

RIDER

a magazine for alumni and friends

Fall 2012



Small Business BIG Impact

Alumni business owners play a large
role in a recovering economy

Judy Simons Church '80
small business owner

MESSAGE FROM THE PRESIDENT



At a time when the boldness and foresight of entrepreneurship was shaping the America we know today, it is not surprising that Rider University was established by businessmen, for business. The Trenton of 1865 was a bustling, post-Civil War community, growing in size and opportunity, and powered by burgeoning industry. **H.B. Bryant, Henry D. Stratton,** and their ambitious, young protégé, **Andrew J. Rider,** recognized the rapidly escalating demand for well-trained office workers in major cities and established their Trenton Business College at an ideal midpoint between New York City and Philadelphia.

The ability to identify emerging trends and use education to provide real value to the business community gave the founders of Rider a firm base on which to create what was, in its early days, a business-focused college. Their acumen allowed the school to prosper, even in a market active with alternative choices. Their formula for success was simple: An innovative curriculum and quality instruction will always appeal to and have value for students seeking an edge in a highly competitive world.

As you well know, the economy of recent years has been difficult for nearly everyone, individuals and businesses alike, to navigate. Small business provides

a window into the emerging recovery and one of the engines of economic growth. You will certainly hear plenty of presidential campaigning this fall focused on the importance of small business, so in this issue of *Rider* magazine, we provide a look at its role from the perspective of a university that has been educating people who run small businesses for almost 150 years.

We share the view of our expert College of Business Administration faculty on this vital segment of the business world, as well as the stories of four Rider alumni – all owners of small businesses – who have built and managed unique and successful companies even during these difficult times. These graduates are just a few of the Rider alumni who have made a mark in the business world and in their communities, as well as a model for the entrepreneurial aspirations of others. We are proud of the fact that more than 200 of our alumni lead major corporations.

The same principles that successfully steered Rider through its earliest years have allowed the University to carve out an enviable position in a competitive educational market. From our roots in business, we have grown into a major comprehensive university with programs in areas as diverse as geological sciences, the fine and performing arts, journalism and communications, and psychology. One of the major landmarks in our history was the establishment of the School of Education in 1913, when Rider became one of the first institutions in the United States to develop a program designed specifically to meet the need for teachers.

Throughout the 2012-13 academic year, we will celebrate the 100th anniversary of our School of Education, which has become a cornerstone of the University by creating a diverse set of student-centered programs that address the needs of the 21st century classroom. Through partnerships with local schools, businesses, and government and community agencies, the School of Education works collaboratively

to develop high-quality programs for our students. You will see many of these programs, as well as the faculty, students and alumni who tell their story, highlighted and celebrated throughout the year.

Whether through business entrepreneurs or educational leaders, Rider contributed mightily to the fabric of the country, in general, and the region, in particular. Our graduates have made a difference, built businesses, fostered communities, shaped the lives of generations of children, and opened minds to new thoughts, great ideas and bold directions. And even with our proud history, that has never been more true than today. As exciting and entertaining as our past and current successes are, they will pale in comparison to what will be written about Rider graduates over the next 100 years. I am proud to be a part of this narrative, and I greet this future with great enthusiasm.

A handwritten signature in black ink, reading "Mordechai Rozanski". The signature is fluid and cursive, with a large, sweeping flourish at the end.

MORDECHAI ROZANSKI
PRESIDENT

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Fulbright U.S. Student Program participant Jessica Nagle '12, who will teach English to German-speaking students in Austria, also studied there as a Rider sophomore.

BACK TO 'SCHULE' FOR FULBRIGHT RECIPIENT

Shortly before graduating in May, **Jessica Nagle '12** was accepted into the highly competitive and prestigious Fulbright U.S. Student Program to teach English to German-speaking students in Austria. The Red Lion, Pa., resident is Rider's sixth student Fulbright recipient in the last seven years. With her Fulbright grant, Nagle will travel to Austria in October for a 10-month teaching stint and is expected to devote some 25 hours per week to community involvement. The well-traveled Nagle studied abroad in Austria as a Rider sophomore, and has also been to the Czech Republic, Denmark, France, Italy, Mexico and Sweden. "There is just something about foreign cultures and languages," she said of her international experience. "You gain such perspective, and it really opens doors."



GET ON THE GO WITH RIDER MOBILE

Rider is on the move – with you! The University officially launched Rider Mobile, a free mobile app that breathes life into campus maps, the directory, event calendars, news, sports schedules, Blackboard, Webmail and more. Available for iPhone, iPod Touch, Android and BlackBerry platforms, as well as through a mobile web version, Rider Mobile's "augmented reality interface" leverages a phone's camera, GPS, accelerometer, gyroscope and compass to let users explore and learn about places around them. Soon, with just a tap, students will be also able to view the campus shuttle schedule, browse the course catalog, access library resources and more. Learn more about or download the Rider Mobile app at m.rider.edu.

RIDER'S

BRONCO

The **College of Business Administration** has again received its business and accounting accreditation by AACSB International – The Association to Advance Collegiate Schools of Business.

The School of Education launched a new **M.A. in Clinical Mental Health Counseling** program for the 2011-12 academic year, replacing what had been a concentration track in the Counseling Services graduate program.

Dr. Tony Bahri, professor of Mathematics, brought several of the world's foremost authorities on toric topology and homotopy theory to a workshop at Rider in February to focus on a relatively new area of mathematics.

Rider was named one of the most environmentally responsible colleges in the United States and Canada by The Princeton Review. The renowned education services company selected Rider for inclusion in the newly released, third annual edition of The Princeton Review's Guide to 322 Green Colleges: 2012 Edition.

Dr. John Donovan, associate professor and chair of the Management department, has been named director of the Executive Master of Business Administration program.

Rider's chapter of the National Broadcasting Society (NBS) captured six first-place awards at the NBS' 49th National Undergraduate Student Electronic Media Competition in March.

Dr. Lan Ma Nygren, associate professor of Management Sciences, co-authored research revealing that a major Tony Award win increases the length of a Broadway production's expected run by about 50 percent.

DIGEST

C BITS

Rider's portrayal of Iran earned the student group a **fourth straight Outstanding Delegation** award at the 2012 National Model United Nations Conference in New York.

Through the NASA-funded Mars Data Analysis Program, **Dr. Suniti Karunatillake**, an assistant professor of Chemistry, Biochemistry, and Physics, joined researchers from Rider, Cornell University, Georgia Tech, Stony Brook University, the University of Arizona, and the Université de Toulouse in France to analyze mission data taken on Mars.

Several administrators and faculty from the **School of Education** were lauded at the inaugural Showcase of Exemplary Practices: Excellence in Teacher Preparation this spring in Princeton, N.J.

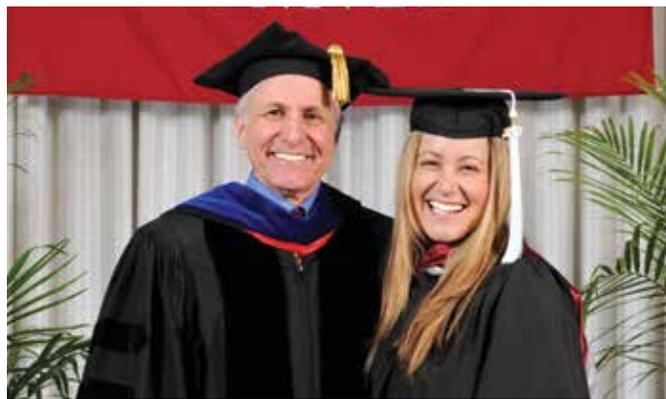
The staff of **The Rider News** captured two first-place awards in the 2011-12 New Jersey Collegiate Press Association College Newspaper contest in April.

