Building for Business

Sutliff Hall transformed from “construction mode” to fully functioning classroom building during spring break in March. Offices for faculty members in the College of Business and departments of instructional technology and economics moved into the three-story structure, ready for classes which met in Sutliff for the first time March 19.

“Seeing students in Sutliff Hall’s classrooms, especially the Financial Services Lab, reinforces for all of us the value this facility provides for future business leaders,” says Michael Tidwell, dean of the College of Business. “Our faculty are pleased to be reunited in one building, working together to provide the best educational experience for students.”

“The current program needs for the College of Business, as well as the aged condition and worn-out systems within the building, drove the renovation and expansion project,” says Colin Reitmeyer, assistant director of facilities.

The newly renovated Sutliff Hall accommodates classrooms, laboratories and offices for the College of Business, the instructional technology department, previously in McCormick Center, and the economics department, previously in Bakeless Center.

Adjacent to the lobby, the Fi-

American Marketing Association Wins National Awards

Bloomsburg University’s chapter of the American Marketing Association (AMA) was honored at the organization’s national convention in New Orleans with three chapter awards. The group also placed in the top third of all chapters nationally and received third place for work with AMA Saves Lives, an initiative to increase organ donor awareness and increase the number of donors.

Fifteen BU students attended the conference, celebrating AMA’s 75th anniversary. Shown in the photo, left to right, are: Tyree Dudley; Angela Natiello; Evelyn Scott, president; Sarah Parvis; Robert Conklin; and Cecilia Lockman, vice president; kneeling: TJ Radic, adviser Monica Favia and Matthew Rapp; and standing: Dillon Bitsko, Mary Warrell, Tara Aughenbaugh, Jason Firch, Alexandra Gengler, Matthew Fronheiser, president-elect, and Josh Green.

*The team thanks alumni Chet Snavely and Alan Dakey for their financial support.*
Building continued...

Financial Services Laboratory is a Wall Street-inspired learning space equipped with the latest financial software, real-time tickers, digital signage, a trading wall with market information and stock quotes and LCD TVs with access to financial news. The renovation creates a facility that meets the needs of today’s students, including technologically advanced classrooms, conference rooms for student clubs, and new mechanical and electrical systems.

“Classroom buildings typically have a lifecycle of 30 to 35 years before major renovations or replacements are needed,” Reitmeyer explains. “However, the needs of academic programs and infrastructure can make buildings become obsolete in much shorter periods of time. Sutliff Hall was overdue for major changes.”

Built in the late 1950s, Sutliff Hall is named for William Sutliff, who was born in 1867. While teaching in Luzerne County, he enrolled at Bloomsburg State Normal School and, after graduation, began employment as an assistant to teach arithmetic. Later, Sutliff received bachelor’s and master’s degrees from Lafayette College. In 1921, he was appointed to a newly created position at Bloomsburg, dean of instruction, today known as the provost.

Sutliff was the 92-year-old guest of honor at the dedication of the original building’s cornerstone in 1959. Dedication of the new Sutliff Hall is planned for this spring.

Bloomsburg: The University Magazine shared the Sutliff Hall story in the fall 2011 issue.

Portions of this story are reprinted with the permission of Bloomsburg Magazine.

MBA Student Honored in Sales Competition

MBA student Brian Hertzog (pictured) placed second in round three of the National Collegiate Sales Competition at Kennesaw (Ga.) State University, the oldest and largest sales role-play competition in the United States.

This is the second year Monica Favia, assistant professor of marketing, took students to the competition and the first year a graduate team represented BU.

The competition is structured as follows: round one is a needs-identification call (20 minutes), round two is a team selling situation (40 minutes), and round three (20 minutes) is a follow-up call with an upsell. Hertzog’s buyer was a sales manager for the company in the selling scenario, Rickett Benckiser, maker of French’s Mustard, Cling Free fabric softener and other household products.

Members of the graduate team include Hertzog and Kyle Fait. The undergrad team members include Brooke Samsel and Bethany Homiak.

Phi Beta Lambda Successful in Statewide Conference

Four BU students and one faculty won awards at this spring’s Phi Beta Lambda (PBL) State Leadership Conference. Ten members of the Future Business Leaders-Phi Beta Lambda chapter competed against members of other chapters.

Winners were: Jeremy Rhen, first place in Business Law; Bryce Liggins, first place in Marketing Concepts; Carol Bachman, second place in Future Business Teacher; and Tim Smeltzer, third place in Accounting Analysis and Decision Making. Additionally, Ed Pitingolo (pictured), professor of accounting, won Advisor of the Year.

The students’ accomplishments are especially noteworthy considering BU has not attended the statewide competition in a few years, Pitingolo says. During “re-building” of the organization this year, membership increased to about 75 students from 20.

While the state-level conference is its own competition, winners can go on to the PBL National Leadership Conference. First- and second-place winners Bachman, Liggins and Rhen will prepare to compete at the national conference in San Antonio this summer, and Smeltzer will serve as a stand-in.