Are You Ready for the 139th Undergraduate Commencement?

by Tony Coco

Here are some helpful tips and answers to the frequently asked questions regarding graduation. This year commencement will be held Saturday, May 13th, 2006. It will be held outdoors in the Special Olympics Stadium rain or shine, so you and your family will need to be prepared for the elements.

To be ready for graduation, all students who are in their last semester need to hand in a 2005-2006 Graduation Data Card to the Office of Registration and Records by March 24th, 2006. Everyone who fills one out will be listed in the program.

Students are required to wear a black cap and gown, available in the Barnes and Noble College Bookstore for $33.98. No orders necessary.

On the day of Commencement, you and your family may park anywhere without a permit. Lot U will be reserved for handicapped parking with proper identification.

Students are expected to meet in the Tuttle South Gym by noon while family and friends should be seated in the stadium by 12:15pm. The program will begin at 12:45pm.

As your name is read when you cross the stage, you will be handed a diploma cover only. Diplomas will be mailed to your home in the late summer to the address provided on the Graduation Data Card.

There is also an alumni brunch at Harrison Dining Hall for students, families, and guests. The graduate eats for free. Tickets are required for this popular event and can be obtained at www.basc1.com or calling (585)395-2570.

Good luck with the rest of the semester and see you on May 13th. For more information visit: http://www.brockport.edu/commencement or pick up a brochure at the Office of Registration and Records.

SUNY Brockport And The MBA

by Tony Coco

If you are on the fence regarding your decision to continue on for an MBA, you are not alone. During their senior year, Brockport students have to decide if they want to continue their education or start working full-time. There are many benefits to achieving an MBA including higher pay, prestige, and better career options.

Students may jump straight into their careers because SUNY Brockport currently does not offer an MBA program. Brockport students who are potential MBA candidates might decide to enroll at a new school away from home, while still wishing they could remain at Brockport, an academic environment that they have grown accustomed to. SUNY Brockport does offer 4+1 programs with schools such as RIT, Clarkson University, and Union College.

The 4+1 program allows students to apply previously taken undergraduate coursework to waive graduate foundation classes. This typically allows a student to complete their MBA within one year.

The program may lead to qualified candidates leaving the Rochester area in order to earn their MBA elsewhere. It also may result in students accepting job offers out of the area.

In the near future students hope that SUNY Brockport will offer an MBA program. The move to offer both bachelor's and MBA degrees would help local businesses recruit highly qualified candidates and may even help students stay in the Rochester area, start a family, and have a prosperous career.

For more information on MBA opportunities read the Corner Office and Career Services Forum in this issue and visit www.brockport.edu/bus-econ/career/after_bkpt/grad_school_tips.htm.
Alumni Spotlight: Brett Waterman, Class of 2002

by Shauna Lauricella

Major: Business Administration
Concentration: Management

What are you doing now: Originally from Rome, NY, I am living in Rochester and working as a real estate manager for the Wegman Company.

Favorite Class at Brockport: Management Info Systems

Best experience while attending Brockport: Being part of the Brockport football team and getting the opportunity to grow up.

How would your previous classmates or roommates describe you using only one word: Incredible

Above: Brett Waterman, Cali, and Wife Kristy (Lauricella) Waterman

Who is your role model: Tony Robbins because he is always so positive.

What famous person would you most like to meet: George Washington, to see if he cut down the Cherry tree.

Family: Married in December 2003 to a fellow Brockport alumni, have a 6 month old baby girl, Cali Waterman.

What is the most amazing thing that has happened to you: The birth of my daughter.

What do you want to be doing in 20 years: I would like to receive my MBA and be in the field of business consulting.

What age do you want to retire: 50

Best advice you could give to students today: To take every job/experience as an opportunity to build your future career.

Favorite Movie: Goonies

Favorite vacation spot: Cabo San Lucas, Mexico

Gas Prices Drop Due to Temporary Surplus

by Timothy Hoyt

The nation’s drivers are finally feeling some relief from a season of high gasoline prices, as the average retail price of a gallon of gasoline in the United States fell over the past two weeks due to a temporary surplus. Retail gasoline prices dropped 6.2 cents per gallon to an average of $2.24 a gallon on February 24, according to MSNBC. However, the average national price for regular unleaded gasoline was up 34 cents from a year ago, based on the federal Energy Information Administration’s survey of service stations. Are these prices really out of synch? In the 1950s a gallon of gasoline cost the equivalent of $3.00 in today’s dollars.

According to MSNMoney, Americans do not realize that a tax is placed on all motor gasoline and diesel fuel sales. The Energy Information Administration estimates that New York State tax on motor gasoline is 23 cents for every gallon, but is this the real reason behind the higher fuel costs? A study of a posting log, where Americans can voice their own opinions, found that many individuals feel that the reason for high gas prices is simply supply and demand in this country, not the cost of a barrel of crude oil. The war in Iraq has forced the United States to divert millions of barrels of refined oil products, such as gasoline and diesel fuel, that could have been sold to American consumers.

