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Black Friday, My Experiences

by Jessica Sailey, Marketing

This year for Black Friday I wasn't set on going out to get any big ticket items. Yet I still wound up in the frenzy because both my boyfriend and sister wanted to get new televisions. We devised a plan of attack: on Thanksgiving night, we were all going to Delaware around 2 am where we would brave the cold and wait outside of the Best Buy until it opened the next morning. Our plans were quickly foiled when my uncle warned us that it might not be the best idea. He warned that many people go to Delaware on Black Friday where they can buy big ticket electronics and not pay the tax on them. We were finally convinced that our chances of getting everything we want would be higher elsewhere.

Next, my dad suggested going to Vineland since the town's sales tax is 3.5%. We revised our plan and Vineland became our new destination. As part of my preparation, I went online to preview ads and see what TVs were the best deals and where they could be found. While on Best Buy's website, I saw a 50" Panasonic Plasma TV advertised for \$699. *Continued on page 9*

Clean Energy Company Makes Camden Their Home

by Jason Marsdale, Marketing

As a student here at Rutgers University Camden you have undoubtedly seen the transformation of the local landscape of our city. From development to renovations, the city of Camden has been undergoing considerable change. Something that you may not have been aware of is that a clean energy company, Blue Sky Power LLC, has decided to make Camden its new home. The company currently resides inside the Rutgers-Camden Technology Campus on Federal Street. If you are not familiar with the Rutgers-Camden small business incubator you can find out more about it at their website: www.rutgersbiz.com.

I was unaware of this business until a fellow classmate of mine, Zhu Lin, informed me that she was working at this company. Lin told me about her job, which started as an internship, and what her responsibilities included. Afterwards, I had the opportunity and pleasure to meet Mr. Ben Parvey, Chief Executive Officer, and Mr. Matt Stanger, Chief Development Officer. The two founded the company in the fall of 2008. *Continued on page 8*

Interested in contributing to
Minding Your Busine\$\$?
We are looking for students from all majors!
 If interested, contact:
 Editor Michael T. Bruder at readmyb@camden.rutgers.edu, or
 Professor Torres at dstorres@camden.rutgers.edu

Not Just Facebook Anymore

by Steven Byrd, Marketing and Management

A map of the most popular social networks has been built using Alexa and Google Trends. It was created by Vincenzo Cosenza, a former marketer for Microsoft in Italy.

According to this site, Facebook is the number one social network in the world with 500 million users. It is also the most popular network in Australia, Canada, India, France, Germany, Italy, Spain, United Kingdom and the United States.

There are, however, other networks in other countries that have managed to take Facebook's throne. In China, Tencent QQ otherwise known as QQ, is the most popular instant messaging program in the country. According to its website, QQ has over 100 million users. V Kontakte, Russia's most popular network-

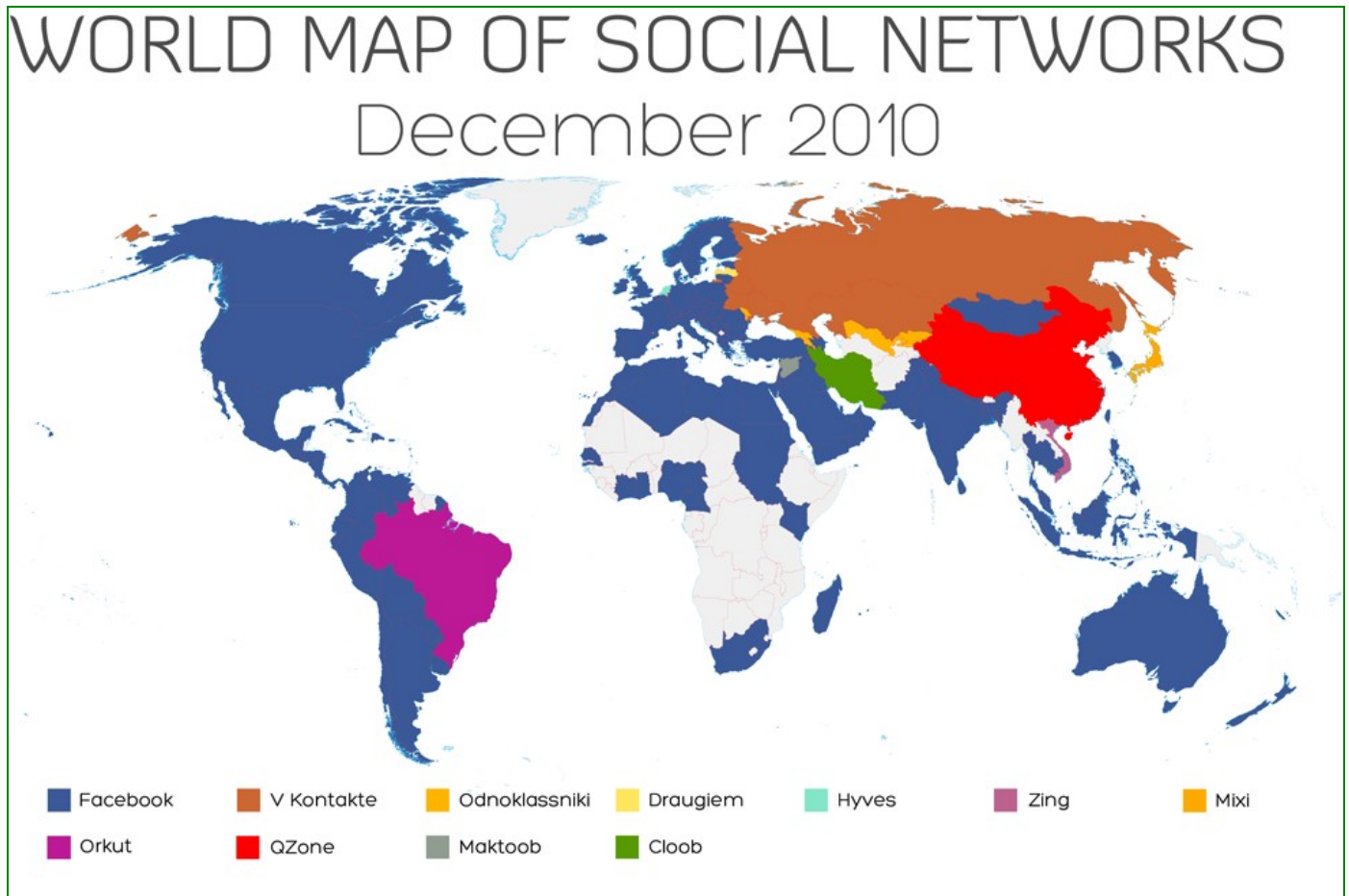
ing site, makes no attempt to hide the fact that it is a Facebook.com clone. Just look at their home page located at <http://vkontakte.ru/> to see a very familiar layout and color scheme. Though MySpace.com has largely been forgotten in places where it was once the king of social networks, in the U.S. territory of Guam it is still supreme (not shown on map).

