



School of Business

HOW WE CAN WORK TOGETHER

- TO HELP YOUR BUSINESS
- TO TRAIN OUR STUDENTS
TO BECOME SUCCESSFUL
BUSINESS PROFESSIONALS

Boosting Business
Capacity in the
Hudson Valley



Did you know?

We can help your business!

Here's how...



THE BUSINESS INSTITUTE

The Business Institute (TBI) puts the school's skills and knowledge to work for local businesses. TBI engages faculty and students with the business community by performing consulting, research, web design, workshops, seminars, corporate training and executive roundtable projects throughout the year.

"The Business Institute is a much needed link between the business world and the world of education. What a great idea for the SUNY New Paltz School of Business and Hudson Valley business owners." - Thomas D. Weddell, CPA, Vanacore, DeBenedictus, DiGiovanni & Weddell

Some of the organizations served by TBI include: Dispute Resolution Centers of Orange, Putnam, Ulster & Sullivan Counties, Farbest-Tallman Foods Corp, Highland & Ulster County Arts Councils, Infragistics, The Historical Society of Ulster County, Kingston Hospital, The Mid-Hudson Library System, U.C. Chamber of Commerce "B2B Showcase", Ulster County Development Corporation, Vassar Brothers Hospital and XM International.

Kingston Hospital asked TBI to conduct a patient satisfaction and hospital preference study in the Hudson Valley. Graduate and undergraduate students assisted in the development of the questionnaire, collection of the data and completion of the research report.



For more information, please contact Professor Rief Kanan, Director of TBI, at (845) 257-2936 or Professor Ted Clark, Co-Director, at (845) 257-2927, or visit the BI website http://www.newpaltz.edu/schoolofbusiness/corporate_businst.html.

BUSINESS PLAN CONTEST

The Business Plan Contest is a win-win for students and businesses alike. Students test their knowledge in the real world, and businesses benefit from their service and fresh ideas. Equally important, you have the satisfaction of helping to mold the next generation of business leaders.

For the past two years, SUNY New Paltz School of Business students competed in the School's Business Plan Contest. Teams of students, coached by a faculty advisor, develop business plans that can be applied to real business settings. The contest is judged by local business executives.

We want the business community to be even more involved. Now that we know our students can come up with creative and practical plans for the college, we want them to share their skills with you. We are asking for your ideas for new projects that the students can turn into solid business plans. We also hope you will be available to advise our students, so they can not only work in teams with other students but also interact with business executives.

We are excited that Campus Auxiliary Services, Inc. will implement the 2006 winning team's business plan for an on-campus DVD store! The team conducted surveys to measure students' demand and rental habits, studied local competitors, explored potential vendors and investigated the rental movie and game industry.

Please contact Danielle Semenchuk, Director of Business Projects, at (845) 257-2932 or semenchd@newpaltz.edu for more information.

CLASS PROJECTS

Our students can help you! Do you have an idea for a class project? Let us know. We offer a wide variety of courses in accounting, finance, management, marketing and international businesses.

Dr. Shuguang Liu's Management Operations and Information Technology's MBA class developed an audit questionnaire to measure the quality of service, surveyed customers and management, analyzed the perception gaps between the customers and management, and presented recommendations to management. The following local businesses participated: Radio Shack, Verizon Wireless, Bacchus Restaurant, VISCO, Gold's Gym, Healy Chrysler Dodge and Jeep, LLC., and Starbucks.

Please contact Dr. Hadi Salavitabar, Dean, by phone at (845) 257-2930 or by email at salavith@newpaltz.edu for more information.

"I am proud that the Ulster Savings Bank and I have been actively involved with the SUNY New Paltz School of Business for many years. Under the leadership of Dr. Salavitabar, Dean of the School, it has grown and prospered becoming one of the premiere learning institutes in the Hudson Valley. The quality of the education provided, the state of the art technology in use, and the skill level of the students attending, make the School an invaluable asset to our region. Anyone contemplating a relationship with the School should covet the opportunity. All who do so will enjoy a meaningful and rewarding experience that carries great educational value into the future."

– Clifford Miller

*President, CEO & Chairman
Ulster Savings Bank*



Did you know?

You can help our students become successful business professionals!

Here's how...

INTERNSHIPS

Internships allow students to apply and reinforce the skills that they have acquired in their coursework; obtain new skills in their discipline; network with employers and other students; and, learn to cope with the uncertainties inherent in today's business environment.