The Westminster Choir once again served as the Chorus in Residence at the renowned Spoleto Festival USA in Charleston, S.C., in May.

The College of Liberal Arts, Education, and Sciences has introduced a new 33-credit **M.A. in Business Communication** for the 2012-13 academic year that focuses on the application of communication skills within a business context.

Dr. Jonathan Yavelow, professor of Biology, was appointed by Gov. Chris Christie to the New Jersey Commission on Cancer Research for a three-year term.

ToniAnne Mizzi '12 was named a New Jersey Distinguished Student Teacher by the Department of Education, an honor recognizing the 15 most outstanding prospective teachers in the state.



Richard '68 and Jessica Burgh '12 hold a unique distinction at Rider.

IT'S A FAMILY AFFAIR, AND A FIRST

When **Jessica Burgh '12** received her bachelor's degree in Liberal Studies through the College of Continuing Studies in May, she joined her father, **Dr. Richard Burgh '68**, as a second-generation Rider graduate – a proud, though not necessarily rare, distinction. It is believed, however, that Jessica also became the first child of a Rider graduate who also serves as a faculty member to earn a degree from the institution. Richard, a professor of Philosophy, returned to Rider in 1975 as a faculty member. "It's been great, going to school where my adviser knows my name and face," said Jessica, a trained chef who has worked at such high-end Philadelphia eateries as Alma de Cuba and La Castagne, both located in the city's tony Rittenhouse Square neighborhood.



Famed showman Ben Vereen spoke to students, faculty and staff on the Lawrenceville campus.

BEN VEREEN: 'YOU'RE GREATER THAN YOU THINK YOU ARE'

Students in Rider's School of Fine & Performing Arts already benefit from outstanding instruction, but who would refuse more from legendary Broadway performer Ben Vereen? The veteran showman visited the Bart Luedeke Center Theater in April and gave constructive feedback to students like Music Theater major **Samantha Penick '14**, who was selected by Rider faculty members to perform a song from *Catch Me If You Can*. Penick said performing and receiving one-on-one training from Vereen was the "most amazing experience of my life." After listening to Penick sing, Vereen coached her as she sang the song a second time. "He told me that I need to be naked on stage – really be vulnerable," she said. "This time I let everything go and performed. I thought his advice really helped."



COMMENCEMENT 2012

CELEBRATING THE SPIRIT OF DETERMINATION

HIGHLIGHTED BY INSPIRING TALES OF STUDENT PERSEVERANCE,

Rider University introduced its newest graduating class at its 147th Commencement exercises on May 10 and 11 on the Lawrenceville campus, followed by Westminster Choir College's 83rd Commencement activities on May 12 at the Princeton University Chapel. A total of 1,347 degrees were conferred over three days to students who now join an alumni family of more than 55,000.

Heather Shankman '12 of Basking Ridge, N.J., an Advertising major with a double minor in Public Relations and Sports Marketing who nearly died from a heart ailment in late 2010, presented the undergraduate student address.

"I remained on life support for three days, since I was unable to breathe on my own, while the doctors told my parents that it did not look promising and they should consider making the necessary arrangements," Shankman told her classmates.

"I have had two heart surgeries as a result of my near-death experience, but I can assure everyone here today that if I can get through all of this, with my head held high, pushing forward, you can do anything you set your mind to."

Honorary degrees were conferred upon **Maureen Maguire '75, Ph.D.**, the Carolyn F. Jones Professor of Ophthalmology and Vice Chair for Clinical Research in the Department of Ophthalmology at the University of Pennsylvania, and **Aaron Gast, Ph.D.**, trustee emeritus of the Charlotte W. Newcombe Foundation of Princeton, at the University's Lawrenceville campus ceremonies. Westminster Choir College awarded the honorary Doctor of Music to American conductor **Morten Lauridsen, D.M.A.**, a Distinguished Professor of Composition at the University of Southern California's Thornton School of Music.

GREEN IS GOLD

NORTH HALL, THE 21,000-SQUARE-FOOT ACADEMIC BUILDING

that opened last fall, has been certified Gold by The Leadership in Energy and Environmental Design (LEED) Green Building Rating System.

LEED, which was developed by the U.S. Green Building Council (USGBC), provides standards for environmentally sustainable construction. Building projects earn points for satisfying specific green-building criteria, including sustainable sites, water efficiency, energy and atmosphere, materials and resources, indoor environmental quality and innovation in design.

North Hall was designed by Spiegle Architectural Group, Inc., an award-winning, full-service architectural and sustainable design firm from Trenton, and constructed by Seacoast Builders of Freehold. Spiegle is noted for its expertise in and commitment to sustainable construction.

“The LEED Gold certification for North Hall exceeded expectations and is a great example of the teamwork and expertise that went into designing and building this project,” said **Mike Reca**, Rider’s associate vice president for Facilities and Auxiliary Services. “The collaboration between the Rider team and the Spiegle Architectural Group resulted in an outstanding job.”

North Hall is the first strictly academic facility to be built on the Lawrenceville campus since Sweigart Hall in 1988. The



year-old building features nine classrooms, two seminar rooms, 16 faculty and departmental offices, and a multipurpose conference room. While the building is home to Rider’s History and Philosophy department offices, its classrooms serve all programs throughout the University.

Rider pledged to meet the USGBC’s LEED standards when **President Mordechai Rozanski** signed the American College & University Presidents Climate Commitment, directing that all further new campus construction would be LEED certified. Rider’s West Village Residence Halls, which opened in fall 2009, were certified LEED Silver shortly after their completion.

LORENZET RETURNS TO RIDER AS CBA DEAN

DR. STEVEN LORENZET, A FORMER ASSOCIATE DEAN OF THE

College of Business Administration, returned to the Lawrenceville campus and to CBA as its dean on July 1 after two years as dean of Kean University’s Nathan Weiss Graduate College. Lorenzet will also serve as a professor of Human Resource Management.

Lorenzet succeeds **Dr. Larry Newman**, who served as dean for eight years. Newman plans to continue to serve as co-executive director of the Executive Center for Education and Development (EXCEED), and will return to the faculty in the Department of Marketing, Advertising and Legal Studies.

“It’s a real pleasure to welcome Steve back to Rider, where he earned the admiration and respect of so many colleagues during his earlier time here as associate dean,” said **Dr. Donald Steven**, provost and vice president for Academic Affairs. “I believe the College of Business Administration and the University will be well served by his leadership.”

In his previous role as associate dean, Lorenzet was responsible for the oversight of undergraduate day-to-day operations, and participated in long-term strategic planning and decision-making as part of the dean’s staff. As a faculty member, he taught courses in human resource management at the undergraduate and graduate level. Lorenzet is also an active researcher and previously, has consulted with pharmaceutical, legal, military, financial and academic organizations.

“I am thrilled to return to Rider and to serve as dean of the College of Business Administration,” Lorenzet said. “The College is poised to enjoy a very successful future, and I feel very fortunate to be in a position to help shape that endeavor.”

REUNION WEEKEND 2012



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1 **Cassie Iacovelli**, longtime assistant dean of campus life (center), was a welcome sight to alumni **Wright Seneres '97**, **Chris Manning '06**, **Nick DeVito '99** and **Katie DeVito '01**.

2 **Donald Albanese '60** and former Alumni Association President **Rosemarie Falcone Albanese '62** enjoyed the Olde Guard Luncheon.

3 Reunion Weekend is also fun for current students, such as **Anthony Myles '14**, **Alicia Hall '14**, **Shereen Lightbourne '13** and **Manon Pellet '15**.

4 The net result was fun for **Anthony Long '89**, **Rosemary Rotella Santin '87**, **Mark Kern '75** and **Greg Moody '75** at the 2nd annual Broncs Tennis Classic.

5 **Douglas Sturgis '83** and **Dr. Judith Neubauer '72** were inducted into the Science Stairway of Fame.