There are even some networks that are not their own independent businesses. Orkut, for example, is owned by Google and has become the most popular network in India and Brazil. A network called Maktoob caters to the Middle East and was recently purchased by Yahoo.

Perhaps the most interesting case is Hi5. Despite being created in San

Francisco, California, where its headquarters remain to this day, it has mainly attracted citizens from Latin American countries such as Peru, Colombia and Ecuador. Hi5's reach extends to Portugal, Mongolia, and Romania.

Below is a copy of Vincenzo Cosenza's map and a list of other social networks in other countries as seen on Cosenza's website. The most up to date map, as well as interesting statistics about the rise and fall of various social networking sites can be found at: <http://www.vincos.it/world-map-of-social-networks/>



Social Network Screening

by Steven Byrd, Marketing and Management

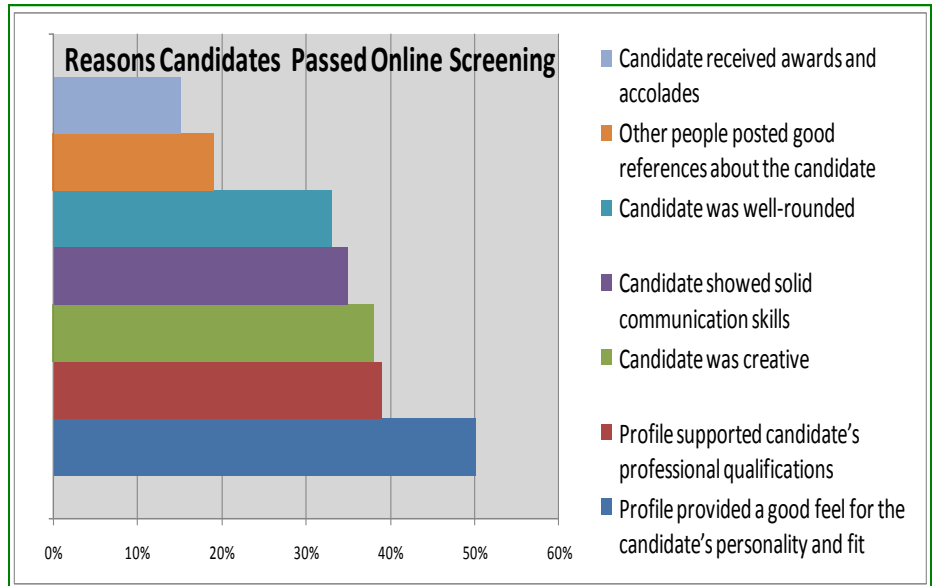
A recent Careerbuilder.com article contained a survey performed by Jennifer Grasz in 2009 which reported that, “forty-five percent of employers reported they use social networking sites to research job candidates. Of those who conduct online searches/background checks of job candidates, 29 percent use Facebook, 26 percent use LinkedIn, and 21 percent use MySpace. One-in-ten (11 percent) search blogs while 7 percent follow candidates on Twitter.”

The average college student may scream, “That’s not fair! Facebook is meant for personal matters!” Look at it from an employer’s point of view; wouldn’t you want to use any means possible to learn about someone you were about to enter into a long-term relationship with, after only a few interviews? Even if you have your page set to private, how do you know someone you hardly talk to, but are still “friends” with, doesn’t work for the prospective employer? Most of these “long lost friends” would be more than willing to let their boss take a peek at your “private” Facebook page. Employers want to know if you will be a risk to the company. And what are items that signal “risk” to potential employers? The chart below illustrates some reasons why candidates were not hired.

one wrong move may derail your career. Wait! Don’t delete that profile yet! Let me tell you how social media can be your friend.

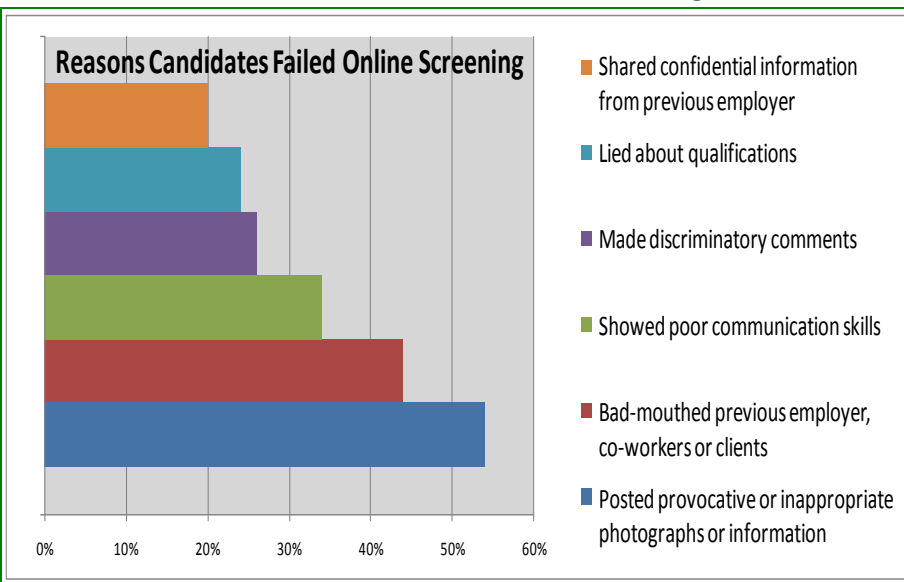
nues to explore to improve your chances of landing that dream job.

