

# Knights and Days in... Business & Accounting

Volume: 1
Issue: 1
February 2006

A newsletter for students and alumni of Saint Michael's Department of Business Administration and Accounting

# A WELCOME MESSAGE by Robert Letovsky, department chair

elcome to the first edition of our new Department of Business Administration and Accounting newsletter. Our department, the largest academic unit on the Saint Michael's campus, comprises over 20 percent of the undergraduate student body enrolled as majors, and 15 full-time faculty members. Each month during the academic year, this newsletter will feature updates on student and faculty accomplishments, profile members of the department, highlight special projects and events, and give students useful information on internships and career opportunities and strategies. While the students and faculty of the

department will provide the content for the newsletter, a lot of hard work goes into putting it all together in a format people will want to read. This semester, we have two excellent student interns, business major **Doug Early '06** and journalism major/business minor **Sarah Gabriele '06**, who have been hard at work collecting, collating and editing the information and then putting it into the greatlooking format you are seeing here.

In the past year there have been a number of major changes to the department: A new curriculum for business majors, new faculty members, and new courses. The department has also continued to present a series of exciting events, including the Enterprise Plan Competition which features sizeable cash prizes for the best student-prepared business plans; a Business Ethics Case competition, which pits our students against students from eight other institutions in the area; high profile speakers; and student awards and recognitions from several national organizations. This newsletter will help you, our students, faculty, alumni and the entire Saint Michael's community, stay current as the department keeps our momentum going into the future.

# TAKE THAT, MR. COMPUTER! Business students defeat computer simulation



Left to right: Matthew Kuerth, Paul Garrity, Ryan Doyle, Assistant Professor Colin Pillay, and Yumiko Suzuki show they were number one. *Colin Pillay photo* 

In December, Assistant Professor Colin Pillay rewarded some students in his Business Policy and Strategic Management class with dinner at the Longhorn Restaurant in Williston, Vermont. The reason? In what Pillay says he thought to be the seemingly impossible, these students, seniors Matthew Kuerth, Paul Garrity, Ryan Doyle, and Yumiko Suzuki, defeated the computer simulation Capstone, software which is used worldwide to help individuals learn and develop the skills to run a company. Pillay's students compete against the computer and one another in teams as they each operate a company. They learn how to make the necessary decisions in all areas such as marketing, research and development, and production, as well as

learn how to work with costs. To raise money in the simulation, the students have to sell stocks and bonds. Pillay says that Kuerth, Garrity, Doyle, and Suzuki were in a state of near bankruptcy at the beginning of the semester with their simulated company, but by the end of the semester, Pillay says they turned their company around and their efforts resulted in a market capitalization that was higher than that of the computer. Pillay says he was surprised. "I really thought that no team would beat the computer," he says.

Attention students! Have any cravings for some awesome food from Purple Knights? Want it for free? E-mail the editors with suggestions for a new newsletter name and you will be entered into a contest to win a \$25 gift certificate to Purple Knights. The winning entry will be judged by faculty.

E-mail us: sgabriele@smcvt.edu or dearly@smcvt.edu

### FACULTY PROFILE Melinda Micheletto, assistant professor



In Fall 2005, the Department of Business Administration and Accounting welcomed Melinda Micheletto as an assistant professor of business administration. Following are excerpts from the college's press release about her arrival.

This year, Dr. Micheletto is teaching Marketing, Foundations of Business and a special topics course in Sport Marketing. She plans to teach a consumer behavior class in the future. Her focus is on the "soft or consumer side of marketing."

Dr. Micheletto is co-author of "The

Strategic Use of Celebrity Athlete Endorsers in Sports Illustrated: An Historical Analysis" published in 2000 in *Sport Marketing Quarterly*, and of "The Strategic Use of Celebrity Athlete Endorsers in Print Media," published in *Sports Marketing and Consumer Psychology*, Lawrence Erlbaum publishers, 2004. She is co-author of *Discovering Marketing: Building Knowledge, Skills and Values, 1st edition*, South-Western Publishing, 1993, Supplement to *Marketing*. She has presented papers at a number of conferences.