6 As usual, hundreds turned out for the 6th annual 5K Walk/Run for Women's Athletics.



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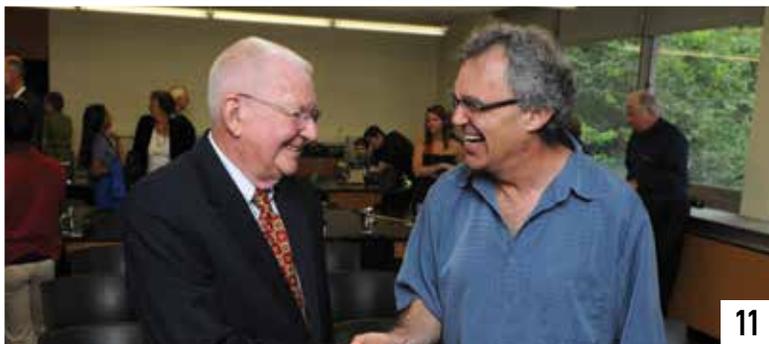
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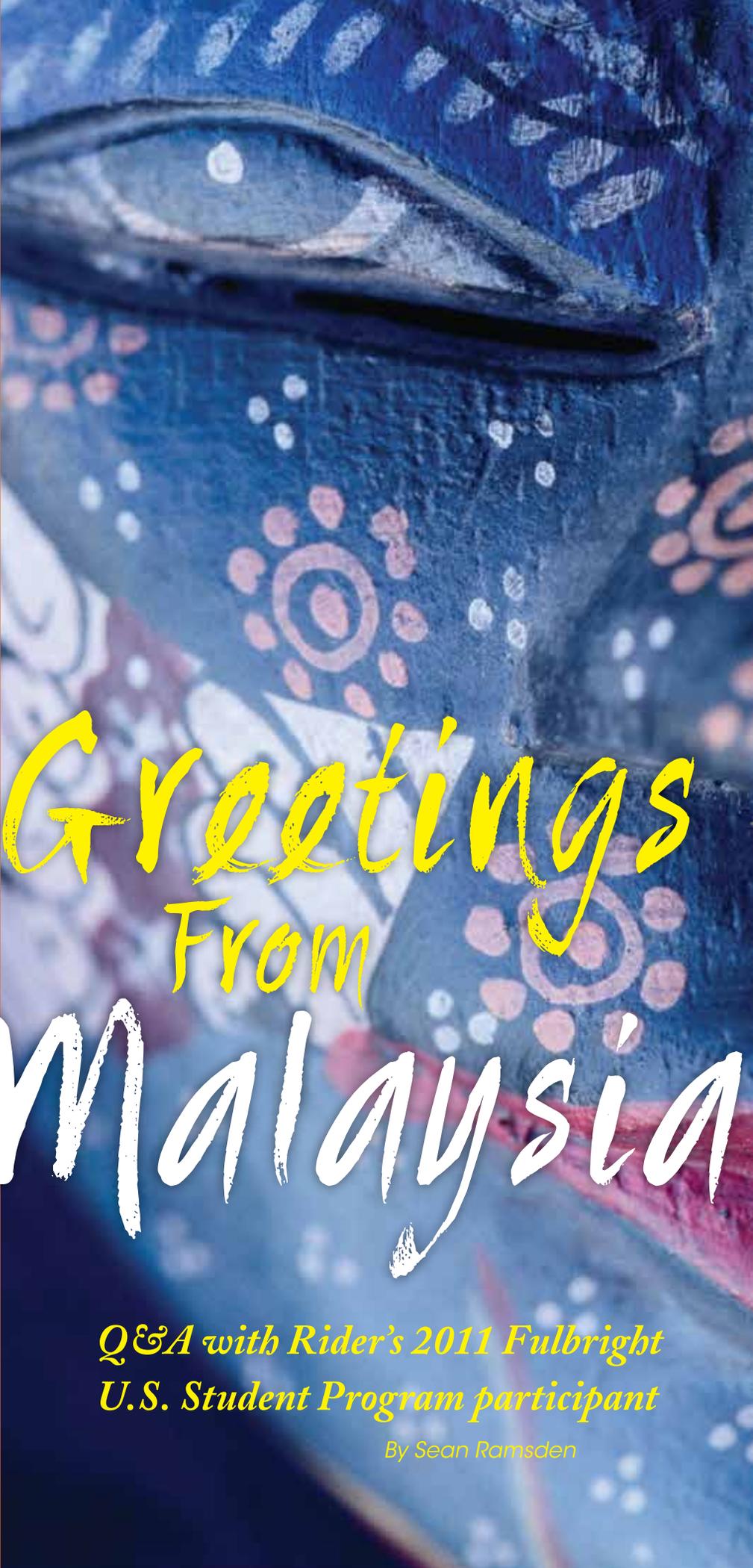
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- 7 Plenty of families, like that of **Harold Laudien '03**, enjoyed the Broncs Carnival of Fun.
- 8 The Alumni and Faculty Garden Party produced a robust turnout, including **Dr. Thomas Simonet**, **Dr. Robert Good**, **Nancy Anderson Warner '81**, **Dr. Pat Chmel**, **Alan Hershey** and **Dr. E. Graham McKinley**.
- 9 **Wayne J. Canastra '72**, **Edward F. Burke '56** and **Joseph C. Shusko '78** were honored at the annual Alumni Awards ceremony.
- 10 The Authors/Writers Panel drew an array of scribes to discuss their craft: **Martin E. Coleman '92**, **Matthew Brian Cohen '08**, **Casey Jost '07**, the **Rev. Daya Devi-Doolin '62** and **Ronald L. Chisté M.A. '76**. They are flanked here by faculty moderators **Dr. Mickey Hess** and **Dr. Roberta Clipper**.
- 11 **Dr. Richard Beach**, professor emeritus of Chemistry, who had a classroom/laboratory dedicated in his name, shared a laugh with **Dr. Jonathan Yavelow**, professor of Biology.
- 12 **Mike Lisetski '70**, baseball; **Dr. Michele Guzowski '95**, volleyball; **Sheree Duval Dublin, '01, '07**, track & field; **Scott Rich '05**, baseball; and **Mario Ianni '75** were inducted into the Rider Athletics Hall of Fame.
- 13 **Herb Young '50**, **Tim Glen '06, '10**, **Joe Casarella '55** and **Dwight Clark '50** present **Jennifer Campbell '14** with the Delta Sigma Pi Fraternity Scholarship.

Just days after earning her bachelor's degree in Management & Leadership, **Norma Lamo '11** added a unique coda to her undergraduate experience when she was accepted into the Fulbright U.S. Student Program. The Clinton, N.J., resident has been in Malaysia since the first week of January, teaching English to Malaysian students and devoting some 25 hours per week to community involvement, until she returns home in November.



Greetings From Malaysia

*Q&A with Rider's 2011 Fulbright
U.S. Student Program participant*

By Sean Ramsden

is spending most of this year in Malaysia on the Fulbright U.S. Student Program teaching English to Malaysian students.



After a two-week orientation in Kuala Lumpur, the nation's capital and most populous city, Lamo and 50 fellow English Teaching Assistants (ETAs) were assigned to various states for further training. Lamo, who has been at her school in Ajil, in the Hulu district of Terengganu, since February 1, spoke to *Rider* magazine in August about her experience there.

You specifically chose Malaysia over a number of destinations. What made the strongest early impression on you? Is there anything completely different from what you expected?

None of my expectations were accurate. We started off in Kuala Lumpur, which is very metropolitan compared to where I am currently living, in Terengganu. The first two weeks there, our schedule was packed with workshops, lectures and information sessions. We had language classes, cultural visits, and guest speakers to teach us about the education system and different aspects of the culture, including religion.

How is living in Terengganu different than life in Kuala Lumpur?