If you haven’t already, make sure you sign up on LinkedIn.com. LinkedIn is



The more people who know you are looking for a job, the more chance you may know someone who can put you on an inside track toward your dream career without even knowing it. Aside from hav-

the professionals’ version of Facebook. Use it as your constantly evolving resume and add detailed job descriptions, student leadership positions, and achievements. Every professional I have met at networking events has had a LinkedIn account. LinkedIn can help you make connections, build your network, and even allow potential employers to find you before you find them!



With prospective employers scrutinizing your content under a microscope, you may think “why should I even bother with social media at all?” After all,

ing a well-maintained and presentable Facebook account (I’ll spare you the no party pictures suggestions we’ve all heard a thousand times), there are other ave-

Not every candidate who has their online profile checked by a potential employer winds up jobless; some have even been helped by their online presence. As part of the same survey, employers were asked why they chose to hire a candidate after screening them. The chart above summarizes their responses.

There are many more ways to leverage social media to work in your favor and I cannot outline them all in one article. Do your research, make your online presence highlight how great of an employee you could be rather than how much fun you are to party with, and be sure to take advantage of the most popular social media sites. Remember: your profile is a reflection of you – don’t put anything on it you wouldn’t put on an application, one day it may be almost as important.

Finding Your Passion

by Michael T. Bruder, Management and Finance

Finding Your Passion was the biggest student-driven event of the semester for the School of Business. It was the culmination of months of planning, not to mention weeks of doing. All seven groups in the School of Business contributed to the event, with student Jason Marsdale leading the effort. What was the purpose of such an effort? Helping students, regardless of major, to figure out what exactly they want to do upon their commencement from Rutgers.

The event featured panelists who are working professionals in four different fields, moderated by Dean Ganesh of the School of Business. The panelists included James Harte (Executive Director of 601 Information Systems), Raluca Ratiu (Senior Manager at Lockwood Advisors), Angelo Scialfa III (President of Fox Run Group), and Linda Verba (Executive Vice

President of Store Operations at TD Bank). Each panelist brought something different to the event as they related their own career stories and answered questions from the audience.

There were quite a few ideas that really made an impression or were repeat themes throughout the night. James Harte was asked about his feelings on small/regional firms versus larger national firms. He related it to "being a small fish in a big pond, or a big fish in a small pond." Linda Verba suggested no matter where you go, you have to look at the company culture first. She also relayed that almost all jobs are about your people skills and that one of the best things you can do is be a mentor. Angelo Scialfa III taught us another important lesson. He spoke about how his initial passion was music, yet once he actually began working in the industry he

realized he didn't like it as a career. You have to find out if your passion will continue once it also becomes your career. Dean Ganesh remarked that you may not always have to go where you are passionate; sometimes you can "create passion no matter where you go."

I've gathered some resources that I hope will be helpful for readers who attended the event and whose interests in finding their own passions were piqued as well as those unfortunate readers who were not able to attend the event. To do this, I caught up with Jim Marino, Executive Director of the Career Center here at Rutgers - Camden. I asked him what he thought were the top three resources we offer to help students pick a career they will be passionate about. Three web resources immediately came to mind:

1. The Career Center has an entire page dedicated to information about specific careers including industry information, salary information, trends, and much more. It can be found at:

<http://cc.camden.rutgers.edu/students/exploring/CareerInformationResources.html>

2. For students who haven't yet chosen a major or a career, the Career Center can help here too. Visit this link for some help, including a step-by-step evaluation to help you pick the major best suited to you:

<http://cc.camden.rutgers.edu/students/exploring/Choosing%20A%20Major/ChoosingAMajor.html>

3. The Career Center also offers a number of assessment tools. These tools become very expensive if you ever need to use them outside of college. I highly recommend you take advantage of them now while you still can. They will help you assess your interests, skills, personality, and a number of other career-related traits. Tools include the Meyers-Briggs Type Indicator, SIGI 3, and the Strong Interest Inventory, among others. The tools can be found at:

<http://cc.camden.rutgers.edu/students/exploring/CareerAssessments.html>

As you can see, there are a number of resources here at Rutgers to help you pick a path you will be happy with. Use them now, while they are still available to you. A little bit of time and research now can make the difference between whether you later wind up working to live or living to work!



From left to right:
Dean Jaishankar Ganesh, James Harte,
Raluca Ratiu, Linda Verba, Angelo
Scialfa III, Jason Marsdale

Benefits of a Double Major

by Dan Moore, Accounting and Finance

The average employer looks at a resume for fifteen to thirty seconds. How can you make your credentials not just better, but different than everyone else's? In my opinion, the best way to do this is by linking degrees and skill sets together. Based on my experience thus far, I highly recommend you consider a double or dual major tied with a minor in a well thought out way to make you perfect for your desired job, but also not too definitive for broader careers. I also encourage you to seek professional designations and certifications in any fields where they apply. Sounds hard, but it really isn't if you know what you want.

I knew I loved numbers and wanted a career that paid well, so I ex-

plored accounting, finance, and economics. I never worked in any of these fields, so I decided to double major in finance and accounting with a minor in economics. By doing this I would earn the 150 credits required for the CPA, and would also gain a valuable set of complementary skills. Finally, I decided I wanted to become an auditor and I was able to find a firm that specialized in auditing mutual funds and other investment companies. With my major in accounting, backed up by my second major in finance, I was the perfect candidate and landed the job over other applicants, even some with higher GPAs. Had I not found my ideal job, I would have still been in a very good position to find a career in private, public or government

accounting as well as any of the financial fields.

