

# Minding Your Busine\$\$

Rutgers School of Business - Camden

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## A View from the East

by Steven Byrd, Marketing and Management

Everyone knows China's economy is growing faster than any country in the world, but do you know about the region's other rising stars? This year, over the winter break, I went abroad with the School of Business to Southeast Asia where we visited Hong Kong, Thailand and Vietnam.

A common theme emerged as I traveled throughout the region. Everyone is trying to sell you something — and they will not take “no” for an answer. Home to aggressive salesmanship and people looking to make a living by any means necessary, Southeast Asia was an amazing experience.

Hong Kong is best described as capitalism on overdrive. Millions of foreigners are invested in this tiny region of China. According to [www.mercer.com/costofliving](http://www.mercer.com/costofliving), Hong Kong is the 5th most expensive city for expatriates in the world. In a city where an Armani Exchange suit is standard business attire, one may wonder: “How can I succeed in such a cutthroat environment?” The answer is simple — sell, sell, sell. I witnessed this first hand as I was approached by merchants of every walk of life trying to sell me something. *Continued on page 13*

## Rutgers-Camden Students Admitted to Top Graduate School Programs in Computer Science

by Daria Torres (Adjunct Lecturer, Management) and Alok Baveja (Professor, Management)

Unprecedented success has been achieved at Rutgers University — Camden with support from the National Science Foundation (NSF) and the influence of one modest and dedicated computer science professor, Dr. Rajiv Gandhi. In Spring 2007, even prior to receiving NSF funding, Dr. Gandhi implemented an intensive mentoring and enrichment program for undergraduate students, and four of his current advisees have been accepted to top graduate schools in the nation. Direct matriculation of undergraduate students into leading Ph.D. programs is a rare occurrence, but this feat is particularly groundbreaking for our campus. Students at Rutgers-Camden usually transfer from local community colleges, often lacking two key resources: exposure to advanced academic opportunities and the types of financial advantages that students at other schools enjoy.

*Continued on Page 12*

Interested in contributing to

**Minding Your Busine\$\$?**

**We are looking for students from all majors!**

If interested, contact:

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## Subaru of America, Inc. Marketing Internship

by Nick Santangelo, Marketing

Turning off the alarm clock that showed a time that could not possibly be accurate (Six o'clock already!?) I stumbled through my normal Saturday morning routine and made the commute to work. Still half asleep, I dragged myself into the Medford Post Office and began sorting through the mail before hitting the street for deliveries.

This routine of sorting and delivering mail had become monotonous, but this day it was different. It was my final day as a USPS employee, and on Monday I would trade in the post office for a corporate office. After several failed attempts to secure a marketing internship, it was exhilarating to finally be on the cusp of starting one.

Several weeks earlier I had made a cold call at the behest of business internship coordinator, Joseph Haro. The call was to Subaru of America's (SOA) Director of Sponsorships, Karen Allen, who referred me to the Human Resource (HR) department. They explained a marketing intern had just resigned and a replacement was needed immediately. After a typical screening and resume review process, SOA called me to set up an interview.

My background as a Subaru Impreza WRX owner and tuner meant I already had substantial knowledge of the only car manufacturer with U. S. headquarters in the Delaware Valley. Determined to experience what marketing at a major corporation was all about, I spent hours preparing for the forthcoming interview. Everyone has been through interviews that left them feeling unsure; however, this was not my experience. My preparation helped me throughout the entire experience, and I walked out confident I would be offered the position.



Sure enough, the phone rang the following day and my HR contact went into great detail regarding how impressed

the interviewers (a group of four marketing managers and specialists) were. They needed me to start working in SOA's Relationship Marketing (RM) department as soon as possible. My responsibilities in this new role included working as a writer and production assistant on owner loyalty magazines, creating copy for e-mail newsletters, and participating in numerous marketing meetings.

This year Subaru employed an experimental rotation system for its marketing interns. The new policy meant my role would not be limited to only the RM department. A series of three transitions would place me in Relationship Marketing, Digital Marketing and a split between Product Marketing and Advertising Production.

Rotating through these subdivisions is a tremendous opportunity for college juniors and seniors to experience a wide breadth of marketing operations. Most marketing majors want to work in marketing, but the field is broad and few know what aspect of it appeals to them. What better way to narrow it down than by experiencing as many different aspects of marketing as possible?

*Continued on page 9*

## Importance of Having a Mentor

by Pamela Carcione, Accounting

Throughout our college careers, there are a number of resources that we can consult if we have a question or problem. There is the Business School website that contains information specific to each course, the Career Center that is always willing to offer advice, academic advisors who can help students plan their course schedules, and curriculum worksheets that tell you exactly what courses you need to take to obtain your degree. These are all great resources, but what happens when you have finished college and you are transitioning into the business world? Who is there to help guide you and answer the questions that are sure to arise as you begin your professional career?

No matter what industry you are planning to begin your career in, you will always need someone to help steer you in the right direction. Whether you are facing

a small dilemma or a life-changing decision, it is always nice to have someone to turn to for guidance and advice. In fact, Greg Smith states in his book [Here Today; Here Tomorrow](#), "Many companies have discovered that the use of a mentor for new employees not only helps employees settle into their job and company environment, but also contributes to a lower turnover rate."

One of the main reasons that mentor relationships are so encouraged in the business world today is because a mentor can help you better understand yourself. At times we have trouble articulating our thoughts and diagnosing our own problems, whether due to a fear of self-embarrassment or simply a lack of experience and knowledge. A mentor can help you address your weaknesses, bring out your strengths, help you learn to self-

reflect, and help you identify and solve your problems.