In many ways, Kuala Lumpur is a lot more diverse and a lot less conservative than Terengganu, which is known for being one of the most conservative states. Also, I am the only ETA in my district, so I live at my school, which is fairly rural, in the girl's hostel. So now, after seven months, Kuala Lumpur is like a retreat for me. I can wear a sundress, eat Western food, go to Starbucks, see a movie and blend. I love Terengganu, but Kuala Lumpur is like my home away from home.

Is there a cultural or artistic component to your classroom experience? Outside of class, how do you spend your days?

I have a lot of freedom in what I teach, and so I try to make class interesting and incorporate cultural lessons as well. When I am not teaching, I stay at school and try to make myself available to all students, and this is what I enjoy the most. I've had the opportunity to help our school's Red Cross organization administer first aid at sporting events, to serve as a track & field coach, attend overnight camps, and to be involved in English competitions such as debates. I also organized a cooking club that I hold every week, where I teach students how to make Western food.

I also socialize with the other teachers. Through them, I have had the opportunity to visit their *kampongs*, or villages, attend a traditional engagement ceremony and try new foods. Outside of the classroom is really where most of the cultural exchange takes place. Because I am only a part-time teacher, I have a lot of free time during any given day, which allows for unpredictability. This has been very positive because I have to find ways to be constructive and use this time; the best days are the most unpredictable.

You are there to teach, but what have you learned during your experience?

I have been to some of the most beautiful places, but also seen a lot of poverty. I was surprised to learn that Malaysia is actually one of the more developed nations of Southeast Asia, and that has really put things in perspective for me. My lifestyle at home was very comfortable, and in contrast to some of the standards of living I have been exposed to here, the difference is greater than I would like to admit.

You were a Management & Leadership major at Rider. Has this experience leading a classroom, especially in such an unfamiliar place, altered your career plans at all?

My interest in public health has actually increased since I've been here. I have had the opportunity to observe different aspects of the health care system, and there are some major differences between Malaysia and the U.S. For example, they don't have school nurses. A taxi or motorbike is a common substitute for an ambulance, and not all prescription drugs require a prescription.

While I love my students and they bring me a lot of joy, I want to pursue a career in the business sector of the health care industry. I am gaining a cultural intelligence that I could not have gained elsewhere, and also developing as a leader.

Will you be on the hunt for Malaysian cuisine once you return home? What other bits of the culture do you anticipate taking back with you?

Before coming here, I went to one Thai-Malaysian restaurant I know of in New Jersey, and nothing on the menu is like what I eat here. One dish unique to Terengganu is *keropok lekor*, a fish sausage that is fried or steamed and served with a chili sauce. It is definitely an acquired taste, but I really like it.

What is one thing most Americans don't know about Malaysia?

I think one of the largest unknowns is the diversity of the country and the dynamic between the Malay, Chinese, and Indian populations. While each of these groups is considered Malaysian if they were born and raised in the country, they are not all Malay. To be Malay, you have to be Muslim. Every Malaysian also carries an identification card that states their religion, and if you are Muslim, you are governed by a different set of laws. The Malay-versus-Malaysian is a delineation that I don't fully understand, but it creates tension. Hence their "Satu Malaysia," or "One Malaysia," campaign, which calls for unity. ■



By Dr. Ronald Cook

Small businesses may help fuel the economy, but the rules of the road are changing.

In these uncertain economic times, what role does small business play in the economic recovery? Given that small businesses have played an important part in past recoveries, should we again be looking toward them to be the “job creation engine?”

Basically, over any time frame, companies are expanding or contracting, opening or closing. Job growth will come from two of these activities: adding workers to an existing business or creating a new company. Tracking all of this activity can be, at times, a confusing task. For example, one statistic says there are approximately 5.7 million businesses in the United States, while another says there are some 28 million. How can we account for this disparity?

According to the U.S. Small Business Administration (SBA) and the U.S. Bureau of Labor, there were 5.7 million businesses with employees in 2009. Three things will happen to these existing firms going forward: they will grow, stay the same, or shrink – which may also result in closure. Growth is what we hope for, but that does not guarantee more employment. If productivity increases, output can rise while the num-



Dr. Ronald Cook

Dr. Ronald Cook is a professor of Entrepreneurial Studies and director of the Rider Center for Entrepreneurial Studies and Small Business Institute. He was the recipient of Rider's Distinguished Teaching Award in 2008.

So, what does this mean in terms of small business and job creation? The recession was harsh in terms of job losses, in part because of its impact on the housing market. Therefore, we regularly hear the public policy discussion about job creation. However, I want to look at a picture broader than just our current economic condition. What will the future possibly look like for small firms and overall entrepreneurial activity? I think there will be some common trends to focus on:

- First, globalization and information technology have combined to change the marketplace. With the Internet, companies can often tap into resources around the world, and find and deliver goods to customers more easily than ever before. Therefore, to create a sustainable competitive advantage, you need to be adaptable as competitors emerge and markets change. In general, small firms are more adaptable because their key people are closer to their customers, and are more likely to be in sync with their markets.
- The pace of change is accelerating. Not only do you have to increase awareness, but you need to adapt more quickly. What this means is that everyone will need to think holistically – a big-picture perspective – like an entrepreneur. Interest in this entrepreneurial mindset, which can apply to working in larger firms as well as smaller firms, is growing.
- The United States practices opportunity entrepreneurship. People believe that a venture's potential outweighs the opportunity cost that they may incur to pursue it. The silver lining in a difficult economy is that the opportunity cost for many people has declined, particularly for younger individuals. For example, if the alternative to pursuing a venture idea is a job offer, then you have a higher opportunity cost than someone who may not have any such offers. In the latter circumstance, it can be a "heads-I-win, tails-I-don't-lose-much" scenario. Hence, more people may attempt venture ideas at a younger age.

I think you see this trend in the current economy. Whereas the number of employer business births has declined, non-employer business births have not. In general, the smaller, non-employer ventures require fewer resources and would likely be within the reach of more individuals. Once begun, some of these ventures will prosper, but if not, the entrepreneur will nevertheless have gained valuable experience for their next one. As a result, if the entrepreneurial activity begins sooner in someone's life, they may have a smaller business (as resource availability usually increases with age) and the economy may have to wait until more of these firms, and their founders, mature to see significant job gains. ■

ber of workers remains static, or even lessens. The result can be prosperous, competitive firms, but not a lot of job growth.