You have the ability to build your own education, and the more unique and practical your education becomes the better you will be. Design a plan that is specific yet still affords you an ample amount of choices, choose an industry where demand is growing, and be sure to prepare through education and you will do fine after college. My final piece of advice is to go with your instincts and chase something you love that is also realistic and attainable. If you do this I feel you will be sure to excel and your career will be all the more rewarding.

Wealthy or Well Rested? Worldwide Differences

by Timothy Hearn

Think about how many hours you work each week at your job. Consider how many hours your friends work every week at each of their jobs. Now, imagine if you had an extra day off each week: one less day of work but also one day's pay less in your paycheck. Of course, an extra day off may allow you more leisure time, but you would also have a lot less money to go with it. Would you be happier?

The organization for Economic Co-Operation and Development found that in 2008, the average American worked 35 hours per week. At the same time, the average worker in England worked 32 hours per week; the average employee in France worked 30 hours, and the average German only logged 27 hours per week. One might ask why the disparity? Why do Americans work so many more hours (or Europeans so many less)? Most importantly, who is better off?

One reason why Americans work so much more could be summed up in one word: taxes. Research done by economist Edward Prescott states that Europeans and Americans had roughly equivalent workweeks (measured by the amount of hours worked) during the 1970s. As the

marginal tax rate rose in European countries, workweeks shrunk. A tax hike is like taking a pay cut, and when workers are forced to take a pay cut, many will choose to work less. After all, time is a commodity and whether you know it or not, you assign a value to your time. According to traditional economic supply and demand theory, as the price of a commodity goes down, then less of that commodity will be supplied. In the previous example, as the price for labor falls, so does the supply of labor.

Vacation time is another place where Americans face a huge disparity. In 2007 the Center for Economic and Policy Research did a study on our vacation habits compared to the rest of the world. They found that out of the countries in the Organization for Economic Co-operation and Development (OECD) only the United States did not have mandated vacation time for all employees. The United States average was 10 vacation days plus eight paid holidays, and even those are only provided out of the kindness of the employer rather than because of a government requirement. Canada and Japan were the next lowest, but they at least have a requirement of 10 days off for

every employee. France was shown to be the king of leisure, with their government mandated 30 days of paid vacation for each employee. The full report is available on the link located at the end of this article.

Who is better off? Is it the higher-paid, longer-working Americans, or their shorter workweek European counterparts? To decide you must weigh the costs and benefits of having a more leisurely society with a higher tax rate and more social programs against having a longer-working society with a lower tax rate and less government-sponsored benefits. This point can be argued either way, and it has been debated by both economists and politicians for decades. One thing is for sure, if European and American work habits continue to diverge, we can expect to see more sociological and economical differences emerging between the two in the future.

Full vacation time report located at: <http://www.cepr.net/documents/publications/2007-05-no-vacation-nation.pdf>

Minding Your TREE Business?

by Michael T. Bruder, Management and Finance

Christmas trees businesses have to be one of the strangest business models ever. Think about it. There is an entire industry dedicated to producing a product that is hard to handle, makes a mess, and winds up in the trash a month after it is purchased. Ever wonder where all those trees come from every year or how the whole idea of decorating a tree started in the first place? We are all familiar with the forests that seem to populate parking lots overnight, but how much do you really know about the industry? For many who celebrate Christmas, buying a tree is not optional, regardless of logistical issues that may arise (don't tell me you've never seen tree hanging out of a convertible on a five degree day in early December).

According to the National Christmas Tree Association (NCTA)... wait a minute, there is an association for Christmas trees? Yes, check them out online at <http://www.christmastree.org/>. Now that we've cleared up that the NCTA is more believable than flying reindeer, let's get back to the tree industry. According to the NCTA, this year marks the 500th anniversary

of the first decorated Christmas tree. The first recorded decorated tree was said to be in the European country of Latvia, in its capital Riga. It is said they decorated the first tree in 1510 in an attempt to make their city stand out among all others. In 1777 we start to see records of Christmas trees being decorated in America, and in 1851 a retail tree lot was opened in New York City. Five years later, the White House purchased its first Christmas tree.

Let's fast forward to 2009 and look at some data from last year. Here we are, 499 years after that first tree and the tradition is as strong as ever. The NCTA tells us that last year, in the United States alone, there were 28.2 million live Christmas trees purchased with a total estimated value of \$1.15 billion dollars. Additionally, it is estimated that 41 million seedlings were planted in 2010 for future consumption. Where are people buying all these trees? According to data from the NCTA, the largest percentage of trees (32%) is purchased in a "chose and cut" fashion where you pick and cut down your own tree at a tree farm. Chain stores (for

example, Walmart or Home Depot) are the second most popular tree source with about 20% of the market share. The Internet is slowly starting to take part of the market share, coming in at 4% in the most recent data available from 2006. If you look hard enough, you will find trees at a hefty premium offered at online retailers Amazon and eBay.

How do artificial trees stack up? In 2009 11.1 million artificial trees were sold for a combined value of \$901 million dollars. Speaking of artificial trees, ever wonder where they first came from? The first artificial Christmas trees were made from metal in the 1600's. The artificial trees as we now know them were made in the 1930's by the Addis Brush Company. The Addis Brush Company was a manufacturer of toilet bowl brushes. They used their machines to make the first artificial brush-style tree, essential a giant toilet bowl brush. Think about that next time you are trying to decide on a live tree or an artificial tree!

Some quick Christmas tree facts from the NCTA:

- There are close to 350 million live Christmas trees currently growing on Christmas tree farms in the U.S. alone, planted by farmers.
- North American live Christmas trees are grown in all 50 states and Canada. Eighty percent (80%) of artificial trees worldwide are manufactured in China, according to the U.S. Commerce Department.
- There are more than 4,000 local Christmas tree recycling programs throughout the United States.
- For every live Christmas tree harvested, 1 to 3 seedlings are planted the following spring.
- There are about 350,000 acres in production for growing Christmas trees in the U.S., much of it preserving green space.
- There are close to 15,000 farms growing Christmas trees in the U.S., and over 100,000 people are employed full or part-time in the industry.
- It can take as many as 15 years to grow a tree of typical height (6 - 7 feet) or as little as 4 years, but the average growing time is 7 years.
- The top Christmas tree producing states are Oregon, North Carolina, Michigan, Pennsylvania, Wisconsin and Washington.
- The most common Christmas tree species are: balsam fir, Douglas fir, Fraser fir, noble fir, Scotch pine, Virginia pine and white pine.