Businesses benefit by having interns. Internships allow companies to recruit students; observe potential employees to see if they would be a good fit in the company without the commitment of hiring; provide temporary relief of short staffing during business seasons; and, have access to fresh ideas. Businesses can also help our School assess our curriculum to ensure that it is current and complete.

“For the third straight year, employers rated their internship programs as the most effective recruiting method they use for hiring new college graduates.” – National Association of Colleges and Employers Press Room, 2.12.04

Here's where some of our students have done internships:

ABC, Inc.
American Express Financial
Ameriprise Financial
Armani Exchange
Citigroup
Clear Channel Communications
Dispute Resolution Center
Emerson Place at Catskill Corners
Ernst & Young
First Investors, Corp.
Gateway Community Industries
IBM
John Mallen Communications
Kingston Housing Authority
Merrill Lynch
Pringle of Scotland
Shattuck Hammond Partners, LLC.
The M-ARK Project
TippingSprung
Vanacore, DeBenedictus, DiGiovanni & Weddell, CPA's, LLC.

“Through the experience of my internship, I now know what steps it takes to create a successful financial plan. I've bridged the gap between imagining what its like to be on the other side of the financial services environment, and actually being part of it.”

*– Jonathan Nott'06,
Intern at American Express Financial*

Would you like a School of Business intern? It's easy!

Write a brief internship description with qualifications your intern must have and email it to Dr. Hadi Salavitabar, Dean. (salavith@newpaltz.edu)

Include your contact information and the application process you want students to complete.

Internships can be paid or unpaid. Students may or may not receive course credit. If a student would like to receive credit, s/he will bring the internship description to the School for credit approval. The internship can be full-time or part-time, and can occur during the school year or during the summer months. All students must complete a 1-credit internship practicum that prepares them to add value to your business from day one.

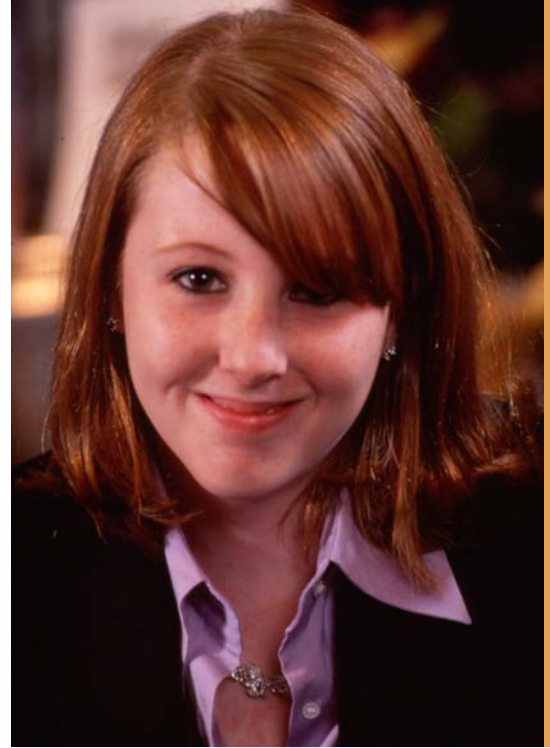
Please contact Rania Al Haddad, Director of Business Projects, by phone at (845) 257-2968 or by email at mba@newpaltz.edu for more information.



“The internship was not only a great experience in the field of marketing, but it also helped me develop time management, organization, presentation and communication skills.”

–Preeti Singh '06,

Intern at TippingSprung



“I was absolutely amazed to discover the talent, creativity and energy that SUNY New Paltz students bring to their internships. Each of our interns was ready to hit the ground running and do a professional level of work that far surpassed our expectations. In many cases, interns taught our staff members about new technology even as we were teaching them about real-world applications.”

*–Joan Lawrence-Bauer,
The M-ARK Project*

Share your expertise with our students

BECOME A MENTOR

The mentor program links current students with alumni and business professionals to provide support, encouragement, and guidance from an experienced professional. This program allows students to achieve their educational and career goals with the help of a mentor.

Here's How it Works!

1. Once a list of volunteer mentors is prepared, students are matched with those business professionals on the basis of major of the student and interests of the mentor.
2. The mentor and student speak at least three times a year: once each semester, and once during the summer. Of course, if a great relationship develops, we hope they stay in contact more frequently.
3. Topics to discuss include current major, course load, extra-curricular activities, internship opportunities, time-management skills, and general advice.