According to David Morris, who currently serves as Vice President of the Minneapolis and Washington, D.C. based Institute for Local Self-Reliance and was appointed by the Clinton Administration then reappointed by the Bush Administration, states that other factors could have influenced the rise of gasoline prices.

- The increase in energy demand. The United States increased its consumption by 4.5 percent in the last 12 months.
- Gasoline inventories are low and refineries are operating at almost full capacity. There’s less and less slack in the system
- The U.S. dollar has weakened leading oil producers to raise prices
- Many industries buy large amounts of oil with the idea that they will save themselves from the possibility of price hikes. This artificially raises the cost of oil.

Did You Know?

SUNY Brockport will be offering a Master of Science in Accounting starting Fall 2007
Degrees Prepare Students for Graduate School

Thanks to the excellent quality of our AACSB-accredited degree programs in Business Administration and Economics, the number and caliber of graduate schools seeking Brockport graduates continues to grow. For many years, we delivered impressive results with the 4+1 programs established in collaboration with Rochester Institute of Technology and Clarkson University. A 4+1 program provides graduates of our program the ability to complete an MBA degree in just one additional year of study, provided the individual has met the course and grade requirements of the graduate school. Typically, the graduate school will waive foundation MBA courses (such as statistics, marketing, economics, etc.), given the satisfactory completion of comparable courses at SUNY Brockport. Thus, with the waiver of several foundation courses, the candidate can complete the MBA degree in just one additional year. We recently expanded our list of 4+1 programs to include Union College in Schenectady, New York. Like RIT, Union College waives one foundation MBA course for a sequence of two SUNY Brockport business, accounting or economics classes, shortening the time required to earn an MBA.

More recently, the William E. Simon Graduate School of Business Administration of the University of Rochester has established a direct admission agreement with SUNY Brockport. Select candidates from our program will be eligible for admission into the Simon MBA program immediately following graduation, and are entitled to partial merit-based scholarship support in the range of $5,000 to $30,000 per year. This is not a 4+1 agreement, so students would still complete the full Simon School curriculum, but the terms of the scholarship provide an attractive opportunity for students seeking a world-class, highly renowned MBA credential to add to their resume.

Club News

Compiled by Shauna Lauricella & Cheri Bonvissuto

Ever thought about joining a club in the business department? Well now is your chance. Here are just some upcoming events to keep in mind.

Marketing Club: April 6-8t the Marketing Club is planning a trip to Boston. During this trip, students will be visiting the Boston Red Sox’s marketing and media departments and Atlantic Resource, a marketing/public relations firm. The Marketing Club meets every Tuesday in the student lounge from 4:45-5:45; contact Dr. Gardner or President Ann Fisher for further details.

Finance Club: The Finance Club has put together a guest speaker event for later in the semester. All business clubs are welcome to join in this event. The Finance Club meets every Tuesday from 5:05-6:05 in Hartwell 119B; contact Dr. Trecartin for more information.

The Network: As reported by the President of the Network, Ann Fisher, the business clubs are hoping to visit Paychex for its annual Job Fair on April 7th. For those who are unfamiliar with The Network, it’s an organization that discusses career development and job related issues. In addition, The Network sponsors events for recruiters and executives in the business field. To find out more information on when the Network meets, keep an eye out for flyers in Hartwell.

Want to Turbocharge Your Brain?

by Professor Thomas Cone

If you’d like to jack up your research skills – especially if you’re thinking about grad school – then the Business Administration and Economics Department can help.

The Department will offer a new course opportunity for seniors starting fall 2006: BUS 490 – Senior Thesis Research. This course encompasses research in a business-related topic. Students will select a topic, do the research, write up and present their results. In this course, students will learn a great deal about their topic as well as what the research process involves.

This course is particularly appropriate for students considering a doctoral graduate program as a future option. Many admissions officers seek, beyond a high GPA, strong potential as a researcher. Having research experience is a plus in your application. Students who complete the project will gain the valuable experience and the title of “Department Research Scholar,” which can be used on resumes.

Students may voluntarily take the following course, BUS 491 - Senior Thesis, in spring 2007.

More details: The class is for seniors. Admission is by application and requires a minimum overall GPA of 3.25. Application must be submitted in the spring of your junior year. Professor Richard Fenton will teach the class, and each student should also have a faculty mentor to help guide the research. For more information, contact Professor Tom Cone, 113A Hartwell, tcone@brockport.edu.
Business Career Services Forum
The Graduate School

by Jeff Taylor, Business Career Services Director

Whether you are a junior with aspirations of going to graduate school or a senior beginning the application process, Business Career Services is here to answer your questions and to assist with applications to MBA programs and other graduate programs in business, as well as law school. Applications to graduate programs are time-intensive and often stressful for students. For the purpose of this article, I will focus on the MBA admissions process.

In past years, MBA programs often required applicants to have previous full-time work experience. Recently, many programs have relaxed this requirement and will actively recruit students directly from college. Although many books have been written about each point mentioned below, these tips should help you with the application process.

