**New alumni group strengthens Rutgers presence in financial industry**

The Rutgers Business School alumni community has a new affinity group for Rutgers alumni working in finance. The Rutgers Finance Alumni Network (FAN) was established to create opportunities for Rutgers alumni in the field of finance to advance their careers, share ideas, and enhance the network of alumni, current students, and RBS faculty. [Read More...](#)

**Rutgers EMBA grad wins CFO of the year**

When Frank Gatti arrived at ETS in late 1997 as chief financial officer, he quickly determined the company wasn't in great shape financially. "It was clear there were at least 1,000 things that needed to be fixed," Gatti said – including borrowing from the bank just to meet payroll. "That's always a bad sign."

In just a few short years, though, Gatti – who graduated from the Rutgers Business School's Executive MBA program in 1984 – said he "implemented and integrated a comprehensive financial management system that improved the quality and timeliness of business decisions." The end result: ETS righted itself. [Read More...](#)

**Alumni in the News**

**Dance Films Association Board of Director**

Dance Film Association (New York, NY) - November 2010

Alumnus Amy Meharg (Secretary), an independent business consultant, has served as production manager, comptroller, and production accountant for a wide range of film and television projects. In 1993 Amy received an MBA from Rutgers University, with a concentration in Business and the Arts. Prior to obtaining her M.B.A., Amy organized numerous events and conferences with the Vice President of the nonprofit Carnegie Council on Ethics and International Affairs, as well as co-editing some of their publications.

**Republicans score local victory**

Centraljersey.com (Montgomery, NJ) Friday, November 5, 2010

A Republican-dominated Township Committee will govern in 2011, after Republicans Ed Trzaska (RBS MBA Alumnus) and Patricia Graham took both seats from Neena Singh and Democratic incumbent Louise Wilson on Tuesday night. Mr. Trzaska, 35, has been an advisor to the township’s Planning Board and vice president of the Pike Run Homeowners Association. After earning a bachelor’s degree in chemical engineering and an MBA from Rutgers University, he began a career in pharmaceuticals as a researcher and corporate manager.

**Alumni Features:**
Top news stories:

1. Rutgers Business School offers One-Year MBA track for students with advanced standing
2. Wall Street executives rank Rutgers as one of the "Top 10 Quant Schools"
3. Wall Street Journal Ranks Rutgers Business School Undergraduate Business Program #3
4. The Wall Street Journal ranks Rutgers Executive MBA in top 25
5. Rutgers research center helps launch Cravings, a high-end caterer with restaurant and gourmet takeout

Rutgers Business School Alumni Association welcomes all alumni and friends are invited for the Regional Game Watch Party on December 4 in Hoboken NJ! Come to Texas-Arizona Bar and Grill in Hoboken, NJ, where the game will be shown on multiple screens as we watch the Knights take on West Virginia Mountaineers. Learn more...

Save-the-Date! RU Alumni Reunion April 16, 2011
We'll be celebrating all class years, with special recognition for years ending in 1 or 6. If you were part of a student organization, participated in student government, or are interested in helping to rally classmates back to campus for Reunion, please contact Bonnie Kenselaar at bkenselaar@winants.rutgers.edu or call 973-353-5603.

Are you an recent alumnus?* Enter the 2011 Business Plan Competition!
First deadline is December 1, 2010
To participate and compete for $35,000 in prizes, submit your business ideas. Visit www.mba.business.rutgers.edu/bplan for details.
*Recent alumni are 5 years removed from graduation

Upcoming Mini-MBA Programs
NEW Mini-MBA: Social Media Certificate Launching Dec. 6 - Dec. 10
Learn how to gain competitive advantage by employing the tools and strategies of social media. Participants leave this one week intensive program with the skills and knowledge to immediately employ social media strategies at their firms or to further their own personal career development. Learn more and register today at www.cmd.rutgers.edu.

Join Rutgers Business School Minority MBA Alumni!
The Rutgers Business School Minority MBA Alumni Network formally launched in 2010 in order to bring back Minority MBA alumni of Rutgers Business School for professional development and networking. The organization is open to all alumni, students, and friends of Rutgers to join and form a network for mutual benefit for all. For more information and to join please contact bgonza@mba.rutgers.edu or follow us on twitter at twitter/rbsminoritymba

Update your MBA with the Post-MBA Certificate
An easy way to update your MBA degree and incorporate the latest knowledge on contemporary topics, earn an Rutgers Business School Post-MBA Certificate in as little as four three-credit elective courses. You can pick from any of the existing RBS MBA concentrations or design your own custom certificate that is tailored to your career objectives. For RBS alumni only, the application fee and the school fee are waived, and no transcripts are required. To register, call 973-353-5275 today.