Benefits to the Mentor

Make a difference in the life of a current student.

Receive personal and professional satisfaction by contributing to the success and future growth of your mentee.

Open network and recruiting doors.

Strengthen your ties with the School of Business.

Gain a fresh perspective and additional experience as an advisor, a supporter, and a coach.

Would you like to be a mentor?

Please email your contact information, career field specialization, years of experience, and whether you would like a mentee in a specific concentration to Rania Al Haddad, Director of Business Projects, at mba@newpaltz.edu.

SHADOW PROGRAM

Take a student to work day! We will connect students with businesses from the Hudson Valley and NYC who are willing to have a student come and spend a day with them. The student will shadow a CEO or management level person as part of a career exploration project. Please contact Dr. Hadi Salavitar, Dean, by phone at (845) 257-2930 or by email at salavith@newpaltz.edu for more information.

BUSINESS STUDENT ASSOCIATIONS

Speak to one of our student associations. Facilitate a workshop at one of their conferences. Allow our students to act as your consultants on a project. Have any other ideas? Let us know.

Accounting and Finance Association (AFA)- AFA activities include: organizing the AFA Career Symposium which features an array of top employers from the Hudson Valley and NYC; guest speakers including representatives from Pricewaterhouse Coopers, HRH, J.B. Hanauer & Co.; trip to Federal Reserve Bank; Volunteer Income Tax Assistance training; CPA/CFA Review with Stalla and Becker; “Virtual Stock Exchange Competition”; and personal development workshops.

American Marketing Association- AMA activities include: organizing the Business Day Conference which includes workshops facilitated by business professionals; marketing week; international marketing program at New Paltz Middle School; participated in the Ulster County Business-to-Business showcase, trip to the Direct Marketing Day Conference and Advertising Women of New York Conference in NYC; Dining Etiquette Dinner; and research projects for local businesses, such as United Way of Orange County, Girl Scouts of America and Child Find. This year, AMA received awards for excellence in strategic planning, membership activities and community service- the most prestigious awards a small college could earn at the annual International Collegiate Conference.

Management Association- MA activities include: organizing the Student Development Day which includes professional development workshops and exercises led by business professionals; Business Symposium Employer Panel; “Who wants to be an HR Professional?” game show; company visits; fashion show; and guest speakers including representatives from Jacobowitz & Gubits, LLP, Arnoff Moving & Storage, and Jordan Anderson Advertising. The MA has been awarded the national Superior Merit Award and made it to the semi-finals in the Human Resource Games.

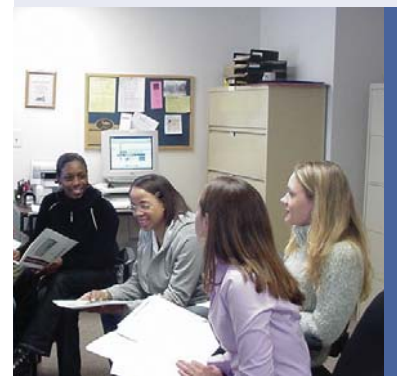
Student Organization for Business Ethics and Research- SOBER organizes debates around ethical issues and arranges guest speakers representing companies such as Sharing Network, European-American Business Council, and Getman Law Office.

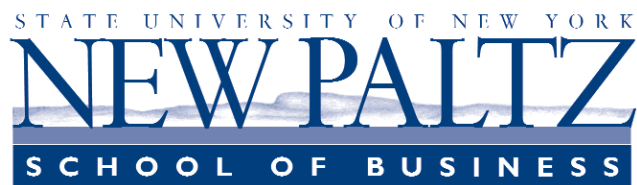
Students in Free Enterprise- SIFE activities include: organizing computer basic workshops; presenting outreach programs to local schools; and completing projects for companies, including assisting companies with financial applications and business planning. SIFE was selected the regional champion and successfully competed at the national SIFE competition becoming second runner up in the nation in their category.

Please contact Dr. Hadi Salavitabar, Dean, by phone at (845) 257-2930 or by email at salavith@newpaltz.edu for more information

“At this year’s Ulster Business-to-Business Showcase, we were privileged to witness first hand ‘tomorrow’s professionals’ in action, and were very impressed by their dedication, determination, and tenacious drive.”

*– Chester J. Straub, Jr.
President,
Ulster County
Development
Corporation*





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