Mentoring relationships exist in both formal and informal settings. After starting a new position at a company, you may be assigned an official mentor to help with the transition process. As you become more comfortable with your work environment, you will probably also develop your own personal relationships with those that you trust the most. The best part about a mentor is that they often have no ulterior motives. Their main concern is to help you succeed. Friends and family are most likely to tell you what you want to hear, but a mentor will tell you the truth whether you want to hear it or not. Their main objective is to help you become successful and be the best that you can be.

## Beyond The Classroom: South Africa

by Michael Bruder, Management and Finance

Recently I was one of seventy adventurous members of the Rutgers University-Camden community to visit South Africa. Our group consisted of business and law students, student affairs volunteers, and several faculty and staff members. The trip was a perfect balance of learning and fun. The business student's portion of the trip was beautifully orchestrated by Professor Cal Maradonna and Dr. Julie Ruth, and there was never a dull moment. By day we were business students, rushing from place to place, absorbing every bit of information we could from meetings with various company leaders; by night we became a different breed, set on experiencing all that South African nightlife and culture had to offer. It was our chance to immerse ourselves in an ancient culture that was growing and blossoming in the twenty-first century. Some things just cannot be experienced in class or books; they must be lived to be fully appreciated.

South Africa is a great place for future business leaders to study. It is a young country; the brutal apartheid government has only been abolished since 1994. It offers a glimpse into what is essentially a "new" nation. Many people are just now able to attain jobs they were previously barred from and this is creating a phenomenon of particular interest to business students – an enormous portion of the population is moving into the middle class. How to capture this new middle class's business was a key focus of many of the companies we visited.

We attended many business meetings throughout our trip, and it would be impossible to outline them all here. Some stood out more than others, yet all had some very important take-away points. Of particular significance was our meeting with Pick n Pay, a leading grocery store chain. We met a very inspiring woman, Suzanne Ackerman, daughter of the founder Raymond Ackerman. She explained Pick n Pay was one of the companies that defied the government during the apartheid era by doing things such as setting their bread prices at lower, more affordable prices than the government mandated price levels. We learned about

the concept of "the four legs of the table" - what Pick n Pay believes is the foundation of their company. "Four legs of the table" is an idea based around consumer sovereignty; putting customers above all else by focusing on: administration, merchandise, social responsibility, and employees. Each of these represents a leg of a table. Now, picture the company's customers all sitting on top of the table. Anytime there is a neglected leg, the table becomes unbalanced and customers fall off. Pick n Pay holds that "profits are the reward, not the reason." Certainly this lesson is universal and is something we should not lose sight of as we pursue our respective careers.

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***"We learned about culture, we learned about business, we learned about apartheid – but most importantly we learned about ourselves."***

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Between meetings with large corporations were stops that were less traditional, but no less valuable, notably a meeting with the Co-operative of Hawkers and Informal Businesses (an oxymoron in itself), a meeting at the World Cup stadium in Cape Town, a tour of the SAB Miller Breweries, and a panel discussion (put together by Dr. Ruth) focusing on education, employment, and economic development in urban South Africa.

Our trip was not all business and no play. We were able to do a fair share of cultural activities such as museums, visits to the Constitutional Court, wine tastings, tours of the township areas (poor urban areas that were segregated by race during apartheid), and we even got to drive down the only street in the world with two Nobel Peace Prize winners living on it! (Nelson Mandela and Bishop Desmond Tutu) Some of us climbed Table Mountain, a large plateau that is the centerpiece of Cape Town. It offered a challenging 3,563 foot climb. If that cannot teach you about perseverance and push-

ing yourself to the limit, nothing will.

A highlight of the trip was our visit to Kalksteen Primary School where we were treated to a rock star-like reception by elementary age school children. We had a chance to interact with the kids, after which they performed a special assembly in our honor, playing instruments, singing, and even performing the USA national anthem. It would be an understatement to say that when we left, a part of us stayed with the kids, and part of the kids stayed with us. Our visit will forever impact the lives of the kids, as well as our own.

South Africa is really something you need to experience for yourself. I highly recommend the course and trip to anyone who wants to enhance their business education. We learned about culture, we learned about business, we learned about apartheid – but most importantly we learned about ourselves. It is impossible to go to South Africa and not come back a different person. As future business leaders we can no longer focus only on profit. Our trip has taught us companies focused on people can often produce more profit than companies focused on profit. The most important lesson of the trip was embodied in the words of our tour guide, whom we referred to as MK, "You may go on to become CEOs, but always remember you are human beings first." We are human beings first. No matter how successful we become, we still have a responsibility to each other. This trip taught us never to lose sight of that.



## Paying for the Health Care Reform Bill

by Jesse LaGrossa, Accounting

On March 23, 2010, President Obama signed a historic bill that will reshape the way health care is delivered in the United States. This sweeping legislation is expected to expand health insurance coverage to the 32 million Americans who are currently uninsured, provide more affordable coverage to those who are insured, and reduce the federal deficit by \$143 billion over the first ten years. While the benefits of the health care bill seem obvious, they will come at a hefty price. In order to pay for all of this, Congress has included a number of significant tax increases that will affect most Americans in one way or another. Below are a few of the key tax implications included in the health care reform legislation.