For benefits available to all members of the Rutgers University Alumni Association, visit Ralumni.com.

Educational perks for RBS alumni

Recent News
More news at business.rutgers.edu/news
Part-Time MBA program still accepting applications!

New alumni group strengthens Rutgers presence in financial industry

Faculty Insight: How Harvard resembles old Hollywood

Faculty Insight: Highly skilled manpower key to keeping New Jersey pharma industry growing

Faculty Insight: Global "Chop Shops": slice, dice and outsource

Rutgers EMBA grad wins CFO of the year

Cravings opens in style on Halsey Street, with help from Rutgers and the Profeta Foundation

Rutgers Business School Publicly Launches Largest Fundraising Campaign in School History

MBA blog launched to share the real Rutgers MBA experience

Professor Hirschman’s book on “Jews and Muslims in Colonial America” to be published

Rutgers research center helps launch Cravings, a high-end caterer with restaurant and gourmet takeout

Popular course with travel to India open to all graduate and undergraduate students

Professor Jeffrey Robinson teams with Randal Pinkett on new book "Black Faces in White Places"

Highlights of Recent Media Coverage

More coverage at business.rutgers.edu/coverage10

Veterans Finding New Levels of Support on Campus

Rutgers News Archive (New Brunswick, NJ) - November 10, 2010

Joe Nyzio, a retired U.S. Army sergeant who suffered serious wounds in combat in Iraq and works for the State's Veterans Benefits Bureau, was on campus in Newark from 10 a.m. to noon and at New Brunswick from 1 p.m. to 3 p.m. on Wednesdays. He'll be available in Camden as needed, and on any Rutgers campus by appointment. Student veterans at Rutgers-Camden are also served by a VSO based.

Career center offers help for students and alumni

The Observer (Newark, NJ) - November 9, 2010

The Career Development Center, which can be used by students and alumni of the Newark College of Arts and Sciences, the University College, the School of Criminal Justice, the School of Public Administration and the Rutgers-Newark Graduate School, provides career counseling, on-line vocational testing, resume critiques, interview skills appointments, and workshops. In addition, the center provides mock interview appointments, internships and career search strategies, a mini library of career resources, as well as career fairs and recruiting programs.

Entrepreneurs swap ideas, experiences

Daily Targum (New Brunswick, NJ) - November 9, 2010

The University and the New Jersey business community came together Monday at Rutgers Entrepreneurship Day to exchange and promote new ideas and technologies. The event, held at the Rutgers Student Center on the College Avenue campus, focused on introducing developing companies and entrepreneurs to investors and creating interest for their products and ideas.
Social Media Marketing Course in Rutgers Mini MBA Program Provides Students with New Career Skills and Apple iPads

**College Pro** (Piscataway, NJ) - November 9, 2010

The Rutgers Mini MBA Program is offering an accelerated Social Media Marketing Course from December 6 through 10, 2010, on the Piscataway campus. This Social Media Certificate Program has been approved by the New Jersey Department of Labor for workforce training grants. Funding may be available for those receiving unemployment benefits. All of the students enrolling in the Social Media Marketing Course will receive Apple iPads, which will be an integral part of the 10-session Rutgers Mini MBA Program which provides new career skills in a field that is defined by social media technology and change.

Rutgers Mini MBA Program Offers Accelerated Social Media Marketing Course

**SearchEngineWatch.com** - November 8, 2010

The Rutgers Mini MBA Program is offering an accelerated Social Media Marketing Course from December 6 through 10, 2010, on the Piscataway campus. The Rutgers Mini-MBA program is designed for executives or professionals working in marketing, advertising, branding, communications, or sales as well as individuals seeking to use social media to further their careers. Participants receive a certificate at the completion of the course and those passing an optional exam earn three credits toward a full-time MBA degree.

Social Media Marketing Course in Rutgers Mini MBA Program Provides Students with New Career Skills and Apple iPads

**Morning Star** (New Brunswick, NJ) - November 8, 2010

The Rutgers Mini MBA Program is offering an accelerated Social Media Marketing Course from December 6 through 10, 2010, on the Piscataway campus. This Social Media Certificate Program has been approved by the New Jersey Department of Labor for workforce training grants. Funding may be available for those receiving unemployment benefits.