Dr. Micheletto earned a bachelor of science degree in marketing at Virginia Tech in Blacksburg, Va., in 1986, and a master's of business administration (MBA) from Ball State University in Muncie, Indiana, in 1989.

About Saint Michael's, Dr. Micheletto said, "It's a very cohesive environment, a family feeling." She has never been at a school this small before, and was impressed

with how many people knew and spoke to her student guide when she toured campus on her first visit. She has been an instructor in marketing at the University of Northern Colorado (2000), in management/marketing at Morehead State University in Morehead, Kentucky (1991-96), and in marketing/hotel restaurant management at James Madison University (1989-91).

Dr. Micheletto has done extensive volunteer work for dog rescue groups (greyhounds and labs) and for an adult learning center, coached a women's cross-country team, and worked with a group that trains dogs to assist the physically challenged. She is also a marathon competitor, running the Boston Marathon twice, as well as the Chicago Marathon, and a half Ironman triathlon.

Note: Each edition of this newsletter will feature a profile of a faculty member

#### **FACULTY ACCOMPLISHMENTS**



The CBS crime drama *Numb3rs*, which features a detective and a mathematician who solve crimes

using real mathematics, utilized Benford's Law, a mathematical tool, in a recent show that is the research passion of **Assistant Professor Mark Nigrini**. Notice of Benford's Law can be found at <a href="https://www.cbs.com/primetime/numb3rs/ti/activities/Act2\_Were-Number1\_RunningMan\_final.pdf">www.cbs.com/primetime/numb3rs/ti/activities/Act2\_Were-Number1\_RunningMan\_final.pdf</a>
At the end of the link is a reference to

Benford's Law research by Nigrini and his Saint Michael's College affiliation.

**Associate** Professor Robert Letovsky, department of business and accounting chair, will have



his case study, "Catamount Energy and the Glebe Mountain Wind Farm: Clean Energy vs. NIMBY" published by the Institute for the Study of Diplomacy at Georgetown University. The case will form part of the Institute's PEW Case Studies in International Affairs collection. The case was a finalist and runner-up in the 2005 oikos Sustainability Case Writing Competition, sponsored by the oikos Foundation at the University of St. Gallen (Switzerland).

Faculty, Students, and Alumni:
Would you like to have your accomplishsments publicized?
E-mail us: sgabriele@smcvt.edu
or dearly@smcvt.edu

## STUDENT PROFILE Colin Boyd '08



Colin Boyd, a philosophy major and marketing minor from Eliot, Maine, has become an important member of the Burton Snowboard Company's Public Relations and Communications team as its student intern. Boyd is the first sophomore at Saint Michael's to be involved with the Academic Internship Program on campus (most students do not intern until junior or senior year.) He cites Burton as one of his main reasons for attending Saint Michael's, saying that he can "obtain a complete education by working at a world-class snowboarding company" in conjunction with his school work. He says he feels the internship is the best way to gain real-world experience while in school and hopes that it will make him a better job candidate in the future.

Boyd's duties at Burton include posting and editing stories for the Web site; creating a self-expression contest for R.E.D., a division of Burton Snowboards that markets helmets and other gear; gathering and distributing press

materials for media events across the globe, and aiding in the production of press releases. Boyd has recently been working on press materials to send to Italy for the 2006 Winter Olympics.

Boyd's site supervisor, Abby Young, recognizes Boyd as a hard worker. "Colin definitely has a very helpful attitude and stays on top of his assignments," Young says. "I know that if I give him a project, he'll get it done." Young also says that she is eager to use Boyd's skills with the company's next big project, the U.S. Open Snowboarding Championships.

In addition to establishing networking connections within the snow-boarding and winter sports industries, Boyd also has access to a free season pass to Stowe Mountain Resort, free snowboards in exchange for product testing, as well as free t-shirts, stickers, and a stereo cooler.

