and other Stakeholders to meet expectations for responsible production. Jim is responsible for the company's corporate social responsibility programs both locally and internationally.

### 3 P.M. - Research Summary Presentation

#### Is sustainability and corporate responsibility profitable? What does the research show?



**Carolyn Gardner**, Associate Professor, College of Business, Kutztown University  
Published many articles in the area of corporate social responsibility and business ethics and is currently researching business organizations that are on the leading edge of corporate sustainability movement.

### 4 P.M. - Panel Discussion

#### Stories of sustainability - both good and bad.



**Jim George**, Vice President Community Relations, The Hershey Company  
\*See above



**Jeff Celuch**, President, Thermal Tech Engineering  
ThermalTech Engineering is an ENERGY STAR® Service and Product Provider. Celuch specialize in greenhouse gas reduction and energy conservation analyses.



**Steve Clevett**, Executive Vice President, Premier Power  
A recognized leader in the energy sector with more than two decades of experience.



**Jennifer Gaalswyk**, Sustainability Manager, Armstrong World Industries  
Armstrong sustainability efforts are recognized by leading environmental organizations.



**Jim Morgan**, President, Interstate Resources  
Interstate Resources, Inc. takes a responsible approach to protecting and preserving our natural resources.

## Entrepreneurship December 2, 2009

### 12 P.M. - Luncheon

Networking at 12:00, Lunch served at 12:30

### 2 P.M. - Panel Discussion

#### Pitfalls and successes of entrepreneurs.



**Fred Beste**, CEO, Mid Atlantic Venture Funds  
\*See below



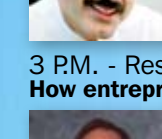
**James Chan**, President, Asia Marketing & Management  
He wrote Spare Room Tycoon, which tells the real-life stories and hard-won skills of how 40 men and women turned their personal visions into successful businesses



**Don Martin**, Dan Goldberg Consulting, LLC  
Co-author of "The Entrepreneur's Guide to Successful Leadership." His motto is "Your Success Is My Mission."



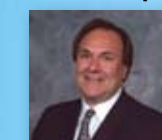
**Ray Melcher**, Managing Principal, Marathon Business Group. LLC  
Award-winning community leader from Marathon Business Group, LLC, an advisory firm specializing in mergers, acquisitions, strategic consulting, and the sale of small to medium size businesses.



**Richard Principato**, President & CEO, Tower Products  
Tower Products is the recognized industry leader in providing printers with safer, more environmentally friendly pressroom chemical products.

### 3 P.M. - Research Summary Presentation

#### How entrepreneurs learn and how to get the most from resources.



**Ernie Post**, Executive, Director, Kutztown University Small Business Development Center  
Involved in entrepreneurship issues for over 20 years.



**CJ Rhoads**, Associate Professor College of Business, Kutztown University & CEO of ETM Associates, Inc.  
Her 25 years of experience runs the gamut from successful start ups to vice president in Fortune 500 companies, and she is a widely published book author.

### 4 P.M. - Main Speaker

#### Deathtraps, entrepreneurial tricks, and secrets of the trade.



**Fred Beste**, CEO, Mid Atlantic Venture Funds  
Award winning venture capitalist who has guided numerous entrepreneurs to success.



COLLEGE OF BUSINESS  
KUTZTOWN UNIVERSITY

## SEEKING SOLUTIONS SERIES

### OUR MOTTO

A head for business,  
A heart for the world.™

### OUR MISSION

KU SIFE wants to make a change in our business world by helping businesses and communities to succeed ethically and financially. To see a change, you must be the change.