Currently, only earned income (wages, salaries, etc.) are subject to the Medicare payroll tax, which is withheld at a rate of 1.45 percent. Beginning in 2012, there will be a new 3.8 percent Medicare tax on investment income, which includes interest, dividends, capital gains, etc. This will only apply to families making over \$250,000 and individuals making over \$200,000. From an economic standpoint,

taxing investment income seems counterproductive at a time when the capital markets have seen record withdrawals. Additionally, the Medicare tax withheld from earned income will increase by 0.9 percent to 2.35 percent for wages in excess of \$200,000 (\$250,000 for families).

Effective July 1, 2010, there will be a 10 percent excise tax on indoor tanning services. As expected, this has already upset patrons, owners, and employees of tanning salons nationwide. According to an article published on CNNmoney.com, almost 9,000 jobs are in jeopardy, and almost 1,000 tanning salons might close as a result of this additional tax. About two-thirds of the tanning salons in the United States are owned by women, many of whom are in the middle-class income range.

The government is attempting to take on much of the burden of ensuring health coverage, but they are also placing some of the responsibility on individuals. By 2014, everyone must have some sort of health coverage or face an annual fine of \$695. (There is an exception for very low income earners.)

As far as businesses are concerned, companies employing 50 or more full-time employees will be considered large employers for the purpose of providing health care. These companies will be required to provide a minimum level of health care coverage to their employees or be subject to a \$2,000 annual fine per employee (excluding the first 30 employees from the assessment). This means a company with 50 employees will be fined \$40,000 (20 times \$2,000) if they do not provide minimum coverage.

While the health care reform bill will provide countless benefits to individuals from a medical standpoint, it will come at a significant cost to taxpayers, specifically higher-income earners. From an economic perspective, the heavy tax burden may have a detrimental effect on individuals and businesses over the next couple of years. Medical coverage has undoubtedly become an urgent issue in this country, but I think this new health care legislation is going to have a substantial effect on more than just health care.

For more information, visit this article's sources:

[http://www.cbsnews.com/8301-503544\\_162-20000846-503544.html](http://www.cbsnews.com/8301-503544_162-20000846-503544.html)

[http://money.cnn.com/2010/03/24/news/economy/tanning\\_tax/](http://money.cnn.com/2010/03/24/news/economy/tanning_tax/)

<http://blogs.reuters.com/small-business/2010/03/22/what-the-healthcare-bill-means-for-small-businesses/>

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*“While the benefits of the health care bill seem obvious, they will come at a hefty price.”*

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# Health Care is Changing. **RU Ready?**

## How the Health Care Bill Will Affect Small Businesses

by Christi Tilden, Accounting

On March 23, 2010, history was made when President Barack Obama signed into law a bill known as the Patient Protection and Affordable Care Act (and quickly amended on March 30 by the Health Care and Education Reconciliation Act of 2010). The bill has been discussed and debated among citizens and mainstream media for months, but a question remains: How will the newly passed health care reform bill affect businesses, especially small ones? While some aspects of the bill are unclear and confusing, there are some facts available. According to the White House website, small businesses will be affected in the following ways:

- Starting in 2014, firms with 100 or fewer workers will be able to pool their buying power and reduce administrative costs by purchasing insurance through an exchange.
- The Small Business Health Care Tax Credit can cover up to 35 percent of the premiums a small business pays to cover its workers. In 2014, the rate will increase to 50 percent.

- Beginning in 2014, under the Reconciliation Act, firms with more than 50 employees must offer health care to employees or face penalties of up to \$2,000 per employee for all but the first 30 workers (according to Joshua Miller of Fox News).

amount was \$14,244 and in 10 years the amount could quadruple. Small businesses may receive tax credits, but many are concerned whether the credits will help offset the new fees.

According to a CBS News poll

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***“Some Americans are excited about the health care reform while others are more concerned with the costs of the reform and possible effects on the economy.”***

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There are some beneficial tax credits available to small businesses; however, there are also some penalties for large companies that do not provide health care. According to the annual Towers Perrin Health Care Cost Survey, 20 years ago it cost on average \$1,480 to pay for a single employee's health coverage. Today that amount is \$4,860 and Towers Perrin predicts in 10 years the annual costs will double. In addition, they report 20 years ago it cost \$4,040 to provide coverage for a family. In 2009, the

after the health care bill was passed, 42% of Americans approved, 46% disapproved, and 12% did not know how they felt. Some Americans are excited about the health care reform while others are more concerned with the costs of the reform and possible effects on the economy. Within the next couple of years we will see how the health care bill has affected our economy, businesses, and families. Until then I suggest you do your own research, contact your government representatives, and stand up for what you believe in!

For more information, visit this article's sources:

[http://www.cbsnews.com/8301-503544\\_162-20001117-503544.html](http://www.cbsnews.com/8301-503544_162-20001117-503544.html)

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<http://www.foxnews.com/story/0,2933,589826,00.html>

<http://www.whitehouse.gov>

## Marketing Yourself

by Melissa Steb, Marketing

Are you ready for job interviews? Have you built a resume and practiced your handshake? As business students we have all been working on these typical aspects of the job interview but what about our communication skills? Simply by paying attention to a person it is easy to tell if they are a good communicator. Paying attention is exactly what potential employers are doing. To these employers, most candidates have similar credentials. Luckily, there are little things that can set you apart from the sea of other applicants. I discussed the issue with Mr. Haro, the coordinator of the internship program at the School of Business, and he described a plan of action that every interviewee should consider.