Get credit and work experience at the same time! Apply for an SBC internship. For more information about internships contact: Mr. Joe Haro 856-225-6677 or email jharo@camden.rutgers.edu

Companies Find New Ways to Target Customers

by Katherine Zalan-Korossy, Marketing

Companies are finding all sorts of ways to target their customers. No longer can they stick to a one size fits all ad campaign and expect it to appeal to everyone. I was lucky enough to attend a panel discussion with five marketing managers who discussed their brands' strategies. Presented by the Philly Ad Club, this event brought together senior managers of Wawa, Tasty Baking Company, Greater Philadelphia Tourism Marketing Corporation (GPTMC), the Philadelphia Phillies, and Cure Auto Insurance. While all five panelists provided useful information, three in particular made comments that showcased the bridge between our schooling and its applicability.

Jon Silvon, the Vice President of Marketing in Tasty Baking Company discussed how they try to find "Tasty's True North." They need to take a product that locals grew up on and make it relevant and interesting to others within the Philadelphia area and beyond. From this they have found three challenges: Tastykakes are not perceived as convenient or cool as other newer products, there are many alternative products, and Tastykakes don't have the best nutritional value. These challenges led to the Tasty Baking's goal of "Refreshing the Reason Why" through changes in awareness, the point of buying, and the point of consumption of their product. Their awareness overhaul included updated ads, sponsorships, and social media with public relations. The point of buying facelift dealt with the packaging of the product, the point of sale and promotions, its display, and its pricing and value. Point of consumption reforms dealt with

the packaging for convenience, the products themselves, and its disposal. They also updated the designs on their delivery trucks, refreshed their Web site, and added items to their 135 item product line. Silvon continually stressed that it is important to speak to your consumer so that you make sure the target of your product is them and not only yourself or your employees.

Meryl Levitz, President and CEO of GPTMC, began a branding campaign for the city of Philadelphia in 2008 in the style of a love letter. This love letter was displayed on billboards, in magazines and newspapers, in train stations and other similar channels throughout the Philadelphia area and other highly trafficked cities such as New York City, Washington DC, and Pittsburgh. The target market consists of loyal travelers to Philadelphia, families educating their kids, affluent travelers, and visiting travelers to name a few. To get the GPTMC brand out there, they developed partnerships with Frog Burger and Victory Brewing. They created t-shirts, shot glasses, key chains, mugs, and various other souvenir items. They advertised in different print media, created a Facebook page, and sponsored "Phanatic Around Town." With their branding campaign, they focused mainly on the Philadelphia area for the first year, and thereafter focused on other cities to attract new travelers to the city.

Eric Poe, CURE Auto Insurance's Vice President of Marketing, had a simple message in his strategy: to outsmart the competition. There are two things that separate CURE focused on to outsmart the

competition. They knew that higher income drivers create higher profits for automobile insurance companies, and that most auto insurers are publicly traded. Cure Auto insurance has decided to stay privately owned and does not base their coverage on your credit score or education level. When Cure Auto first started advertising, they created 10-second ads with a little blue face. This became a recognizable figure for the company and the short ads allowed them to run at a higher frequency. In order to rebrand the company, they sought the services of an ad agency. The new ads that were created were meant to show consumers that they were not like most other insurers and that they were not just targeting lower income drivers. This allowed them to win the audience of higher income (and higher profit) drivers that were often ignored by their competition. They came up with a 5-minute video available on Facebook and YouTube that can be broken down for television ads. Their new slogan: "The auto industry is sick, we have the cure."

Each panelist offered a different strategy that created success within his or her organization. Here at Rutgers, we are all designing our own strategies as we decide on our electives and which activities we chose to be involved in. Any and all success needs a good foundation to build from. Your career is your future and college is its foundation; absorb what you can now and remember it for later. Do so and maybe you will be a panelist one day sharing how you've used your education to put your business ahead of the rest.



DEAR JERSEY SHORE,

BEN FRANKLIN WAS
THE ORIGINAL "SITUATION."

Book YOUR HISTORIC PHILADELPHIA
HOTEL PACKAGE AT
VISITPHILLY.COM






Mobile Marketing

by Daniel Walsh, Marketing

It is a rarity to encounter someone who does not own a "smart phone". Some of the most popular examples of smart phones are Research in Motion's Blackberry products, the Droid line offered by Motorola, and the highly coveted iPhone by Apple. Smart phones are everywhere and it is rare to find cell phone users who are still using phones without some type of Internet access and extra features, or what I like to call a "dumb-phone." These days it seems like the only limitation to cellular devices versus computers is their screen size and occasionally their slower speed. The advancements in cell phone technology and affordability are major reasons why smart phones are so predominant in today's society.

We tend to recognize that technology has played an important role in the business world, but the most frequently expressed growth area is targeted marketing via social networks such as Facebook, Twitter, and LinkedIn. Although this type of social media marketing is very appealing, it tends to cause people to overlook and underestimate the effectiveness of "mobile marketing."

Professor Brian Greczyn, who teaches marketing courses at Rutgers School of Business-Camden, says: "With over 70% of the world's population having mobile subscriptions, mobile marketing is growing rapidly as more and more consumers begin to use their devices for more than just calls and texts." As the smart phone has now made its way into the

hands of a majority of consumers, marketers are beginning to recognize that this technology provides great opportunities to gain brand awareness and establish customer loyalty, which in turn can give them an advantage over companies that are ignoring the mobile phone as a marketing medium.