Students in Free Enterprise  
153 McFarland Student Union  
Kutztown, PA 19530



### Seeking Solutions Speaker Series 2009-10

#### Please check date(s) attending:

- November 4, 2009     December 2, 2009     January 10, 2010  
 February 3, 2010     March 17, 2010     April 7, 2010

#### Please check event(s) attending:

- Lunch & 2 P.M. Event - \$35  
 The Networking Reception and 4 P.M. Event - \$25  
 Both Events - \$50  
3 P.M. Research Summary Presentation is **FREE** and **Open to Public**  
Attend all six events sponsored by SIFE throughout the year - \$225  
(Discount to \$220 if six people register, same company)

(Group Promotion code: \_\_\_\_\_ Group price: \_\_\_\_\_)

**Payment by check:** enclosed is payment in the amount of \$\_\_\_\_\_ for \_\_\_\_\_ attendees

#### Payment by credit card:

Account # \_\_\_\_\_  
(circle one: MasterCard    Visa)  
Expiration Date (mm/dd/yyyy) \_\_\_\_\_  
Code Number (3 or 4 digit number on back of card) \_\_\_\_\_  
Signature: \_\_\_\_\_

#### Contact Information:

Attendees: \_\_\_\_\_  
Company: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone \_\_\_\_\_

#### Send this registration form with your payment to:

**SIFE-KUSSI**  
Kutztown University  
153 McFarland Student Union  
PO Box 730  
Kutztown, PA 19530-730

**OR**, fax the registration form with your credit card information to:  
**College of Business at Kutztown University 610-683-4573**  
**OR**, register on-line at <http://www.kutztownsbdc.org/upcoming.asp>  
For more information about the College of Business or  
the SIFE Program please visit:  
[www.kutztown.edu/academics/business/publications.aspx](http://www.kutztown.edu/academics/business/publications.aspx)  
or call **610-683-4575**



COLLEGE OF BUSINESS  
KUTZTOWN UNIVERSITY



# Seeking Solutions Series

## Leadership Development January 20, 2010

### 12 P.M. - Luncheon

Networking at 12:00, Lunch served at 12:30

### 2 P.M. - Panel Discussion

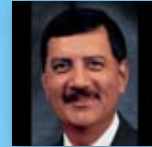
**What's the key to developing leadership skills.**



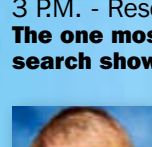
**Ellen Horan**, Executive Director  
\*See below.



**Dave Bosler**, Owner, Bosler Consulting, LLC  
International consultant who helps clients find, employ, and manage leaders for 35 years.



**Dan Goldberg**, MBA, President, Dan Goldberg Consulting LLC  
Author of "Lighten Up and Lead" and co-author of "The Entrepreneur's Guide to Successful Leadership." Founder and former owner of For Eyes Optical Company.



**Jay Sidhu**, CEO, New Century Bank  
Long time community leader who helped establish the Jay Sidhu School of Business and Leadership at Wilkes University.

### 3 P.M. - Research Summary Presentation

**The one most important characteristic of leaders. What the research shows may surprise you.**



**CJ Rhoads**, Associate Professor College of Business, Kutztown University & CEO of ETM Associates, Inc.  
A successful consultant guiding top leaders through troubled times. Currently researching the impact of leadership on company performance, and the impact of different activities and leadership abilities within top decision making teams.

### 4:30 P.M. - Main Speaker

**The Leader in Me**



**Ellen Horan**, Executive Director  
Greater Reading Chamber of Commerce  
Leader and board member of more than 12 community organizations.

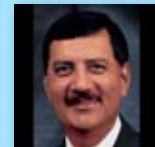
## Cash Flow and Capital in Recessionary Times February 3, 2010

### 12 P.M. Luncheon

Networking at 12:00, Lunch served at 12:30

### 2 P.M. Main Speaker

**Community involvement and leadership.**



**Jay Sidhu**, CEO New Century Bank  
Long time community leader who helped establish the Jay Sidhu School of Business and Leadership at Wilkes University. Previously CEO of Sovereign Bank.

### 3 P.M. Research Summary Presentation

**Surviving to thrive: What is different about companies that flourish during recessions?**



**CJ Rhoads**, Associate Professor, College of Business, Kutztown University & CEO of ETM Associates, Inc.  
\*See prior.