The first phase of the plan is the pre-approach. This step is when you prepare for the interview. Research, research, research! Go to the company website and find every bit of relevant information. Try to get in contact with a current employee. Look for Rutgers graduates; they are usually willing to do whatever they can to help. Mr. Haro's most important pre-approach tip is to be prepared to engage the interviewer. To be engaged means to go above and beyond asking typical yes or no questions. Asking open-ended questions draws the interviewer into the conversation. An applicant who shows they can start and hold a conversation is an applicant who is remembered. So, being fully prepared for the interview means brainstorming about questions to pose in the interview.

The second phase is the approach. This stage covers the first impression and the entire interview. When you walk in you need to be dressed appropriately for the organization. Employers vary in what they expect, but it is always better to be safe than to be sorry. Mr. Haro advises, "When in doubt, go more conservative." For women especially, the look should be simple and tailored, with few

accessories — less is definitely more. Also, make sure shoes are appropriate and clean. You may feel the need to wear your three-year-old lucky Converse shoes, but you might not find yourself calling them lucky anymore.

Equally as important during the interview is language, both vocal and body. The way you handle each tells a potential employer a lot about you. Always speak with confidence, especially during a job interview. If you cannot muster confidence, fake it. Even if no speech is occurring, your body language will give off signals. With this in mind, be careful of how you carry yourself and make sure your speech and body language match.

Another tip is to avoid using slang. You are paying for a college education. Use it to master your vocabulary. Mr. Haro recommends you steer clear of the following words and phrases: maybe, I'll try, would've, could've, should've, probably, and I guess so. Using these words and phrases in your interview vocabulary is another sign of a lack of confidence.

It is important to use the "you" attitude during an interview. Mr. Haro's example questions are, "What are you looking for in a good employee?" and "How do you feel about social traits (people skills) versus credentials (academic/knowledge background)?" Again, asking questions with a "you" attitude and asking open-ended questions will make the interviewer feel good. Everyone likes to talk about themselves, and they like to be prompted to do so.

The third and final phase of the process is the close. First, always thank your interviewer for taking time to meet with you. Second, ask if there are any other questions the interviewer has for you. Lastly, write the interviewer a thank you letter — on paper, not an email. We all have technology at our fingertips, but it is

more personal and shows you put in more effort when you write a letter. There should be three parts to your thank you letter:

1. A thank you for the interview.
2. A section in which you write about two or three things you heard and were impressed with.
3. An invitation to respond, i.e. "If you have any further questions, feel free to contact me. I look forward to hearing from you in the future."

While following all of these steps will get you far, carrying yourself well over the telephone is another aspect of the interview process. Be sure to have a professional answering machine message. Having a silly message from last Saturday's party will automatically turn off a potential employer, even if you are the best candidate for the job. Similar to the in-person interview, do your research ahead of time. Next, start the telephone conversation by introducing yourself as a Rutgers student and stating your major and year of graduation. Afterwards, express that you are interested in an interview. Always use positive, enthusiastic, and comfortable vocal inflections and words. Close by thanking the person for their help.

When wrapping up my discussion with Mr. Haro, he wanted to make sure I covered one critical concept about interviews and the job search: "You need a wedding between social skills and credentials, and then the icing on the cake is talent." A good GPA is not good enough. Mr. Haro stated that you have to show critical thinking and problem solving skills along with creativity and strong character traits. From one business student to another — you have a lot to offer the world. It is not fair to keep your greatness to yourself. Do not be afraid to show people who you are and what you can do.

***For more information about internships, interviewing, and the job search, contact Mr. Joe Haro at: 856-225-6677 or email [jharo@camden.rutgers.edu](mailto:jharo@camden.rutgers.edu)***

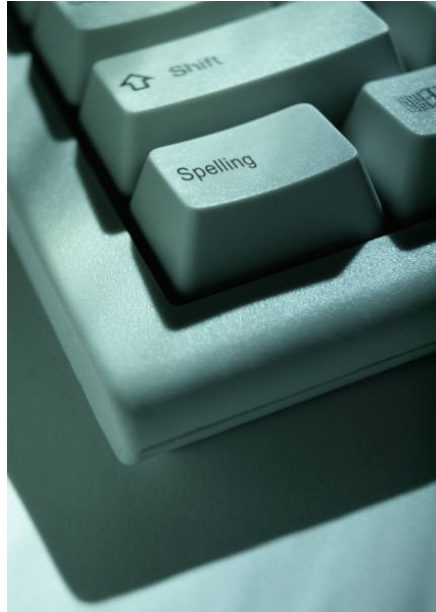
## Beware: Spell Checker is KNOT YOU'RE Friend

by Brenda Joret, Business Communications Lecturer

How many times have you been bitten by the spell-checker bug? You spell checked the email to your co-workers or that all-important cover letter to a potential boss. Weeks later, you're going over old emails or wondering why you haven't heard from that job inquiry and the horror hits you like a Stephen King thriller: you had a typo in your subject line or you accidentally misspelled a potential boss's name.

Reliance on spell checker is a crutch that only does a fraction of what real editing by your eyes or better yet, another person's eyes will do. The context of your words is never examined by spell checker; spell checker will not differentiate between what you wrote: form a concerned student; and what you meant: from a concerned student.