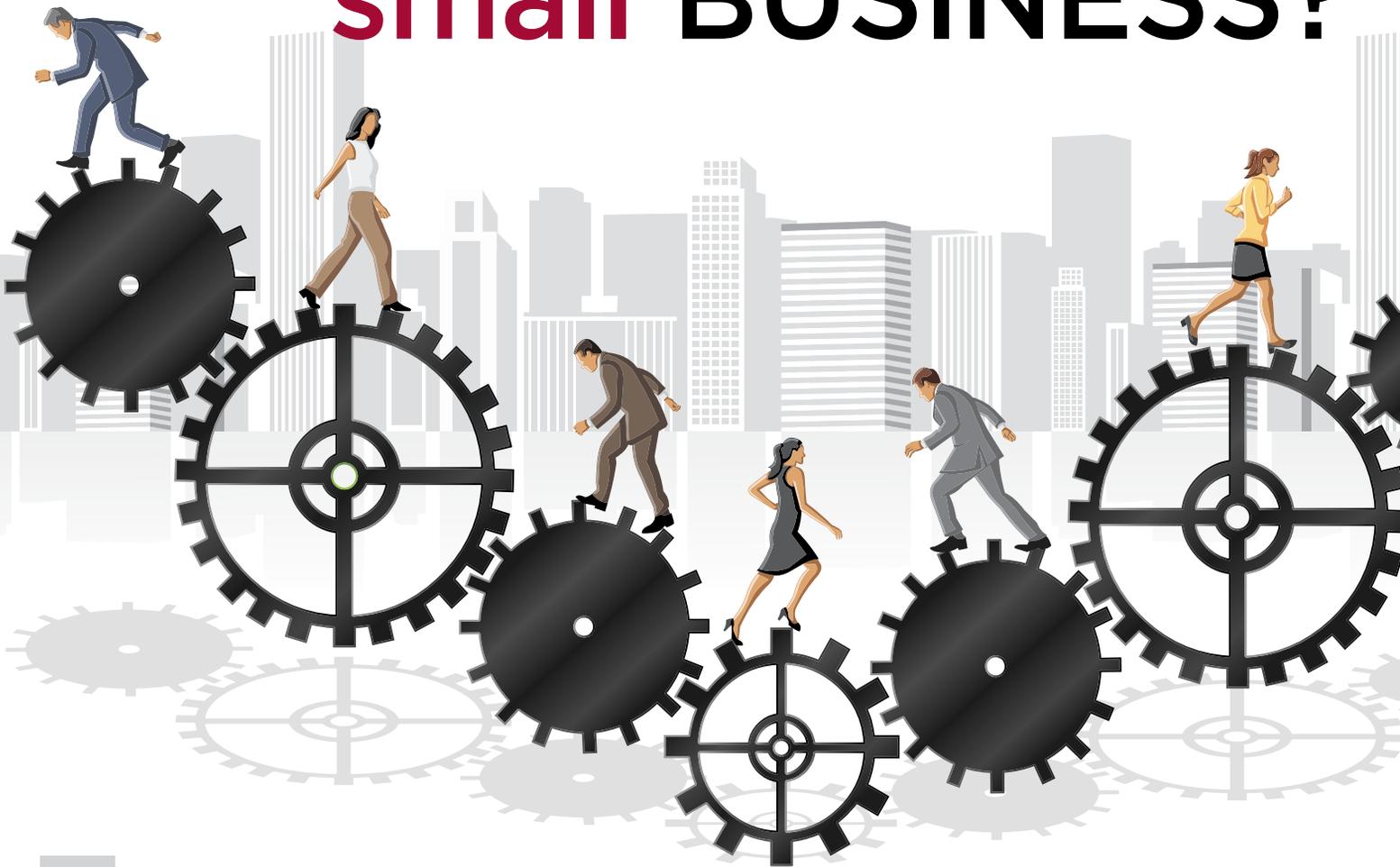
So we turn to the other major opportunity for job growth – new ventures. Some of these new ventures will have employees, making them part of the 5.7 million – a new restaurant, for example. But many others will not. These are non-employers, such as solo consulting firms, and are part of the 28 million number we saw earlier.

Since tracking is much easier with employer businesses, the SBA regularly compares previous years to current years of this subsector, and noted a 12 percent drop in employer business births from 2007 to 2010. Further, SBA noted that the size of these employer firms at creation is currently smaller than before, resulting in less overall job creation. Obviously, if you are concerned specifically with job creation, this is not good news, regardless of whether the business does well.

Non-employer business births (i.e., the self-employed) are tougher to track, as they may not be recognized until tax returns are filed. Unlike employer businesses, they are increasing in number, but by definition will not add employees – or, for statistical purposes, jobs. While some of these ventures may ultimately become significant employer businesses, they are often founded by individuals who are not interested in growing larger ventures.

WHAT'S **BIG** ABOUT small BUSINESS?

As the economy
feels, the small
business plays a vital role



Imagine Main Street in Anytown, U.S.A., and you might see a neighborhood deli, a family-owned jewelry store, a one-man gas station and a diner. Compared to the giant retail store on the highway, just a few miles away, it's clear that these shops are smaller and more intimate in scope. Despite their relative size however, experts say that collectively, small businesses like these are having a significant effect on our nascent economic recovery.

One of the biggest impacts of small businesses has been job creation. According to **Dr. Maury Randall**, chair of the Finance and Economics department and professor of Finance, small businesses – those defined as companies with less than 500 employees – created about 65 percent of the new jobs in the United States over the last 17 years. Meanwhile, companies with fewer than 50 employees created 32 percent of new jobs.

my struggles to its ll-business owner ole in its recovery.

By Meaghan Haugh M.A.'11



“You can see that small businesses are really vital to the health of the economy,” Randall said.

In fact, **Dr. Ronald Cook** estimates that 99 percent of small businesses contributed to more than half of the nation’s employment.

“Overall job creation and new business creation are typically done by small businesses. Collectively, small businesses are still creating significant impact on economic conditions,” explained Cook, the director of Rider’s Center for Entrepreneurial Studies and Small Business Institute. “The ability for people to go in and out of venture allows for the dynamic growth of our economic system.”

Still, experts say that current state and federal regulations are extremely repressive for small business owners. Randall says these statutes make operations difficult for a number of small businesses, depending on their size, their industry, and the state in which they operate.

“The tax burden is also a problem with some successful small businesses,” Randall said. “Taxes are scheduled to rise at the end of 2012 and depending on the income of the owner of those businesses, these higher taxes may impair or discourage the owners from expanding their businesses.”

Cook said government regulations might prevent entrepreneurs from expanding their businesses, as owners with 15 or more employees will cross what he called “the threshold of pain.”

“That’s when certain laws will kick in,” said Cook referring to provisions under the Americans with Disabilities Act and the Civil Rights Act. “Once you cross that threshold, you have regulatory measures similar to large firms, but without an infrastructure to deal with them.”

In addition, product demand is weak in many sectors of the economy and low sales levels are hurting many small businesses, Randall explained.

Meanwhile, **Ben Dworkin**, associate professor and director of the Rebovich Institute for New Jersey Politics of Rider University, said small businesses will be a prime topic during the 2012 presidential campaign. He predicted that both President Barack Obama and his challenger, Gov. Mitt Romney, will describe how their policies work best for small business owners.

Dworkin said the next president will have to deal with a lot of issues that affect small businesses, including transportation, technology, immigration policy and health care and tax policy.

Still, he does not think either presidential candidate will be able to implement all his policy proposals.

“Washington is so dysfunctional today that it’s hard to imagine either side implementing these impositions and getting everything it wants,” he said. “Therefore, small businesses will be part of campaign discussion, but how that will translate into an actual policy is still unclear.”

Overall, **Dr. Herb Gishlick** agrees that small businesses are critical to our economy’s recovery. Gishlick, a professor of Economics, said financial incentives alone will not empower small business owners; there should be material and physical benefits, too. As an example, he described how in the early days of the Pixar computer animation studios, employees were not only having fun, but they also saw a material benefit in creating films.

“These are people who are motivated to act. Those are the kinds of motivations that we should encourage in society,” Gishlick said. “These smaller firms are really the dynamic force in an innovative and expanding economy. Collectively, this is the marketing force that can drive the economy.” ■

Take YOUR PICK

By Meaghan Haugh M.A.'11



*Judy Simons
Church '80 moved
from a career in
the classroom to
preserve the legacy
of her family's small
business: a 180-year-
old cranberry farm*

George Simons had inherited a berry farm in Tabernacle, N.J., but he never wanted his only daughter to take over the family business. Like her mother, Suzy, before her, **Judy Simons Church '80** was destined to become an elementary school teacher.

"It was always intended that I would go to college. My mother came from an educated family. My father knew how hard it was to work the land," Judy explained. "They groomed me to be an educator."

Aside from focusing her career in secondary education, Judy followed in her mother's footsteps when she enrolled at Rider University, where **Suzy C. Simons M.A.'72** had received a master's degree in Counseling. Following graduation, Judy took a job teaching English in South Carolina, where she would remain for the next 15 years.

Then one phone call changed everything. It was her father asking her to return to the family farm.