### 4 P.M. Panel Discussion

**Funding capital and relieving the cash crunch. What's the answer?**



**Ed Barrett**, CFO, VIST Financial  
VIST is a \$1.2 billion diversified financial services company headquartered in Wyomissing, PA.



**David Freschman**, President, Innovation Ventures LP  
Active in the venture and entrepreneurial communities, sits on a number of Boards, and has been a lecturer at The White House Conference on Small Business and The Wharton School.



**Paul Huck**, Sr. Vice President and CFO, Air Products  
Responsible for Air Products' global finance and IT organizations and a member of the company's Corporate Executive Committee. Air Products has been consistently on Fortune's "Most Admired" list since 2000.

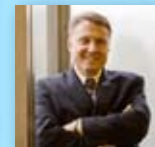
## Social Media March 17, 2010

### 12 P.M. Luncheon

Networking at 12:00, Lunch served at 12:30

### 2 P.M. Main Speaker

**Marketing and social media.**



**Gaetan Giannini**, Chair, Business Department, Cedar Crest College  
Author of Marketing Public Relations: A Marketer's Approach to Public Relations and Social Media.

### 3 P.M. Research Summary Presentation

**The rise and fall of social media - what does the research say?**



**CJ Rhoads**, Associate Professor, College of Business, Kutztown University & CEO of ETM Associates, Inc.  
\*See prior.

### 4 P.M. Panel Discussion

**How can we make money from social media?**



**Gaetan Giannini**, Chair Business Dept at Cedar Crest College  
\*See main speaker.

### Daniel Endy, CEO of Acognita

Daniel has extensive experience in all areas of IT and has led the specification, construction and implementation of many large-scale web applications, custom projects, and Intranet/Extranet portals and collaboration systems for Coates Analytics, InfoMC, DoctorQuality, Ajunto, US Interactive, and their clients.



### Stanley Jaskiewicz, Esq. Spector Gadon and Rosen, P.C.

Author of a monthly column on legal issues concerning e-commerce and business use of technology since 1996, he helps clients identify the legal risks - and business opportunities - in social media, with a focus on how "emerging" issues often involve nothing more than "old" law.



### Dale Rothenberger, Square 2 Marketing

Square 2 Marketing is at the forefront of using today's technology to reach clients. Dale was a Million-Dollar Performer at his previous post, Vice President of Westlawn Graphics.

## Healthcare April 7, 2010

### 12 P.M. Luncheon

Networking at 12:00, Lunch served at 12:30

### 2 P.M. Main Speaker

**Operating health plans and managing growth in a changing regulatory environment.**



### Jack Tighe, CEO TMG Health

TMG Health is a technology-enabled, Business Process Outsourcing (BPO) services firm providing a variety of administrative services to the Medicare and Medicaid health plan markets. Jack received the Ernst & Young Entrepreneur of the Year award in 2008.

### 3 P.M. Research Summary Presentation

**What's wrong with today's healthcare.**



**CJ Rhoads**, Associate Professor, College of Business, Kutztown University & CEO of ETM Associates, Inc.  
\*See prior.

### 4 P.M. Panel Discussion

**How to manage healthcare costs and information.**



### Daniel McCartney, CEO Healthcare Services Group

Healthcare Services Group provides housekeeping, laundry, linen, facility maintenance and food services to the health care industry. Daniel manages 30,000 employees in 46 different states.



### J. Gregory Payne, Associate Professor, Emerson College

Co-Founded the Center for Ethics in Political and Health Communication, and taught in a joint Health Communication program with Tufts School of Medicine



### Kevin Wren, CEO, Executive Sherpa

Previously Sr. Executive Vice President at MBNA  
30 years in leading People to deliver major change in Financial services including strategy, product development, marketing and service delivery. Initiated MBNA's e-business in five countries. Active in Health Care Strategy initiatives.