Business communications is all about perfecting how you get your message across to management, colleagues, those you may be supervising, clients, customers, and industry associates. When you see those squiggly lines under words in your email or document – pay attention right away; don't wait to spell check later when you think you're finished and are getting close to deadline. With email in particular, we are very quick to hit the "send" button before we've really gone over everything in the message. When you're writing a document or letter, you may tend to rush through the composition because that's how you've become used



to working. You say you'll go back over your document a few times, but you get lazy and let spell checker do the job. You're 50% correct. That is never good enough.

The golden rule with business communications is: Always think twice (or three times) before hitting the send button for the email or memo or sealing an envelope. While no one is perfect, checking your work with your own eyes is always better than a computer program.

*“...the horror hits you like a Stephen King thriller: you had a typo in your subject line or you accidentally misspelled a potential boss's name.”*

### The following is a top 10 check list to consider as you communicate in the business world:

1. Work offline when you can – or do NOT enter the recipient(s) email until all editing is complete.
2. Allow yourself the time you need to complete your written communication or document. A rush job always ends up looking like, well, you rushed.
3. Organize and analyze your message. Jot down the points you need to express.
4. Be sure your message is NOT redundant; too many repetitive points make for a cluttered message.
5. Step AWAY from the email, letter, memo or any other document you “think” is finished. Fresh eyes, even five minutes later, can help uncover the simplest mistakes.
6. Better yet, have a pair of fresh eyes look at your work. (Preferably someone who is a good writer/editor.)
7. Be a good listener when that person offers his or her thoughts. Make the necessary adjustments.
8. Have you directed your message to your audience? No one really cares what you think. They want to know how your message affects them.
9. Proofread your work with extra care so you don't haphazardly skip a word that spell checker caught. Maybe you mis-used a word. Check punctuation, grammar, and paragraphs. Did you spell the recipient's name correctly? (How embarrassing!)
10. Proofread once, twice, yes, three times. Walk away from your work and return to it after you've cleared your head.

## Small, Medium, and Large CPA Firms: Which is Right for You?

by Pamela Carcione, Accounting

It is the age old question for Accounting majors: "After graduation, should I stick with a small local firm, go with a mid-sized regional firm, or try for a large firm, such as the Big 4?" Partners and recruiters for every size firm boast about the positives of working for them. With so much conflicting information how will you ever know which type is right for you?

For small CPA firms, the pitch to potential employees usually consists of allowing more opportunity for client contact, requiring less overtime than large firms, being more family friendly, having minimal business travel requirements, and, in general, just being more conducive to a good work/life balance.

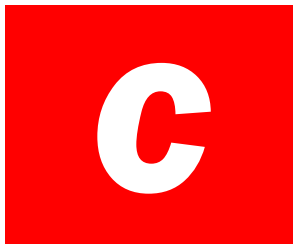
At medium-sized firms, you are more likely to be involved with your clients and feel more connected to their businesses. Additionally, you get to form a more involved relationship with your clients than you would at a large firm. You get the best of both worlds in the sense that there may be opportunities for some

travel (unlike the situation at most small firms) but it will probably not be a consistent occurrence (which is common at the Big 4). Even in the current economic downturn, mid-sized firms are experiencing an increase in business as clients are looking for cheaper alternatives to the Big 4.

Working for a large firm such as one of the Big 4 (PricewaterhouseCoopers, Deloitte Touche Tohmatsu, Ernst & Young, and KPMG) also has positives and negatives. First, on the negative side, you will most likely be required to put in a significant amount of overtime during busy seasons, more than would be expected at a smaller firm. There is a common perception that at larger firms personal relationships are nonexistent and that employees are more like numbers than actual people. Perception is really in the eye of the beholder. Of course, large firms do have advantages. Relocating within the country, and sometimes even outside of the country, is much more possible and something that small CPA firms cannot offer; they usually only have one or two locations.

Perhaps more importantly, the experience gained by working for a large firm is irreplaceable. In working for one of the Big 4, you would likely get a very diverse experience that could launch you on a fast track to success.

If you have the opportunity, I would definitely recommend doing several different internships to see which fit is right for you. Also, attend many networking events so you can talk to professionals in the industry and learn from their experience. No one can tell you what you are going to like best. Different personalities feel more comfortable in different environments. Take advantage of internships and networking opportunities to learn as much as possible while you are still in college. By doing this, you will be better educated when the time comes to pick the best job for you. Remember, on average, college graduates stay at their first job anywhere from 3-5 years. You will have plenty of opportunities if you have the proper mindset and keep a positive attitude.



## Subaru of America, Inc. Marketing Internship

*Continued from page 2*

Although SOA interns are occasionally required to perform some errand running and copy making duties for their superiors, the bulk of the experience is comprised of legitimate marketing work. One of the highlights included writing a two-page feature for Subaru's *Drive* magazine which is mailed to over 900,000 consumers. It is incredibly fulfilling to see your name featured in the magazine as a writer and production assistant, and it provides interns with a tangible asset to add to their portfolios.

When choosing an internship you need to consider more than what departments you will work for and what your duties will be. No one wants to work for a firm with a poor office culture or one that is affected by the economic downturn. Neither of these issues are a problem at

Subaru. Last year, most of the automotive industry was plagued by a downturn but Subaru sold 216,652 units, making 2009 its best sales year – ever. In response to this increased market share, SOA is expanding and creating new positions in their marketing and other departments.

By the time you read this, it will be too late to apply for a Fall 2010 internship but freshmen and sophomores pursuing a marketing career should consider a Subaru internship in the spring. The process is extremely competitive, but dedicated Rutgers marketing students can certainly attain one of the six marketing and PR internships SOA will be hiring for.