Judy Simons Church '80

Headed by Judy Simons Church '80, Simons Berry Farm is located not far from the cranberry farm owned and operated by Rider University founder Andrew J. Rider in the 19th century.

"I had to learn it on my own and from other farmers. I had to learn it in the trenches"

- Judy Simons Church

Inside Judy's white farm house on Moores Meadow Road in Tabernacle, two black-and-white portraits hang on opposite walls of the living room. As she sits on her couch, adorned with a quilt and pillows, she points to each photo, identifying the subjects.

In 1829, her great-great grandparents, Aaron and Achsah Moore, purchased approximately 1,000 acres of land originally handed down by the king of England. At first, the Moores were unsure of what to do with the sandy, acidic land located deep in the Pine Barrens of Burlington County. Soon they discovered the red berries indigenous to the area and realized that the fruit could be cultivated and sold for profit.

Judy pulls out a framed, sketched diagram with 12 long horizontal rectangles, each bearing a name. The Moores had 12 children, she explains, and each child was given a tract of land, about 80 acres. Judy's great-grandfather, Mark Moore, received the ninth tract, and in the early 1900s, hired Italian immigrants from Philadelphia to work the cranberry bogs from Labor Day until Thanksgiving. By day, the "help" would scoop the cranberry bogs by hand and, by night, stay in the wooden cabins built by Judy's great-grandfather. Mark had one daughter, Ada Moore, who married Walter Simons. It was Ada and her son George who planted the farm's blueberry fields in the 1940s. Ada eventually passed the land to Judy's father, George, who married her mother, Suzy.

Judy shares how her father spent most of his lifetime rebuilding the cranberry bogs, which were destroyed by a forest fire in 1954. When she describes the natural disasters that have hit the land, it is hard to believe that the bog across the road from her house stills contains 100-year-old cranberry vines, appropriately called Champion cranberries.

Growing up, Judy worked alongside her mother each summer, picking and packing blueberries, but by design, her parents did not teach her how to prepare and harvest the land. While George worked the terrain, Suzy worked up the road in the Mount Holly school system as an elementary school teacher and, later, a guidance counselor. Meanwhile, Judy discovered a love for reading and writing.

When Judy returned to the family farm in 1996, she had to learn a whole new language and culture. But her re-education was made more difficult – and more bittersweet – when she discovered that her ailing father, in his waning days, had been diagnosed with Alzheimer's.

"I wanted to know about every aspect of the business. I wanted to know how hard it was to work in the bogs, how cold it was," Judy recalled. "I had to learn it on my own and from other farmers. I had to learn it in the trenches. I would listen to other employees and farmers talk the cranberry business, and it sounded so foreign. Now I speak it like a second language."





*"In education,
you're a classroom
manager. I had all
the skills I needed
to manage the farm."*

- Judy Simons Church

Now in her 16th season, it's hard to imagine Judy anywhere but on the 275-acre Simons Berry Farm, located a short distance from Route 206, in the heart of the legendary Pine Barrens. As the farm's owner, Judy oversees 20 acres of blueberries and 50 acres of cranberries. She has 12 employees, six of whom are seasonal workers.

Driving back to the cranberry bogs behind her house, she describes the process of harvesting cranberries. A small portion of the cranberries are dry-picked to be distributed to local restaurants and stores. Since Simons Berry Farm has a contract with Ocean Spray, the majority of the low-lying fruit is "wet harvested," during which each bog is flooded, one at a time. Judy explains that one acre of cranberries needs about 10 acres of water. As the bog fills with water, the cranberries are mechanically separated from their vines, and because they contain air chambers, the berries float to the surface of the water.

"What most people don't know about cranberry farmers is we're stewards of the land. We recycle the water that we use in the bogs and put it back into the reservoir," Judy explained. "New Jersey is the third-largest cranberry producer in the country. This is one of the state's best kept secrets."



Judy stops the car to say hello to the farm's general manager, Greg, and then drives slowly around one of the flooded bogs and parks the car. Stepping out, she is greeted by her Rottweiler-mix, Sophie, who has returned with one of the workers on the truck from the Ocean Spray receiving station in nearby Chatsworth. Three men, dressed in warm coats and waders, move through the waist-high water, pushing the berries inside a yellow boom toward a conveyor. Behind the conveyor, two employees quickly check the cranberries for unwanted leaves or stems. The cranberries continue up the conveyor and are dumped in the back of a truck.

It usually takes about a day to clear an entire bog. During harvest season, Simons Berry Farm employees work seven days a week, almost 12 hours a day. It takes three or four weeks in October to collect all the berries. On average, the farm produces between 6,500 and 7,000 barrels of cranberries a year, almost three-quarters of a million pounds.

"You don't go to school for this," said Judy, who admits she has often relied on her experience at Rider and teaching career when making management decisions. "In education, you're a classroom manager. I had all the skills I needed to manage the farm."

In recent years, Judy has expanded beyond farming with a home accent division, to ensure that the family business remains profitable. She partnered with her cousin, a seamstress, as well as a photographer friend, to sell scenic photos of the farm and its wildlife, as well as homemade cranberry, blueberry and Pine Barrens-themed pillows, placemats, table runners and aprons at the farmers market in Moorestown.

As a board member of the American Cranberry Growers Association, Judy raises the awareness of New Jersey's cranberry industry through educational programs as part of the public relations committee.

"I take what I do seriously. I'm the end of the line. I have to make plans now for the farm's future," she said. "My family has been through fire, flood and drought. There's so much history here and I want to preserve that history for future generations to come." ■



READY. AIM. HIRED.



BEHIND CHRISTOPHER POREDA '88, ULTIMATEJOBBOARD.COM HAS REVOLUTIONIZED THE TECHNOLOGY OF MATCHING JOB SEEKERS WITH THE RIGHT OPPORTUNITIES

By Sean Ramsden

Inside the sleek Hoboken, N.J., offices of UltimateJobBoard.com, it soon becomes evident that the firm's founder, **Christopher Poreda '88**, can spot a trend.

Stark, modern furnishings with dashes of chic colors and cool blacks stylishly coexist with the clean stainless steel surfaces. Movable walls, positioned on tracks, surround airy, common workspaces, where a number of busy staffers sit, tapping the future of the rapidly growing Internet job board into their tablets. Absent are motivational posters and fuzzy, beige cubicle walls. Poreda knows that workspaces, like the Mile Square City, have been revolutionized.

"The complexion of this city has changed dramatically since I first moved here," said Poreda, a Mercerville, N.J., native who first took up residence directly across the Hudson River from Manhattan in 1993. "Then, it was all guys who had just graduated college, working on Wall Street, who wanted access to the city without paying New York rents. Once they got married, they moved out to the suburbs and made way for the next group." By contrast, Poreda now enjoys a city that has become a haven

for young families like his, with larger dwellings and open park space, without surrendering any of its hip, urban credibility. And, as it has evolved, Hoboken has also become an ideal headquarters to his expanding business. Since its launch in early 2010, UltimateJobBoard.com has revolutionized the long-extant Internet job board model, and experienced double-digit monthly growth.

"We've developed the first job board that has effectively integrated social media and useful online tools in a way that makes sense," Poreda said. "When you view a job on our site, you'll also see profiles of people within that company, and how you're connected to them, as well as a suite of tools to help you make an informed decision whether to apply."

While the rise of social media has been likened to a networking revolution, even professionally oriented sites like LinkedIn accounted for just 3.5 percent of new hires among all external sources in 2011, according to CareerXroads, a staffing and talent consultancy firm. Instead, while referrals continue to top the list, job boards were cited as the source of 20.1 percent

“WE’RE GIVING EMPLOYERS AND PROSPECTIVE EMPLOYEES THE TOOLS TO FIND EACH OTHER ON THEIR OWN”

of hires last year – the second-most effective source in CareerXroads’ study.

