



Business Administration  
Business Accounting



Fall 2011

Learn more: [www.cayuga-cc.edu](http://www.cayuga-cc.edu)

## New Business Courses @ CCC

### PROJECT MANAGEMENT

Liz McCormick, Associate Professor of Business and Computer Science in Fulton, said, starting fall 2011, the Business Department will offer a project management course on both Auburn and Fulton campuses. This new course was created to fulfill a current business need to prepare students for the workplace and provide professional development for current employees. Successful completion of a project gives a company a competitive edge, she said, so most employees will be involved in a project, whether as participants in the process or overseeing it. Their understanding of the project's integral pieces will enhance the likelihood of a positive outcome.

### BUSINESS INTERNSHIP

The knowledge obtained in an internship experience is valuable to students entering the work force or to students transferring to a four-year school. This course will provide an opportunity for qualified students to connect classroom learning with practical work experience. It is designed to help the student develop marketable skills and gain valuable contacts. Each student's internship process and completion includes learning objectives, job preparation instruction, a faculty/internship sponsor, and a site supervisor. Students will complete at least 100 hours of work experience during the semester and 20 classroom hours.

### INCOME TAX INTERNSHIP

The knowledge obtained in this internship will be valuable to the students entering the Accounting profession. This course would give the student actual work experience preparing individual tax returns and give them an advantage in obtaining a job. Students gain knowledge and experience through preparation of individual income tax returns. Students are required to complete between 8-16 hours of training resulting in certification from the Internal Revenue Service. Students will complete 40 hours of field experience

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## Sports Management

### A Win-Win for Business and Athletic Departments



Sports-minded students who want to combine their passion for a sport with an interest in business enterprise, can take courses in CCC's Athletic Department to earn credit toward an A.A.S. degree in Business Administration. The

popularity of sports has grown into a multi-billion-dollar business world-wide, making this line of study for students a winning combination.

Sport Management is a three-course concentration under Cayuga Community College's Business Administration A.A.S. degree program. Students can take three courses as business electives: PE 170—Sport Management, PE 270—Sport Promotion, and PE 290—a new internship which will be offered during the spring semester in 2012.

"I envision a lot of students being interested in this program," said Pete Liddell, Director of Athletics at Cayuga Community College. While there is no degree offered in the Athletics

Department, students electing to enroll in a sport management class have plenty of leeway for individual preferences.

These courses introduce students to practical experiences in the industry, putting them in line to transfer credits to four-year colleges with business or sport management programs. For example, SUNY Cortland offers a Sport Management degree and a Sport Management minor; Syracuse University and Ithaca College also offer similar options.

A degree in Sports Management can lead to a career as a sports marketing director, a director of sports media relations, an event/venue manager of competitions like the Olympic Games or as a regional sales manager of a sport product company.

A Sports Management degree along with training and experience prepares students to enter the sport business industry in areas such as marketing, public relations, sales, facility management, information technology, law, media, event management, finance, economics and athletic management.

"There are a lot of opportunities in the sports field," Liddell said. He says there are many local venues for students to get hands-on internship experience, from teams to media.

## University Center at Cayuga

### Start here. Stay here. Succeed here.



Have you been waiting for the opportunity to profit from an advanced degree that will transfer the credits you've already earned? Would you prefer locally taught courses

that fit your family and work schedule? The University Center on the Cayuga Community College campus will connect you to Bachelor's and Master's degrees that are both affordable and satisfying.

Quality instruction in employable programs of study, offered at convenient times and close to home, are the hallmarks of the Baccalaureate

Program at Cayuga. You can earn an advanced degree by studying either part-or full-time through the University Center's partners. Your investment of time and energy will advance your career and increase your earnings potential.

The following opportunities for advanced study are offered at the Cayuga campus:

#### Keuka College

- 4 Bachelor's degrees and 2 Master's degrees
- [www.keuka.edu/asap/locations/cayuga](http://www.keuka.edu/asap/locations/cayuga)

#### SUNY Empire State College

- 11 Bachelor's degrees and 5 Master's degrees
- [www.esc.edu](http://www.esc.edu)

Think Big. Start Smart.