Relationship Marketing Specialist Tom Salvino once told me “You know, it’s not too often that kids with a postal

background end up working in marketing.” What an understatement that is. However, my experience is proof that a Rutgers Business School education paired with an aspiration to be successful can land you on whatever career path you wish to follow.

**Want to know more about internships?**

**Visit the Career Center's website at:**

<http://cc.camden.rutgers.edu>

## Employee Health and Well-being

*by Mariano Agnese, Accounting and Finance*

The United States has moved away from industrial jobs due to outsourcing, and as a result, the service sector has increased tremendously. With this increase, a lot of new jobs require employees to sit behind a desk. America's productivity may have deteriorated because of a lack of exercise. It has been suggested: People who exercise are more productive while at work, and they may keep health care costs lower for themselves and their employers as well. The following statistics are provided by the American Heart Association (AHA) about employee health and well-being. They help show how health care costs for both employees and employers can be reduced.

The AHA says employees that have good diet and exercise habits may be more productive than employees who don't. Employers are beginning to look into health programs for their employees as ways of cutting health care costs. For example, some are offering to pay for gym membership because long-term employee productivity gains outweigh the overall

membership costs in the short run. It is especially important for people working in sedentary jobs to exercise because they don't move enough throughout the day.

The AHA says sedentary jobs have increased 83% since 1950 and less than 26% of people exercise at least a half-hour a day, four times per week. As a result, 65% of American adults are overweight or obese. Americans on average work 164 more hours per year than they did 20 years ago. Working more hours may be more stressful to the employee, and stress is a key component of heart disease.

The AHA reports that 60% of CEOs cite health care as their top cost pressure. The average annual health care cost per person exceeds \$3,000. The AHA also states that preventable conditions make up 70% of illness costs in the United States. Poor diet and exercise are responsible for at least 25% of health care costs incurred by working adults. This means YOU have control over at least 25% of your

health care costs. As a nation, we can combat the rising cost of health care. The AHA estimates physically active people save \$500 per year in health care costs.

The solution relies on our ability to live healthier lives. It is easier for us as students to change habits now before we are faced with a family and the added stress of a career. It is important to treat your body in a healthy way. Exercise is crucial in the prevention of many diseases. The AHA reports that you gain two hours of life expectancy for each hour of exercise. They also tell us walking for at least 30 minutes per day can provide you with heart-healthy benefits.

To begin your quest toward a healthier lifestyle, start with walking. Walking has the lowest drop-out rate of all forms of exercise. Additionally, strive to eat healthier foods. No one is suggesting you can never eat wings or have a beer occasionally with friends; moderation is the key to success. Remember: You control your health and you control your life.

## Student Entrepreneurs

**Do you want to be your own boss rather than working for someone else? Do you want to be involved in the total operation of a business, from concept to creation? If so, the new entrepreneurship programs for undergraduate and MBA students can help. Consider the stories of two of the many ventures launched by students in the New Venture Creation class taught by Professor Briance Mascarenhas.**

### The Healthy Start Venture – Providing a Healthy Breakfast at Work

*by Erica Schwarz, MBA*

Most people go to work without a healthy breakfast, the most important meal of the day. Jason Chao, Rob Acheson, and I created the Healthy Start venture as a microfinance class project. We surmised that corporate offices were lacking healthy, quick, and accessible morning meals. With 100 dollars of seed money provided by Professor Mascarenhas and the textbook as our guides, we set out to test our idea that a layout of healthy foods combined with informational tips would be a successful business venture. First, we surveyed the employees in offices to find out if there was a need for such a service. The results suggested:

1. Seventy percent of the employees either didn't eat breakfast or ate an unhealthy breakfast.
2. Employees would rather give money to charity than pay a set price for food.

The results of the survey led us to conduct a study of the feasibility of a business model to provide healthy break-

fasts combined with educational literature on nutrition, health, and productivity to small offices in return for a donation to charity.

Next, we researched vendors and discovered Costco was both better priced than its competitors and also willing to collaborate. Their managers already donate day old goods to different charities. They were willing to supply us with free bagels and muffins. Rob and Jason did test runs during the 5th week of classes. Each setup we provided consisted of four main parts: food (bagels, low-fat cream cheese, and bananas), a donation box, signage, and handouts. We found that a clear box for donations was most effective because when people can see how much others are giving they feel inclined to give as well. We also found if employees choose the charity, they have a personal attachment which led to higher revenues. We ran two beta sites for a total of eight weeks, each week continuously improving based on feedback. By the end of the eight weeks we collected \$963, had expenses of \$246, and net earnings of \$717, which were donated to the charities chosen by the employees.

The experience we gained from our Healthy Start business was invaluable. We were given a chance to start from the ground up, face all the hurdles, and really immerse ourselves into a real life situation where our decisions and knowledge made a measureable impact. Our hard work combined with what we learned in class paid off: the judges awarded us the Triple Bottom Line Award. I know we will apply the tools we acquired in this class when we embark on our own ventures down the road.



## Global Secrets – A Natural Skin Cream for Clearing Scars

by *Lindsay Mosaky, Undergraduate student*

Global Secrets started as another class project and grade requirement. The assignment was to devise a venture to address a campus or community need, and as part of the class, a small amount of seed money would be provided to get the venture going and prove that the concept would work. As part of the project, we were instructed to think of the impact on people, planet, and profits – the idea of a triple bottom line.