On top of his many responsibilities, Boyd is also an active member and copresident of the Saint Michael's Free Ride Club, which goes on snowboarding and skiing excursions across New England. He is an Orientation Leader, as well as a member of the Frisbee Club, the Green Up Club, and the SOFA team, which recycles sofas and other furniture at the end of the academic year. At the same time, Boyd

is in the process of obtaining his skydiving license. He also enjoys yoga, surfing, longboarding (a very long skateboard), ceramics, long walks on the beach, playing with puppies, drinking tea, and quiet meditation.

In the future, Boyd says he has aspirations of studying abroad in New Zealand where he can hopefully be the "Go-to-Guy" for Burton at the New Zealand Open, a snowboarding competition featuring some of the best competitors from across the globe. He has also taken some German classes recently with the idea of obtaining an internship at a snowboarding or skiing company in Austria, the birthplace of skiing.

In all, Young says that Boyd has what it takes to be a successful intern. "When it comes to succeeding at college internships, I think having a good attitude is key," she says. "Being organized and self-motivated is also important."



Colin Boyd hiking on the mountain

# A MESSAGE FROM THE ACADEMIC INTERNSHIP PROGRAM by Joanne LaBrake, internship coordinator

Today, doing an internship is absolutely crucial. Employers are paying very close attention to resumes that include an internship experience. There are many opportunities here at Saint Michael's to pursue an internship. The

College is very well connected with the Burlington business community.

For students that qualify, academic internships are available. These internships give students an opportunity to integrate their classroom learning with a supervised work experience. By doing an academic internship, students can earn credit, enhance their resume, build a professional network and test the career waters. We have over 100 approved

#### INTERNSHIP MESSAGE CONT.

sites that students can access through the Internship Office. We have a wide range of opportunities including sites such as Smith Barney, Sopher Investments, Wachovia Securities, Ben & Jerry's, Clear Channel, Kelleher Samets Volk, Boys and Girls Club and Make-A-Wish Foundation of Vermont. The main areas of specialization are finance, marketing, human resources, event planning, and public relations.

**Students:** Internships are planned in September for the spring semester and in January for the fall semester. In order to begin the process, you must attend an informational meeting. Please visit our Web site at <a href="https://www.smcvt.edu/academics/internships/">www.smcvt.edu/academics/internships/</a> and see for yourself how many exceptional opportunities are available to you. This is an opportunity that you do not want to miss.

**Alumni:** Help us continue to expand our list of internship opportunities. Does your employer support student internships? Or, do you know of companies that are looking for student interns? E-mail Joanne LaBrake at <a href="mailto:jlabrake@smcvt.edu">jlabrake@smcvt.edu</a> or call her at 802.654.2314 with information.

#### STUDENT RESOURCE CENTER EVENTS

Check out the Student Resource Center calendar for detailed information www.smcvt.edu/studentlife/src/	
Wednesday	UVM SPRING 2006 CAREER FAIR
March 8	1:30 - 5:00 p.m. UVM Conference Center
Tuesday	RESUME WORKSHOP
March 21	4:30 - 5:30 p.m. Alliot Vermont Room
Monday	WALT DISNEY WORLD PRESENTATION
March 27	3:30 & 8:30 p.m. Champlain College
Tuesday	INTERVIEWING SKILLS WORKSHOP
March 28	4:00 - 5:00 p.m. Alliot Vermont Room
Thursday	SUMMER JOBS INFORMATION TABLE
March 30	11:15 - 1:00 p.m. Alliot Lobby
Friday	SIGN-UP FOR PRACTICE INTERVIEWS
March 31	BY 4:00 p.m. Student Resource Center

Knights and Days in Business & Accounting is created by Sarah Gabriele '06 and Doug Early '06

We would love to hear from you! Please submit comments to us at <a href="mailto:sgabriele@smcvt.edu">sgabriele@smcvt.edu</a> or <a href="mailto:dearly@smcvt.edu">dearly@smcvt.edu</a>



**Department of Business and Accounting** One Winooski Park, Box 38 Colchester, VT 05439