1. **Determine which program:** Begin by thinking long-term (i.e., the positions you want after graduation). MBA programs may offer a variety of concentrations but their placement statistics and employer relationships will likely be stronger for some concentrations than others. For example, if you want to pursue investment banking, then see which programs have strong IB recruitment programs. To get a list of MBA programs, visit www.petersons.com. This site will allow you to search by degree and geographic location. Be sure to thoroughly review the admissions section of the MBA program’s site before beginning the application process.

2. **Review the course offerings:** MBA programs will differ in their instructional methods. For example, some will focus on case studies, while others will be taught with an emphasis on economics. Do not select programs solely based upon their rankings. Be sure the program is a good fit for you personally and professionally.

3. **Complete an online or a printed application:** You will need a resume, letters of recommendation, and (usually) two personal statements. Each factor is very important. I once had an official from a top-tier program tell me that the objective part of your application (GMAT and GPA) is weighted about 50 percent. Therefore, subjective factors (essays, interview, etc.) are extremely important. Application deadlines are usually rolling and there will be fall, winter, and early spring deadlines. If possible, apply by the earliest deadline. Always visit the campus and interview program administrators and current students, if possible, to determine “fit” before making a final decision.

4. **GMAT & GPA:** For MBA programs, you will be required to take the Graduate Management Admissions Test (GMAT). Each MBA program has a range of acceptable GPA and GMAT scores. Usually, the middle 50% of the most recent class average is listed on the graduate admissions page. For information about the GMAT, including format, length, how to apply, etc., visit www.gmac.com and click on GMAT. When selecting potential programs, you should have a couple of “reach” schools within your mix. For example, say you have a GPA of 3.3 and a GMAT score of 620. With these scores, an applicant should apply to a couple of programs that have slightly higher averages. Also have a “safety” school in mind, one that you know can get into.

5. **Personal Statements:** Many applicants that I work with cringe at the personal statement or write it without putting serious effort into it. Your essays can really enhance the application. Almost every program will want the following questions answered: “What are your goals?” and “Why are you applying to (school name)?” All essays must be clear, concise (usually no more than 500 words), and memorable. Don’t write what you think the admissions committee wants to hear. Write about you!

6. **Letters of Recommendation:** If applying directly from college, ask someone who really knows your strengths, including your skills, effort, and motivation levels, such as a faculty member, club advisor, or a previous internship supervisor. Be sure to give your recommender a copy of your resume and allow them three weeks to write it. Most recommendation letters offer the candidate the opportunity to review (or not review) the author’s letter. Be sure to indicate your preference and sign the form prior to giving it to the author to prepare. It is generally advised that you waive your right to review the author’s letter. Also, make clear to the author whether the letter is to be sent back to the candidate, or directly to the admissions committee at the graduate school. In either case, enclosing a stamped, addressed envelope with the blank recommendation form is a professional courtesy that many authors appreciate.

7. **Financial Aid:** Most programs have a variety of aid packages available, including merit-based awards, scholarships, assistantships, grants, and loans. Strong candidates often find their hard work as an undergraduate pays off in graduate school, as schools are apt to defray the costs of an advanced degree for worthy candidates. Remember, graduate school is expensive but if viewed as a future investment, it will have long-term rewards.

I am happy to help you with any or all stages of the graduate school application process. Please arrange an appointment by calling 395-2623 to ensure that your application reflects your most significant skills, experiences, and qualities.
Student Businesses Take Shape For The First Time In SUNY Brockport History

by Will Zimmer

Students in Professor Melissa Waite’s BUS368.02 Management Skills class will be managing on-campus businesses this semester for the first time in SUNY Brockport history. Teams were assembled to start up, manage and close out their businesses by the end of this semester. Modeled after a ten-year old program at the University of Oklahoma’s Price College of Business, student teams had to brainstorm product ideas, conduct market research, prepare a business plan and make a loan presentation to get their companies started. The companies are even legitimate in the eyes of New York state; all teams must collect and remit New York state sales tax.

Brockport Auxiliary Service Corporation (BASC), operator of the campus bookstore, would not permit the teams to sell SUNY Brockport logo merchandise, unless all sales were confined to a one- or two-day period, and were preferably conducted at an athletic or campus event, far from the bookstore. In light of these constraints, the teams opted to refrain from selling merchandise bearing the official College logo.

In developing their product ideas, students considered the demographic profile and consumer spending patterns of their target market: College students. The products to be sold include a liquid-activated light-up shot glass, a Brockport laser-engraved keychain bottle opener, a Brockport pong set, and keychain flashlights. In addition to direct sales to the Brockport college community, one team has been approached by a local business to serve as a supplier, with the option to extend the brand with customization to the proprietor’s different outlets.

Sales will commence following Spring Break as the four teams begin selling their products on and off campus. Brockport students should keep their eyes open for these items and contact respective project managers concerning product questions, availability or additional information.

All proceeds from the businesses will go to the Frank Beltran Scholarship Fund.

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