Derby Days raises highest funding in nation

**Daily Targum** (New Brunswick, NJ) - November 7, 2010

Rutgers University’s Sigma Chi fraternity chapter raised $95,000 for the Children’s Miracle Network last week, holding several events on the College Avenue campus for the 22nd annual Derby Days. Along with the help of seven sororities, Sigma Chi broke the record for the most money raised by a greek organization in the country during the week, said Alcibiades Torres, director of Recruitment for Sigma Chi. About seven members from the Sigma Chi fraternity were drafted earlier this semester to team up with each sorority, with some acting as Derby Days captains, said Daniele, a Rutgers Business School junior.

Protecting Main Street: Measuring the Customer Experience in Financial Services for Business and Public Policy

**Debt Loan** (Newark, NJ) - November 6, 2010

Professor Jerome D. Williams of Rutgers Business School said, "In these turbulent and complex financial times, this much-needed exposition on the role and responsibility of providers of financial services in ensuring positive customer experiences is outstanding. I like that Lubin deals with sound business practices for lenders while simultaneously emphasizing fair and equitable treatment of customers."

Republicans score local victory

**Centraljersey.com** (Montgomery, NJ) Friday, November 5, 2010

A Republican-dominated Township Committee will govern in 2011, after Republicans Alumnus Ed Trzaska and Patricia Graham took both seats from Neena Singh and Democratic incumbent Louise Wilson on Tuesday night. Mr. Trzaska, 35, has been an advisor to the township’s Planning Board and vice president of the Pike Run Homeowners Association. After earning a bachelor’s
degree in chemical engineering and an MBA from Rutgers University, he began a career in pharmaceuticals as a researcher and corporate manager.

**Cravings: South Orange Catering Becomes Newark Restaurant**  
*Barisanet* (Newark, NJ) - November 5, 2010  
Newark’s Halsey Street was hopping last Friday night, as Mayor Cory Booker, Rutgers University Chancellor Steven J. Diner and a host of other luminaries gathered to celebrate the grand opening of Cravings, a gourmet eatery and caterer that aims to transform the city’s downtown. "We have over 30,000 students in the area,” said Dr. dt ogilvie, CUEED’s Founding Director. “Having a revitalized Halsey Street would make a difference to them, the community and the City of Newark.”

**N.J. business leaders learn management skills from N.J. Symphony Orchestra conductor**  
*NJ.com* (Newark, NJ) - November 5, 2010  
Without touching an instrument or playing a note, conductor Jacques Lacombe can achieve the musical sound he wants from the 60 people who are actually doing the work of making music. During an innovative program at the New Jersey Performing Arts Center, the students in the Rutgers Business School’s Nonprofit Leadership Certificate Program observed Lacombe rehearse Brahms Piano Concerto No. 1 with guest soloist, Yuja Wang, and his ensemble of musicians.

**Rutgers Business School students learn from NJSO conductor**  
*NJ.com* (Newark, NJ) - November 4, 2010  
Students in the Nonprofit Certificate program at Rutgers Business School listened to and asked questions of NJSO Music Director Jacques Lacombe, right. The orchestra is a perfect example of collaboration between management and employees and how he motivates and collaborates with them.

**Lou Cooperhouse Joins F&S Produce As Chief Operating Officer**  
*Perishable News* (Rosenhayn, NJ) - November 4, 2010  
F&S Produce Inc., a leading manufacturer, marketer and distributor of prepared fresh-cut produce and other refrigerated value-added products, is pleased to announce that Lou Cooperhouse has joined its leadership team as president and chief operating officer. He has served as an adjunct professor at the Rutgers Business School and received an MS in Food Science and BS in Microbiology, both from Rutgers University.

**Stimulus benefits upstart businesses along Newark’s Halsey Street**  
*NJ.com* (Newark, NJ) - October 31, 2010  
The determined proprietor of “Cravings” is Marisa Blackwell, backed up by a give-back-to-the-community-minded Paul Profeta. He’s the guy who has poured $1 million of his own money into a Halsey Street stimulus package. Marissa Blackwell, a Chicago native — she now lives in South Orange — once managed Windows on the Hudson, a restaurant in Dobbs Ferry, N.Y., and later took a job with a food-service company working with Rutgers Business School. In short order, she launched her own catering operation — with an assist from the kitchens of her friends — and landed the business of Rutgers Executive MBA program.