Okay, but what exactly is mobile marketing you may ask. Mobile marketing is defined by the Mobile Marketing Association as "a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through a mobile device or network." In the grand scheme of things, mobile marketing is a trendy and convenient way for consumers to receive the most up-to-date information and promotions regarding brands they are loyal to. Think about it from the perspective of a consumer. When you leave your house what do you always have? Coupons? No, we always forget those coupons that many of us keep in that rickety coupon book buried in a drawer where it is often forgotten about until we are in a checkout line. On the other hand, we always have our cellular devices in our possession. Organizations have begun to take notice and have identified target markets for mobile marketing. Who is the largest target market? Generation Y, also known as the Millennial Generation. There is no need for this generation of consumers to keep coupon books because they find their deals online and their mobile devices serve many purposes, sometime including cou-

pon books or getting immediate access to product research and reviews.

Convenience is a huge factor in consumer decision making and mobile marketing is the perfect tool to take advantage of this consumer preference.

Some companies, such as Amazon.com, have offered the option to place an order directly through mobile devices, and other companies will even send coupons directly to the device. The coupons sent directly to the device can be scanned just like regular coupons by the sales associate at the respective store, which eliminates the need to remember a coupon and saves the paper and ink that would have been wasted. An example of a company using this type of mobile marketing is childhood favorite Toys "R" Us.

Just as our cell phones will continue to evolve and improve, so must companies' mobile marketing initiatives or they run the risk of losing their loyal customers to more technology-oriented organizations. The coupons and promotional deals offered by businesses typically will draw customers in, but alerting these same customers to these coupons and promotions has been one of the challenges companies have faced. With the importance we place on our cellular devices and ensuring we have the latest devices and applications, mobile marketing will grow exponentially, making it a marketing tool whose importance cannot be ignored.

Clean Energy Company Makes Camden Their Home

Continued from front page

Blue Sky Power was founded as a limited liability corporation (LLC) and their business plan was generated during business planning courses offered at the Wharton School of Business from fall 2007 until spring 2008. The main purpose of Blue Sky Power is to handle institutional-scale clean energy projects. They provide clean energy project development services, system ownership, and operations for institutions such as hospitals, universities, school districts, municipali-

ties, utilities, and commercial facilities. Following the incorporation of the business in fall 2008, the company landed its first contract nearly a month later for a 1.15 megawatt project. This project was able to produce 12% of the total power requirements needed by the senior-care facility that commissioned Blue Sky's assistance.

The majority of current projects take place in New Jersey and Pennsylvania, but the company is hoping to ex-

pand into other states in 2011. A typical job for Blue Sky Power involves handling project development and management. They also advise clients on how to finance such projects. An average job has roughly a 12-18 month window from start to finish.

Clients of Blue Sky Power are often eligible for a roughly 30% tax credit. Additionally, states often offer different credits involving sales tax and income tax credits, as well as renewable energy incen-

Clean Energy Company Makes Camden Their Home

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Through these credits, companies have the ability to offset project costs and are encouraged to undertake projects that will benefit the environment.

I asked Blue Sky Technologies what environmental benefits were associated with the 1.6 megawatt project they are currently constructing. The answer they provided was startling. Each year this project will offset the equivalent of the greenhouse gas emissions put out by nearly 1000 passenger vehicles' or 30 coal fire/ gas fire power plants, CO2 emissions from 12,000 barrels of oil, CO2 emissions from electricity used from 628 homes, or the carbon sequestered by 1,103 acres of pine forest. Figures like these are calculated using the United States Environmental Protection Agency's greenhouse gas calculator. Clearly the environmental benefit from the types of projects they are involved in is significant.

Having not been aware of this company prior to hearing about it from my classmate, I asked what type of marketing was typically done at Blue Sky Power. Parvey indicated the company's marketing takes place in four primary ways: referrals, speaking at events, direct marketing, and exhibiting regularly at expos. Blue Sky Power has certainly seen substantial growth over the last few years. During the years of 2008 - 2010 the company has had a nearly tenfold growth. In 2010 - 2011 the company predicts that it will grow about 500% more.



BlueSkyPower LLC

Blue Sky Power's impact on the industry as a whole is relatively small because of their current size; however, as a whole the industry has shown a significant impact on our economy. Most economists, whether liberal or conservative, all agree that interest in clean energy will stimulate

job growth in our economy in the coming years. The clean power industry is still in its infancy, but it is growing very rapidly. Additionally, the industry is starting to attract many mainstream investors.

It was interesting to learn about a local company here in Camden, and it also opened my eyes to the future potential of the clean energy industry. As you finish your degree and begin to consider industries for employment, I would urge you not to overlook a career in the field of clean energy. The industry's current stage of growth, coupled with the renewed interest in the environment, means there is a great deal of opportunity to be involved on the ground floor. Blue Sky Power has already achieved this, and they will continue their growth from our very own Camden, New Jersey.

Feel free to visit the company's website @ www.BlueSkyPowerLLC.com

Black Friday, My Experiences

Continued from front page

This particular TV normally retails for \$999. Then I noticed that I could add it to my cart and it came with free shipping! This caught me by complete surprise as it was supposed to be one of their in-store "Door Busters," yet here I was the night before able to order it online for the same price with free shipping. I really wasn't looking forward to going out in the freezing cold and waiting 2-3 hours to get in a store that may or may not have enough TVs by the time I got in, so this was a welcome surprise.

In addition, my inbox was flooded with emails from online retailers offering deals from the day before Thanksgiving Day through Cyber Monday. One example of a great online deal was 40% off everything and free shipping from Express. Although I tried to get on the site numerous times, it was to no avail as the site was completely overloaded. American Eagle also advertised 25% off everything and

free shipping, but their site was extremely overloaded as well and I could not complete the transaction. This is one major downside to special online offers; sometimes the sites get so overloaded with traffic that you end up not being able to purchase or view anything at all. I was able to take full advantage of a Victoria's Secret's buy one, get one 50% off deal with free shipping, which also included a free supermodel tote filled with other goodies.