## Cayuga Faculty

### William Lovell Professor

Division Chair of College Studies, Fulton  
BA SUNY Binghamton  
MS Syracuse University

### Loraine Miller Associate Professor

Division Chair, Auburn  
BS & MS SUNY Albany  
MS Syracuse University

### Thomas Paczkowski Professor

Fred L. Emerson Foundation, Inc.,  
Endowed Chair in Enterprise and Innovation  
BS SUNY Geneseo, MBA Syracuse University

### Dawn Matijas-Czolowski Associate Professor

BS & MBA SUNY Oswego  
MS SUNY Utica/Rome

### William Prosser Associate Professor

BS SUNY Oswego  
MBA SUNY Binghamton

### Elizabeth McCormick Associate Professor

BS, MS & MBA SUNY Oswego

### Amy Valente Instructor

BS SUNY Albany  
MBA St. John Fisher

### Philip Addabbo, CPA Instructor

BS SUNY Buffalo  
MS Syracuse University

Cayuga Community College students Kathleen Barron, Brandi O'Hara, and Rebecca Sanchez wrote most of the articles that appear in this newsletter.

All three were students in the Professional Writing Practicum, a new course at Cayuga Community College offered by the English department.

The course was developed with the aid of a Kauffman Initiative grant to infuse entrepreneurial spirit and skills across the curriculum.

The students were paid through the Professional Writing Workshop.

# Guest Speakers Bring Career Vision

Community experts visited college accounting, business and marketing classes this spring, dish- ing out tips and career insights from personal experience.

## ACCOUNTING

Accounting professionals spoke to Associate Professor Dawn Matijas' Intermediate Accounting students.

In February, Robert G. Case, Assistant Vice President and Branch Manager of Seneca Falls Savings Bank discussed banking industry careers. His overview stressed the usefulness of an account- ing degree in that industry. He tweaked students' knowledge of resume writing and outlined how to find a job in a tight market.

In March, Brian R. DuMond, Partner, Dermody, Burke and Brown, CPA, stressed careers at non-profits and government entities. He highlighted accounting differences between for-profit and non-profit organizations. He also spotlighted key courses to help students prepare for a non-profit job, with current salaries and job outlooks in this area.

In April, Carol Fletcher, of CR Fletcher Associates, Inc., outlined

the whole interviewing process. Her presentation included job hunting, the resume, the interview and the thank-you letter.

## BUSINESS AND MARKETING

Business instructor Amy Valente's spring business and marketing classes also welcomed area professionals.

In February, Valente's *Principles of Business* classes heard Bob Steigerwald, retired President of Cayuga Savings Bank, now co-chair of Auburn's Service Corps of Retired Executives (SCORE), outline a path to avoid pitfalls of starting a small business. Good credit to secure loans, a feasible business idea, and plenty of passion and realism topped his requirements. SCORE provides free counseling services to small businesses.

Allison DiMatteo, owner and president of Crème Della Crème Copywriting & Communication, LLC, also shared what she learned over the years with Valente's marketing class.

Knowing strengths, limitations and the collaborative potential of outside resources was key to her success in serving clients' needs, she said. Developing an identity



Guest speaker, Les Swartz, President of Federal Safety Equipment, Inc.

that is recognizable across a variety of client markets was a challenge.

In April, Les Swartz, President of Federal Safety Equipment, Inc., Candor, NY came into *Principles of Business* classes. Swartz was 2009 Small Business Person of the Year, U.S. SBA Syracuse District.

Swartz gave a brief background of the challenges in small business and clues to how he managed to survive for the past 35 years, noting what he'd never do again.

"You have to be diversified in this day and age to keep the cash flow," Swartz said.

## New Class Offerings at Cayuga... CONTINUED FROM FRONT PAGE



during the semester. This Income Tax Internship will be offered

through the VITA/CASH Program held on the Auburn Campus. Offered Spring semester only.

## NON-PROFIT ACCOUNTING

The knowledge obtained in this course will be valuable to students entering the Accounting profession or transferring into a Bachelor's/Master's program in Accounting. Since Cayuga's Accounting Degree is terminal,

most students enter the workforce after graduation. Common employers of our graduates are not-for-profits. This course would give the students knowledge of Non-Profit Accounting and an edge in obtaining those jobs.

## Phi Beta Lambda – Cayuga Community College Chapter

Under the advisement of faculty members Amy Valente and Chris Fama, Phi Beta Lambda is once again active on Cayuga Community College's Auburn Campus.

Thousands of students across the nation are joining PBL! PBL is the premier organization for students preparing for careers in business and the largest student business organization in the world with a quarter of a million members. PBL prepares students

for "real-world" professional experiences. Members gain the competitive edge for college and career success.

Members and chapters have the opportunity to compete and win awards on the local, state and national levels. PBL partners also offer thousands of dollars in scholarships each year.