Unexpectedly, it turned out to be a great opportunity for me to grow, learn, and do things outside my normal comfort zone. Thanh Huynh, my partner, had the idea of selling a scar and acne cream found only in Vietnam. I was skeptical

because there are already far too many skin care products out there, with many providing few results. Additionally, our product was both foreign and for use on the skin, and we would face resistance from potential customers. Eventually, I was persuaded and we chose it as the product for our business venture.

Surprisingly, it was a success! I tested the product with fellow classmates and we were ecstatic about our results. We didn't make a good proportion of our sales until the end of the project (primarily due to the testing and success of one of our classmates); however the cream eventually proved successful. Our customers appreciated that it was a natural product

(made from turmeric, a root common in Southeast Asia) and we were able to sell enough units to break even and ultimately we made a profit by the end of the semester.

Our project was awarded first place by industry judges, recognition for all the hard work that was involved in starting this venture. This microfinance project allowed me to gain the experience of starting my own business along with an understanding of the possible risks. The experience showed me it is worth taking measured risks, because in the end, our success was worth the risk.



**Did You  
Know?**

*The Entrepreneurship programs at the School of Business can help you start a venture.*

*Undergraduate students can now choose the Strategy/International Business/Entrepreneurship specialization within the Management Major. You can find more information on the specialization at:*

*<http://camden-sbc.rutgers.edu/ProspectiveStudent/ugrad/management.htm>*

*MBA students are now offered an MBA Entrepreneurship Concentration. You can find more information on MBA concentrations at:*

*<http://business.camden.rutgers.edu/ProspectiveStudent/grad/mbacurrentstudents.htm>*

## Rutgers-Camden Students Admitted to Top Graduate School Programs in Computer Science

*Continued from front page*

All four of Gandhi's students fit this profile; yet they now have offers to attend Dartmouth (Daniel Allen), Cornell (James Davis), Virginia Tech (Tom DeHart), and Princeton (Joshua Wetzel).

have a way to make ends meet and focus on their studies at the same time, without any concern for the opportunity cost. Instructing students on advanced topics such as Approximation Algorithms, requiring them to

for the 2006 Rutgers University-Camden Provost's Teaching Award.

Vital NSF funding has fueled Gandhi's efforts to nurture computer science undergraduates, but the outcomes would not have been achievable without Gandhi's



LEFT TO RIGHT: DANIEL ALLEN, BRADFORD GREENING, JAMES DAVIS, DR. RAJIV GANDHI, JOSHUA WETZEL, TOM DEHART

Like many students at Rutgers, these four students arrived on campus with about two years of coursework remaining and had aspirations to graduate and get jobs. For example, one student was planning to work as a chef in the prepared foods department at a supermarket chain, his employer after high school. Dr. Gandhi saw the potential for a much brighter future, just as he did for the other mentees. So he leveraged an NSF grant to provide intensive interaction and distinctive academic research opportunities. Securing this grant enabled Gandhi to provide an alternative to typical summer hourly work, a key driver for cementing students' commitment to the program and enabling them to strive for higher academic/professional goals. Gandhi knew it was critical for the students to

prepare and deliver presentations for department colloquia, challenging them to investigate stimulating problems – these are just some of the tactics Gandhi employed. In addition, it was critical that the students have a constant source of motivation and an unwavering display of patience. Gandhi knew his window of time was small to influence the career aspirations and trajectory of these students, so he literally had to make every minute count. Commenting on Gandhi's approach, Josh Wetzel shared that "he is always willing to take time out of his personal schedule to help students realize their potential, and only asks in return that you work as hard at trying to understand the material as he does at helping you to understand it." Student sentiments such as these have been published in "The Gleaner" and also contributed to Gandhi's selection

believing that the students had the potential to succeed. In addition to the program directly supported by NSF, Gandhi has taught additional classes each semester to provide added opportunities for student enrichment. He has often said that his inspiration comes from "the dedication of students spending countless hours working on complex theoretical problems, challenging and advancing existing knowledge in the field of Computer Science." Indeed, the students' untapped energy and intelligence genuinely and ceaselessly inspire him. As an illustration of the total impact, note that Tom DeHart became a prime candidate for Virginia Tech after completing their Summer Research Experience for Undergraduates (REU) program, an opportunity made possible because he was supported by Gandhi's NSF grant and skillful mentoring. **Continued on next page**

## Rutgers-Camden Students Admitted to Top Graduate School Programs in Computer Science

*Continued from previous page*

An immense investment of time and an exceptional degree of commitment have been displayed by Gandhi and his students. Reflecting their dedication to learning and development, several of the students delayed their graduation in order to further strengthen their academic foundation. Others gave up jobs in order to focus more intensely on their coursework, and many can often be seen in the Business & Science Building huddling around a whiteboard well into the evening. The overall yield is an

achievement that is unparalleled in the 14-year history of the Computer Science (CS) department at Rutgers-Camden, and perhaps campus-wide. Prior to Allen, Davis, DeHart and Wetzel, only two other CS graduates have gone on to pursue graduate work, one of whom was supported by the same NSF grant and started doctoral studies in Fall 2009 (Bradford Greening). Research work of these students has already been presented as papers at preeminent computer science conferences, alongside

renowned faculty and accomplished graduate students. A remark from Wetzel's father captures the extraordinary nature of his son's achievements: "Just think, you're going to be working and learning at the same place where great minds like Einstein have been!" A growing cohort of Computer Science scholars is emerging here on campus, establishing a new precedent of success and building an abundant supply of inspiration for students and faculty alike.