I usually go out for Black Friday, mainly just for fun. This year was not much different except I was looking for a television for my sister. Target was offering a 40" Westinghouse LCD TV for \$298. We were planning on buying this product, but they were sold out by the time we got to the store. We wound up going to the Walmart in Vineland, which to my surprise was not even crowded. We picked up a 42" Vizio LED LCD TV for \$698, which was

normally \$898. Along with the TV we each got an LG Blu-ray player for \$94, originally \$128, and we also picked up a few Blu-ray movies for \$5 each! Overall, we made out pretty good in the electronics department at Walmart. Despite our success at the brick and mortar stores I feel that this year, at least for me, online shopping was the way to go. Also, there was no reason for me to pay full price for anything with all the various discounts being offered throughout the holiday season.

If you didn't make it out this year or you missed any of the online offers, don't worry! According to MSNBC.com, many retailers are having "Black Friday Month" offering great deals all season long. During the weekends of the holiday season, many stores will be offering great sales. To find out about an online retailer's deals, I suggest you sign up for their email list. Happy Holidays and keep your eyes peeled for all the deals!

Experiences at a Regional Public Accounting Firm

by Jesse LaGrossa, Accounting

Having worked part-time for a regional public accounting firm for the past three years, I've gained valuable experience that has prepared me for my career after graduation. I've had the opportunity to work alongside many established professionals who have trained me and helped me grow on both a personal and professional level. The knowledge that I've acquired cannot be found in any accounting textbook, but only can be learned by doing real accounting work for real clients.

What makes a regional accounting firm a good choice? Well for starters, a regional accounting firm has fewer employees than a large national or international accounting firm, such as the "Big Four". The firm I work for has approximately 70 employees and two offices located in South Jersey. The Big Four firms have thousands of employees spread across offices in almost every major city in the United States and all over the world. Working for a regional firm, you're able to develop personal relationships with every employee at every staff level, including the partners. One very positive benefit is that I felt comfortable approaching any member of the firm with questions, even those that

were not work-related. Everyone in management was very understanding and helpful. They were willing to take the time to explain each job assigned to me.

The clients are another major difference. Regional firms tend to serve clients that are small, closely held businesses as opposed to the large, publically traded companies that the Big Four firms serve. I have had the opportunity to do work for clients in a variety of industries including manufacturing, real estate, financial services, and non-profits. While the firm has clients located all over the country, the majority of them are concentrated in the South Jersey and Eastern Pennsylvania region. Even as an intern, I have had the opportunity to interact directly with clients via phone, email, and in person.

Because the clients of a regional firm are typically smaller, non-public companies, the services they require are different than the clients of the Big Four. The majority of the work that I've done has been income tax related, but I have had the opportunity to prepare financial statements as well. Because the firm's clients are non-public companies, they do not need audited financial statements every

year; however, some clients may choose to have the firm prepare financial statements in order for the client's management to assess the company's performance. Likewise, if the client needs a loan or line of credit from a bank, the bank will most likely require reviewed or audited financial statements.

Unlike many of the Big Four, the firm I work for is not organized into separate audit and tax departments, so one accountant handles all of the services that a particular client might need. This allows staff members to gain experience doing a wide variety of work including tax preparation, tax planning, financial reporting, auditing, payroll, etc. This is one of the main advantages of working for a regional firm.

Regional accounting firms are a great place for any student or college graduate to begin their professional career. An internship at a regional firm should be more than a line on your résumé; it should be a valuable learning experience that prepares you for a full-time job after graduation. Aside from waking up at 5:30AM on Saturday mornings during tax season, the experiences that I've had and the insight that I've gained have been overwhelmingly positive.

Social Media Marketing

by Jacqueline Mazahreh, Management

As the competitive world of E-Commerce continues to grow, and the recession has converted many businesses to purely web-based store fronts, Social Media Marketing as a career specialization has proven to be a viable option. The main job of a Social Media Marketer is to draw people to websites, through the use of social networks and social bookmarking sites. In essence, their goal is to draw in as many people as possible that may have an interest in a company's product or services.

There are many tactics that a Social Media Marketer uses to draw in these fans of their company's blogs and

websites; one of them involves spending hours locating and creating (or simply buying) sets of profiles that could be a potential client for a company. From there, the Social Media Marketer ensures that these profiles are added to their friend's list, email lists, or the like so that a mass invite can be sent out in an attempt to gain popularity or spark interest in a company's products and services within a social networking circuit.

After connecting all the target consumer profiles to company profiles through major social media sites like Facebook, Myspace, Twitter, StumbleUpon, Foursquare, and Digg, the Social Media

Marketer will begin to post updates about the company's specials or add new blog entries on their sites. They typically do this automatically through online web applications that log into all of the company's established profiles and update them all at once, often linking to a website or blog.

According to Chris Brogan, author of [Social Media 101](#), the compensation for someone who pursues the career of Social Media Marker can range anywhere from \$50k - 300k plus, depending on the company you are working for and your level of effectiveness. Don't want to be tied to one company? The field also lends itself to nicely freelance or contract work.

Diversity and Development—Good Business Sense

by Patrick J. Simpson, Management

In today's competitive times it is important for organizations to embrace diversity and employee development as a business opportunity, rather than a financial expense when it comes to training programs. I've decided to take a look at the company I currently work for to see what, if anything, they are doing in this regard. As it turns out, they have been doing quite a bit. Wegmans Supermarkets, a company that originated in Rochester, New York, has embraced employee diversity and development not just as a moral obligation or a financial burden but as a business opportunity. They believe that people are their greatest strength and, as a result, have employed a diverse workforce with varied points of view to support creative thinking rather than "groupthink". It also provides a number of development programs for these employees.

Wegmans fosters a view that staffing the right variety of people leads to multiple ways to address day-to-day work issues. A diverse group of employees with various opinions can also lead to new innovative business ideas. With their training and development programs, Wegmans demonstrates their continued commitment to developing all of their employees.

Wegmans also focuses on its surrounding communities. "Making a difference in every community we serve" is the company's goal, and Wegmans has made it their mission to invest in the communities in which they are located. In 2008, Latinas Unidas, a group in Rochester, New York that is dedicated to uniting Latina women from different segments of

the Greater Rochester Community, awarded Wegmans their Youth Latina Leadership Award for the Youth Leadership Intern Program the organization created. This is just one example of the many programs Wegmans has created in the local communities to promote diversity.