Even in a job market that continues to limp toward recovery, Poreda says that the advances pioneered by UltimateJobBoard.com, or UJB, allowed his company to outpace longtime industry leader Monster last year as an external source of hires, according to SilkRoad Technology, a human resources software and talent-management provider.

“We’re giving employers and prospective employees the tools to find each other on their own,” said Poreda, who studied Accounting during his days at Rider.

After working in auditing for PricewaterhouseCoopers and Viacom, the enterprising Poreda launched his own executive search firm for accounting and financial professionals. He says that his consultative approach to carefully matching job seekers to the right company inspired some of the ideas behind UJB.

“You have to help companies find the very best talent, but to really be effective, you have to match the employee to the culture of the company. The fit is as important as the skill set.”

Taking aim at the more established job boards like Monster and Career Builder, whose models still remain virtually unchanged since their launches in the 1990s, Poreda hired a technical team in 2007 to develop what would become UltimateJobBoard.com.

“The cost to run a business like this used to be enormous, having to house and maintain massive servers,” explained Poreda, who says that the advent of cloud computing – in which networking and storage capacity are available as service – has drastically reduced the cost of running a job board. The old guard has been slow to adapt, however – a pitfall Poreda sought to avoid by subscribing to the theory of “market destruction,” in which he took a business that was expensive to run and, as he says, “destroyed the model, itself.

“We’ve succeeded by taken a proven, highly effective existing job-board model, adding superior search capabilities and



Christopher Poreda '88

In a challenging market, Christopher Poreda '88 is helping employers and job-seekers find the right fit through UltimateJobBoard.com.

meaningful social-network integration, while redefining the business and pricing model,” he explained, adding that UJB also thrives on its “freemium” business model.

“We offer something for free that once cost a lot of money, and then go *a la carte* along the way, where people and companies can take what they want,” Poreda said. Through a cooperative partnership with Indeed.com, UJB’s High Caliber Clients – companies that use the paid service – are able to pool their investments through UJB in order to appear nearer the top of searches of Indeed.com’s job postings.

“This yields the greatest possible search relevance for job seekers looking at postings,” explained Poreda, who says that the partnership produced nearly 25 million unique views of jobs posted by High Caliber Clients in the past year. At the same time, the lofty search results allow UJB to charge more for advertising – revenue Poreda says is reinvested into the site.

“We’re always making it better,” he explained. “Our money is forward-facing.”

Poreda enjoys providing a conduit between people and opportunities, and as a small-business owner himself, he is particularly conscious of the role they play in the economy.

“Small and mid-sized companies employ more people in this country than the large, Fortune 500-types of businesses,” said Poreda, who employs a full-time staff of five in UJB’s Hoboken location, as well as sales representatives across the country. “As the economy dips, small businesses feel it first, but we’re also nimble enough to make adjustments.” ■



AN ORGANIC PLAN

By Meaghan Haugh M.A.'11

Rob Behnke Bowman '06, M.B.A.'07, is the CEO and cofounder of Brooklyn Salsa Co., which uses local, sustainable ingredients from farms like Hepworth Farms in Milton, N.Y.



Rob Behnke Bowman '06, M.B.A.'07

There's no doubt about it. Brooklyn Salsa is hot. Featuring five different flavors – each representing a different borough of New York City – the salsa is made from local, sustainable ingredients with a global twist. Since its debut in 10 local stores in 2010, Brooklyn Salsa has earned a wide following, showing up on the pages of *Esquire*, *Martha Stewart Whole Living*, and *The New York Times*, as well on the Cooking Channel's *Food(ography)*. Most recently, the company launched nationally, with more than 1,000 accounts worldwide. The product is now available in London and Tokyo, as well.

Like the ingredients in his savory salsa, the concept for Brooklyn Salsa grew rather organically, according to co-founder **Rob Behnke Bowman '06, M.B.A.'07**.

After graduating from Rider, Behnke Bowman relocated from South Jersey to Brooklyn, where he began selling online advertisement space by day, and becoming heavily involved in the music scene as a producer and drummer in his band, The Blue and Red, by night. The following year, he began splitting his rent with Matt Burns, a professional actor and vegan chef.

Behnke Bowman staged rock shows in the basement of their apartment in the borough's Bushwick section. One night, as several bands gathered to play, Burns went to the kitchen to make up some salsa for their guests. By the time the night was through, Behnke Bowman and Burns knew they had a hot idea after the salsa earned raves from the visiting friends.

To develop their strategy, Behnke Bowman said he relied on the strong business background he learned from his Marketing and Management studies at Rider.

"We started blending sauce from the kitchen of our Brooklyn loft in April 2008," Behnke Bowman recalled. "It became Brooklyn Salsa because we all lived in and love Brooklyn, and the names of the flavors were inspired by the five boroughs of New York City."

For the next two years, while the cofounders developed a business plan, every show that Behnke Bowman played was sponsored by Brooklyn Salsa. Eventually, their large scale production was moved to a facility in upstate New York and Brooklyn Salsa became a running company in June 2010.

To develop their strategy, Behnke Bowman said he relied on the strong business background he learned from his Marketing and Management studies at Rider. "That experience was a huge influence on my capabilities and my ability to start a business," he said. "I was able to think about an idea and to follow through with it."

Behnke Bowman recalls developing a business plan during his graduate days as part of an independent study with **Dr. Drew Procaccino**, associate professor of Computer Information Systems. He also gained experience abroad while participating in the international study tours through the College of Business Administration, when he had the opportunity to travel to Ireland, the Czech Republic and Italy.

Today, Brooklyn Salsa maintains four full-time employees in New York, along with a part-time production staff of 20. Behnke Bowman calls his partnering farm network "massive," with more than 50 seasonal workers just at Hepworth Farms, where Brooklyn Salsa's heirloom tomatoes are grown.

"We are a new generation of salsa makers," said Behnke Bowman, who is also the company's CEO. "Brooklyn Salsa inspires global flavor with local, sustainable ingredients."

Behnke Bowman said what makes the product unique among its competitors is that it is made using conscious methods, including direct trade, organic farmers and carbon-neutral practices. In addition to providing business to local farms, Brooklyn Salsa has also teamed up with various community gardeners, community supported agriculture and public schools to create gardens on city rooftops, and in backyards and cement parks, transforming the streets of New York into what the company calls "a living, breathing, urban farm."

Though tropical ingredients from Florida, Indonesia, Malaysia, Thailand and Sri Lanka are used, Brooklyn Salsa also allocates funds to aid cooperative farmland there, and proceeds from its seasonal salsa go toward various charities.

"It's important to us as entrepreneurs to be socially responsible and not destroy the world we live in," Behnke Bowman said. "Brooklyn Salsa just made sense. Here's something that can be both productive and extremely ethical."

Learn more about Brooklyn Salsa's environmentally conscious approach to food at <http://www.bksalsa.com>. ■

LENS IS MORE



Ethan Lefkowitz '06 could hardly believe where he stood. His video production work as the owner of Ethan Lefkowitz Productions had seen him working with a long list of political figures, entertainers, activists and athletes, but when Lefkowitz found himself in the home of auto-racing legend Mario Andretti, the lifelong sports fan paused to savor his good fortune.

"It turned out that this was the first time he had ever allowed a member of the media into his home," said Lefkowitz, who was asked by *Autosport* magazine to record a message from Andretti to an honoree at an awards presentation in London that the former Indianapolis 500 and Daytona 500 winner was unable to attend.

Sports were a familiar subject to the East Windsor, N.J., resident, who actually started his career behind the camera as the 15-year-old student videographer for the boys' basketball and girls' soccer teams at Hightstown High School.

After enrolling at Rider, Lefkowitz worked with the Office of Media Services, shooting the on-field and on-court action of the University's varsity sports programs. He also landed a coveted internship with minor league hockey's Trenton Titans.