**Partnership helps open restaurant and catering business in Brick City**  
*NJBIZ.com* (Newark, NJ) - October 29, 2010  
Cravings A Caterer, a new restaurant and catering service, opened it’s door this past Friday at 87A Halsey St., in Newark, as the fourth business to receive assistance from a partnership between The Center for Urban Entrepreneurship & Economic Development, at Rutgers Business School, and The Profeta Urban Investment Foundation, which provides capital to the city’s minority- and small-business owners through the CUEED project.
Because of the partnership’s efforts, “we move ever closer to our goal of a 24/7 Rutgers - Newark campus and the transformation of Halsey Street and the area around the Rutgers - Newark campus,” said Steven J. Diner, chancellor of Rutgers - Newark.

**Mini-Education, Halloween and Other Musings**

**NJ.com - October 27, 2010**

**Rutgers Business School Alumni: Brian Campbell** comments that Chinese and Indian youth complete their engineering, medical and accounting degrees, we are being educated at respectable universities in the fine art of facebooking, twitting and you-tubing. Look out world, here comes America with its soldiers of social media experts. And what exactly is a mini-MBA? Are we looking at a future of mini-medical degrees? *Skip the age-old process – become a cardiologist in just one year.* It will soon be a government job anyway, so there may be a lot of demand for the profession if we can dumb it down and shorten the learning curve.

**Next Generation Excel: Modeling in Excel for Analysts and MBAs (Wiley Finance) Overview**

**Finance Textbooks Review - October 26, 2010**

Director and Professor and **Prof. Farrokh Langdana, Ph.D.** commented on Next Generation Excel: Modeling in Excel for Analysts and MBAs (Wiley Finance), “If I should thank Microsoft for inventing Excel, then I would like to thank Dr. Isaac Gottlieb more for teaching me how to use it to solve the real problems in my real work.”

**Helping charities continue fight as downturn draws on**

**NJ Biz (Newark, NJ) - October 22, 2010**

A conference devoted to elevating the operational capacity of nonprofits, with a special focus on building stronger boards, drew about 100 nonprofit executives to Rutgers University Business School, in Newark, on Thursday, for a day of seminars hosted by the Victoria Foundation and the Prudential Foundation. At the event, $25,000 grants were awarded to three nonprofits that have taken steps to build capacity.

**N.J. college students picking entrepreneurship over poor job market**

**New Jersey News Room - October 20, 2010**

Marketing takes a decidedly "Net Generation" approach for the young entrepreneurs. Cheek uses Facebook to advertise his goods and hire "official 365 campus reps." May Chiu, a third-year Rutgers Business School student, has 2,500 followers on Twitter. They have instant access to her latest jewelry, clothing, and accessories, which she designs, makes, and markets on her website as the Mayflower Fashions.

**Student businesses go head-to-head in contest**

**RU Daily Targum (New Brunswick, NJ) - October 19, 2010**

Details for this year’s Rutgers Business School 2011 Business Plan Competition were released earlier this month, giving entrepreneurs the opportunity to expand their business. The competition, sponsored by the Sales Executives Club of Northern New Jersey Foundation, will be held from Dec. 1 to March 4 at the Rutgers Business School and will allow business owners to present their plans to a panel of experts. Judges look for a plan with long-term viability, said William McIlroy, the director of Corporate Outreach at the business school.

**Building a Diverse Workforce**

**NJ Biz (Newark, NJ) - October 2010**

Featuring the Rutgers Scholars Training and Enrichment Program (STEP), directed by professors dt. ogilvie and Leon Fraser. "Rutgers Program helps students STEP into business school."

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More events at business.rutgers.edu/events

Undergraduate Newark New Transfer Student Information Session
November 19, 2010

Rutgers - CUEED Reentry Roundtable
November 19, 2010

MBA Admissions Open House
November 20, 2010

Study Trip to Chile: Doing Business in Chile
November 24, 2010

Exclusive Mock Fairs - Career Fair Prep
December 1, 2010

Bribery & Corruption in the Global Economy
December 2, 2010

Mini-MBA: Social Media Executive Education Certificate
December 6, 2010 to December 10, 2010

Graduate Admissions Information Session
December 6, 2010

Business Headshot Event
December 8, 2010

Graduate Admissions Information Session
December 14, 2010

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