Another way Wegmans invests in its employees is by providing employee scholarships and training programs to encourage job enrichment. At times, they give employees complimentary items such as a Wegmans lunch bag or a free \$6 meal voucher (good for a meal platter located in the prepared foods department). Wegmans believes this investment in its employees leads to their continuous improvement, which in turn produces customer satisfaction. This is an excellent business model to have because the company believes continuous education increases employees' knowledge of the business and that directly supports the company's number one priority: customer satisfaction. Additionally, by having a knowledgeable workforce, employees are empowered to make decisions on the spot, which creates a good customer-employee relationship.

One of the strongest areas that Wegmans showcases diversity is by the encouragement of strong leadership at all levels of the company. This becomes key at the management level because in many companies, not all managers are good leaders. The company has been very successful at identifying employees that demonstrate leadership qualities and then taking action to advance their careers at

Wegmans. Wegmans believes that this approach towards leadership contributes to financial profitability as well as promotes company values that embrace a positive culture of motivated and diverse people. This company culture allows them to successfully attract and retain many great employees. In fact, Wegmans has made the Fortune 500 list of best companies to work for consecutively for the last ten years, including holding the number one spot in 2005 and the number 3 spot in 2010. For the full 2010 list, point your web browser to <http://money.cnn.com/magazines/fortune/bestcompanies/2010>.

Rankings aside, the company believes that prospective employees choose Wegmans because of the company's reputation and a work environment that promotes continuous improvement in its people at every level of the organization. The company website reflects this approach in stating "Diversity is a part of our everyday culture providing success and opportunities for all." By embracing diversity and employee development, Wegmans is able to increase both customer and employee satisfaction all while maintaining profitability. Wegmans has been a leader in embracing diversity and employee development as a business opportunity rather than an unwanted expense and other organizations should consider learning from their example. They are proof that employee development and diversity is not just a moral obligation but can be also makes good business sense. See more @ www.wegmans.com

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Cyber Monday

By Daniel Walsh, Marketing

Tradition, according to Merriam-Webster, is defined as: an inherited, established, or customary pattern of thought, action, or behavior. We all have traditions, and most frequently they are derived from family culture and practices. What are your Thanksgiving traditions? The stereotypical Thanksgiving traditions consist of a wholesome turkey, delightful desserts, and family get-togethers. Did I forget something? Oh yeah, the crazy tradition of shopping on the day that follows Thanksgiving, a day we've come to know as "Black Friday." Shopping on Black Friday is common amongst many, and this could explain the plethora of people on the roads, at the stores, and frankly "EVERYWHERE" else.

The competitive shopping behavior of so many consumers arises during the latter weeks of November as companies compete for consumers drawn by their "doorbuster" offers. Doorbusters are viewed as the must-have items that stores offer in limited supply and at an extremely discounted rate. Netbooks and navigation systems have been the predominant items on the doorbuster list over the past two years. Wal-Mart and Target are two major retailers often leading the pack for doorbusters. It is not uncommon on Thanksgiving night to see tents and sleeping bags scattered across the parking lots of your local Wal-Mart and Target stores. The question is: Is it really worth it?

As I witness men, women, and families shivering outside of these retail locations in an attempt to be the ones to receive these deals, I cannot seem to find any justification in their thinking. Yes, I'm sure there are many reasons why people act this way, whether it is purely monetary or just the thrill of the Black Friday experience, but I can't help but wonder, are

these "deals" authentic or are they simply perceived by the consumer as being "deals"? Obviously many people do think the doorbusters are justified or we would not see so many willing to suffer through the cold. I asked myself, "Do I not understand this, because I do not have children, or is it due, perhaps, to my generation?" I know when I become a parent I will ensure my children receive most of what they want, but still I don't think I'll be camping out to get their coveted items. I think it must be my generation. Online shopping is the way I will avoid waiting in line on Black Friday.

Online shopping is what I have been brought up with and quite honestly, it is the only type of shopping I'd advocate during this crazy weekend. I questioned many of my peers about this idea of shopping online and most of them agreed that this is the more reasonable way. Online shopping offers the consumer comparable deals, often with free shipping. Most importantly it offers a way to avoid waiting in lines, sleeping in tents, and getting caught in parking space wars. Companies like Amazon.com offer "Black Friday Lightning Deals" that advertise different items in all categories that are marked down by as much as 70%. Amazon also adds a twist by introducing a new item every hour.

New to the mix are the deals offered on days other than Black Friday. Companies became tired of fighting for the spotlight on Black Friday, so they implemented "pre" and "post" campaigns focusing on days other than Friday. This year, I have noticed an outbreak of deals offered on the day before Thanksgiving. More commonly, you will see online deals on the Monday following Black Fri-

day, a day that has become known as "Cyber Monday."

Cyber Monday of 2010 offered some products at unparalleled prices. Whether you overslept on Black Friday, due to the turkey and stuffing hang-over or you just did not feel like dealing with the crowds, Cyber Monday is that second chance to take advantage of the savings you may have missed during the previous days. Once again, netbooks and Blu-Ray players were back in advertisements, providing the consumer a second chance. I even noticed certain items with lower prices on Cyber Monday compared to Black Friday. For example, I noticed that Amazon.com was offering a \$69.99 Blu-Ray player on Cyber Monday, compared to the \$79.99 price it was offered at on Black Friday.

Some of you may enjoy the hustle and bustle of Black Friday and shopping all day may be a tradition for your family. If so, I encourage keeping the tradition going; however, is sleeping in a parking lot on Thanksgiving night the only way to get a great deal? I say no. With the online offers on Black Friday and the pre and post promotions, such as the increasingly popular Cyber Monday, I find it is unnecessary to leave the festivities celebrated with your family on Thanksgiving. After all, isn't this the real tradition? Next year, try a deal search website such as MySimon.com, or fatwallet.com and you will be able to sit back, enjoy your Thanksgiving turkey, and let the online community find the best deals for you. Why leave your family and the decadent food offered on Thanksgiving, when the same or better discounts can be had online and your purchases delivered right to your door?

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