The following officers have been elected for the 2011-2012 academic year:

**Interim President:** Paul McBride  
**Vice-President:** Terry Daniels  
**Parliamentarian:** Bryan Phillips  
**Treasurer:** Patrick Walsh  
**Secretary/SGO Rep:** Amanda Curtis  
**Historian:** Aaron Quinn  
**Reporter:** Kathy Lawler

The first official club meeting will be held on Wednesday, September 7 from 11-12 on the Auburn Campus in the BIC Center.

To learn more about PBL, please go to the website: <http://fb-la-pbl.org>.

# WHAT ACCOUNTING/BUSINESS ALUMNI ARE DOING NOW

## Audra Jakaub '11

Audra is employed at Evergreen Heights in Weedsport as the Resident Banker/Bookkeeper.

## Melissa Carbonaro '11

Melissa is employed at Merry-Go-Round Playhouse as the Assistant Business Manager.

## Mark Brooks '10

Mark is employed at Merry-Go-Round Playhouse as the Assistant Box Office Manager. Mark is returning to school at SUNY Oswego in fall 2011 and is enrolled in the Public Accounting program.

## Gary Galletta '08

Gary is employed with Fidelis Care NY as a Marketing Representative and Facilitated Enroller for government-sponsored healthcare insurance.

## Zachary Steigerwald '08

Zachary is employed by the New York State Department of Taxation and Finance in the Albany area as a Tax Technician 1.

## Erin Goldman '08

Erin continued her education at SUNY Oswego and graduated May 2010 with a Bachelor's

Degree in Accounting. Erin is currently employed by Computer Accounting Services in Oswego as an accountant.

## Kathy Auer, '07

Kathy is employed by JPW Riggers of Syracuse as the Assistant Comptroller.

## Dennis Collins '05

Dennis is a Part-time Instructional Assistant at CCC's Fulton Campus Library and adjunct Instructor of Accounting. Dennis completed his Bachelor's and Master's of Business Administration (MBA) Degree from

Empire State College in December 2010.

## Ryan Dauphin '01

CCC – Business Administration 2001  
Keuka College - Business Management 2003

In 2003, Ryan started his own insurance agency, Moran & Dauphin, which is located in Auburn. Ryan is in the process of buying three (3) more insurance companies. He said the key to his success is hard work, dedication and not giving up.

# Fulton Campus Upper Level Accounting Courses are in Demand

Cayuga Community College has responded to a burgeoning demand from accounting students for upper level courses at the Fulton campus. Rather than traveling to Auburn or taking these courses online, students in the Fulton area, many with families and jobs, will find it easier to work toward an accounting degree right on campus.

Instructor of Accounting and Business Phil Addabbo said that along with increases in enrollment and the diversity of students, many adults are seeking additional

skills in accounting, culminating in a two-year degree. A number of them are interested in starting their own businesses.

Addabbo, excited about the enrollment upsurge in the accounting sequence, said, "It's expanding beyond our wildest expectations." He noted its appeal to those interested in entering the workforce. "One of the fantastic things about the college is that it recognizes we have a diverse customer base, and course materials are geared so that they're understandable by

everyone" he said.

These courses are geared to those who want an associate degree in accounting, he said. If transferring to a four-year program, students should check with that institution to see if the credits will be accepted.

With a new Fulton campus on target to be completed in about a year, Addabbo looks forward to the development of new electives, with business courses offered that aren't being taught at any other institution.



## Accounting Students Help County Residents CA\$H in

For the third year in a row, CCC was the host site for the CA\$H for Cayuga County program. CA\$H, which stands for Creating Assets, Savings, and Hope, is a free tax preparation program administered through the United Way of Cayuga County. IRS certified volunteers assist individuals and families, who are in the low to moderate income level, by preparing their Federal and New York State tax return free of charge.

The CA\$H program, which was started six years ago, not only benefits Cayuga County residents, but CCC students as well. Second year accounting students gain

experience and knowledge as they help community members prepare their tax returns. This year, seven current accounting students and three former students generously volunteered their time for the CA\$H program.

In 2011, there were 737 tax returns prepared which resulted in approximately \$1.7 million in refunds to Cayuga County residents. CCC accounting students who participated in the CA\$H program deserve a big thank you for their time and commitment to helping the community.

### SEND US YOUR NEWS

Send to Loraine Miller, Cayuga CC  
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miller@cayuga-cc.edu

Name: \_\_\_\_\_

Class Year: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Photo: YES NO

What's New? \_\_\_\_\_

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## Want To Learn More?

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