## A View from the East

*Continued from front page*

The merchants were pushing everything from cheap trinkets, to suits costing upwards of \$1,000 U.S. dollars. The best sales pitch I heard was from a man who wanted to sell me an apartment for the "real cheap" price of \$1 million Hong Kong dollars per month (about \$128,000 USD).

Chances are, that quart of rice you order with your Chinese food is from Thailand. Thailand is the world's largest exporter of rice, and in Thailand rice is such a respected commodity that throwing rice away is treated as an insult. Thailand's other major exports are fishery products and rubber. The country relies heavily on its exports and there is evidence it intentionally devalues its currency to stay competitive. In addition to its thriving export business, Thailand relies heavily on tourism. The country is the most popular tourist destination in Southeast Asia. According

to the Tourism Authority of Thailand, in the year 2007, the average international tourist spent \$4,120.95 baht (\$127.39 USD) per day.

Did you know that Vietnam is the 2nd biggest exporter of coffee in the world? Vietnam is a mysterious country that has managed to fly under the global business radar. Do not let the lack of media attention fool you. Vietnam is like the rest of Asia; it is learning from the West's wisdom and is developing rapidly. The government is consolidating its state-owned institutions through mergers, and consequently the number of state employees is being reduced from thousands to hundreds. Furthermore, the Ministry of Trade recognizes that a freer market is critical to a developing nation. As such, the Ministry is looking to encourage entrepreneurship amongst the

people and is instituting tax breaks to help stimulate growth.

In many ways, Vietnam is more capitalistic than the United States. Nevertheless, concepts that we take for granted here, such as minimum wage and child labor laws, do not exist in Vietnam. During our visit, I was even approached by a six year old girl selling postcards, trinkets and fruit; this is not out of the ordinary in Hanoi, the nation's capital. The Ministry of Trade recognizes cheap labor is another incentive for promoting job growth by foreign investment. Expect to see Vietnam become a more formidable force in the global marketplace within the next ten years.

As Southeast Asia continues its development, be on the lookout for international opportunities it may present in your own career. You will not be disappointed.

## Resume Action Words

*by Laura Rainey, Finance*

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Broadened	Bequeathed	Calculated	Communicated	Concentrated
Conceptualized	Corresponded	Contemplated	Developed	Demonstrated
Expelled	Disseminated	Elucidated	Encompassed	Functioned
Guaranteed	Honored	Heightened	Idealized	Launched
Magnified	Reconditioned	Reprogrammed	Revitalized	Stimulated
Superseded	Synchronized	Transformed	Theorized	Transposed
Uncovered	Unmasked	Upgraded	Validated	Vindicated
Visualized	Welcomed	Verbalized	Sparked	Simulated
Selected	Resolved	Renovated	Polished	

*“A vocabulary of truth and simplicity will be of service throughout your life.”*

*- Winston Churchill*

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Get involved by contacting editor Michael Bruder at [mbruder@camden.rutgers.edu](mailto:mbruder@camden.rutgers.edu).



*“Education is the most powerful weapon which you can use to change the world.”*

*- Nelson Mandela*

## The Richest Man in Babylon by George S. Clason

*Michael Bruder, Management and Finance*

Imagine trying to pick your way through the hundreds of personal finance books that line the bookstore shelf. Searching through fancy covers, promises of riches, and phone book sized tomes requiring a PhD to decipher, you discover a humble book with a plain cover. The Richest Man in Babylon. You pick it up and wonder— could this odd, slim publication really compete with all the pompous, arrogant books surrounding it? The Richest Man in Babylon does just that. For those who have not read it, it is a must read, and if you've read it before, it is certainly worth revisiting.

The Richest Man in Babylon is all about making sound financial decisions and creating wealth. What makes it different than every other personal finance book on the market today? For starters, it is not just another 150 page pep talk. In fact, what this book leaves out is almost as important as what it contains. You will not find questionable money-making techniques, complicated investment strategies, or outdated methods. Luckily for the reader, author George

Clason has instead delivered a collection of common sense advice and simple money handling techniques presented as a series of short stories. In each story, Clason takes us on a journey to the ancient city of Babylon, believed to be one of the wealthiest kingdoms of all time. After

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*“...Clason takes us on a journey to the ancient city of Babylon, believed to be one of the wealthiest kingdoms of all time.”*

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adjusting to the local dialect and currency, we follow citizens of this ancient city as they climb their way out of poverty. By the end of each chapter we have a greater understanding of how to keep more of our hard-earned income and eventually make it work for us. To make things even better, as if an easy read and likeable story were not enough, each chapter treats us to a summary of key ideas. Of course, not

every chapter contains life-changing advice (the bulk of the good advice is found toward the middle of the book); however, Clason's enjoyable writing style and short chapters still allow for an enriching and easy read.

The Richest Man in Babylon is a classic piece of financial literature and easily holds a commanding place among the best personal finance books ever written. Originally published as a series of pamphlets in 1926, this book has passed the scrutiny of decades. The advice is timeless, the lessons proven, and the rules are as applicable today as they were in Babylonian times. Clason has presented a universal foundation that will benefit anyone from the “millionaire next door” to the minimum wage college student. So take a break from your studies – forget about the pressures of the corporate and fast-paced world we live in. Go now, to the city of ancient Babylon, study their teachings and return refreshed, and perhaps better prepared to deal with your own fiscal endeavors.

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