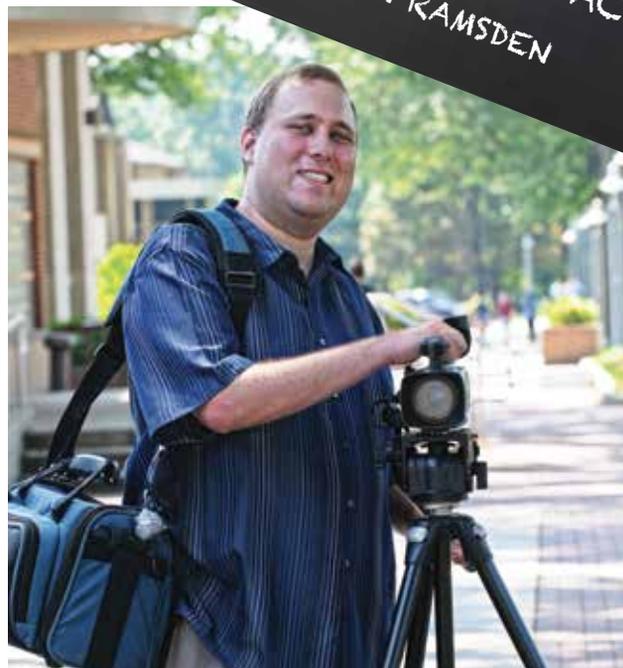
"It was a thrill to be able to film a sport with such fast action," said Lefkowitz, who had previously earned a reputation as the top video-cameramen in the Colonial Valley Conference, the league in which most area high schools competed.

After graduating in 2006 with a B.A. in Communication, the burgeoning director and producer formally established Ethan Lefkowitz Productions. And while he continued to remain visible at many local events, Lefkowitz also expanded his business into documentary filmmaking after being inspired by the tales of combat veterans at the dedication of the World War II Memorial in Trenton in 2008. His first film, *The New Jersey World War II Memorial: A Veterans Day Tribute to the Greatest Generation*, features the recollections of former soldiers at the ceremony intertwined with battle footage that brings compellingly vivid life to their recollections.

At the same time, Lefkowitz worked as a producer, director and cameraman for a number of programs on Princeton Community Television, including *Talk to Me*, hosted by Esther Mills. His successful venture with the local veterans led them to discuss their military service on the interview-based show, which allows viewers to meet figures of local renown, and beyond.

It was also on the set of *Talk to Me* that Lefkowitz was encouraged by a guest to pursue a sit-down with talk-show icon Joe Franklin, credited in the Guinness Book of World Records with having the longest-running such program in television history.

"Esther reached out to Joe, and he agreed to a shoot," said Lefkowitz of Franklin, whose familiar manner was affectionately satirized by comedian Billy Crystal on NBC's *Saturday Night Live* in the mid-1980s. With Mills interviewing Franklin over the course of a day, Lefkowitz captured the host's recollections of introducing the nation to such up-and-comers as Jay Leno and Bill Cosby, and even Crystal himself.



Ethan Lefkowitz '06

"When we were done, Joe said, 'What about if I give you tapes from my archive, and you can turn it all into a full show?'" recalled Lefkowitz, whose production, *Joe Franklin: "Regular Joe" to Broadcasting Legend*, was released by Chip Taylor Communications.

Even if you are unfamiliar with his documentaries, there is a good chance you may have seen Lefkowitz's work in movie theaters such as the AMC 24 in Hamilton, N.J., where several commercials he filmed for local businesses have been shown prior to features. These jobs, along with a steady flow of local community and celebratory events, and even recruiting reels for high-school athletes to send to collegiate coaches, ensure the growth and visibility of Ethan Lefkowitz Productions.

He is currently at work on another documentary, *Miss Liberty Lights Up the Jersey Shore*, which chronicles the public life of Sondra Fortunato, a self-styled beauty queen/event mascot who frequently appears at charitable fundraisers. The project is a follow-up to *Driving Miss Liberty*, which was shown at the Big Apple Film Festival in late 2011.

Though none of the subjects of Lefkowitz's documentaries is quite like another, he says it is up to the filmmaker to bring the story to life.

"You can do a project on a celebrity or a homeless person," he explained. "But, in the end, you make it what it is." ■

BRONCS IN BOOKS

History, Served Fresh



Becky Libourel Diamond '90

Many of today's most cherished American ideals drew their first breaths in olden Philadelphia: democracy, freedom from tyranny, and ... lemon meringue pie?

It's true, and while the founding fathers are still widely studied today, the founder of the nation's first cooking school, Mrs. Elizabeth Goodfellow – also the inventor of the tasty, tart treat – is a name unfamiliar to most.

Becky Libourel Diamond '90 transports readers to early 19th-century Philadelphia for a painstakingly researched glimpse into the life of the once-renowned bakery and sweet-shop proprietor in her first book, *Mrs. Goodfellow: The Story of America's First Cooking School*.

Diamond, who earned a B.A. in Journalism from Rider, reveals the story of Goodfellow, who once maintained a loyal culinary following among the city's more well-heeled population. Her thorough account of a day in Goodfellow's shop at 64 Dock Street, beginning early in the morning of September 20, 1815, is interwoven with chapters that detail the ingredients and customs of the day, the cooking school, and the subsequent rise of the industry. The daily accounts are speculative, but based on verifiable facts compiled by Diamond and others to create the scenes.

We see Goodfellow, rising at 4 a.m., to begin her work by candlelight, to maintain what Diamond writes was “a high-end business. She was supplying fancy, sugary creations of all kinds – cakes, puddings, desserts, pastries and so on – not the plain ‘sustenance’ foods like pies or buckwheat cakes sold by some of her contemporaries”

Goodfellow also ran a brisk catering business, and it was these aristocratic clients who also sought her services to teach their daughters the art of fine cooking. As a result, Goodfellow operated a school in her kitchen that was the first of its kind.

“These were important skills for girls who hoped to marry well. They had to at least be able to properly instruct their servants,” said Diamond, adding that pubs and taverns were no place for women, so without proper restaurants, dinner parties became the center of gastronomic society. “Her kitchen was essentially a finishing school, where mothers could send

their daughters to learn ‘the arts.’”

An avid cook as well as a freelance writer, Diamond says she was inspired a number of years ago by an article about Goodfellow in a food magazine.

“It made me think it would be a good subject for a book,” Diamond said, noting that while Goodfellow's recipes were well-recorded by her students, the facts of her life had been badly blurred by time. She set out to learn the story of the thrice-widowed Philadelphian, who not only pioneered the cooking school, but has much to teach her culinary descendants about the value of fresh or locally grown ingredients.

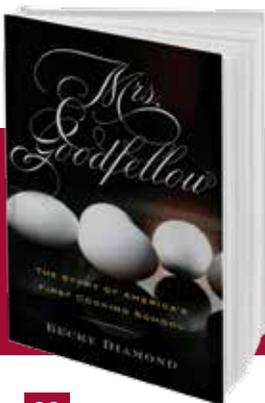
“Mrs. Goodfellow's main philosophy was to integrate American products, like corn meal, into traditional British recipes,” Diamond explained.

In her research, Diamond walked the route Goodfellow would travel from her shops in Old City, along the eastern end of Market Street, to procure the freshest ingredients. “Today, we are getting back to the way she was shopping, looking for local and fresher ingredients. Workers would unload lemons fresh from Portugal right on the docks, and she would have her servants buy them up.”

Those lemons helped Goodfellow earn her place in history as the inventor of the lemon meringue pie, according to Diamond and Pennsylvania food historian William Woys Weaver. Already noted for her lemon pudding, the efficient and frugal Goodfellow whipped her spare egg whites into a stiff topping that paired well with the tangy pastries.

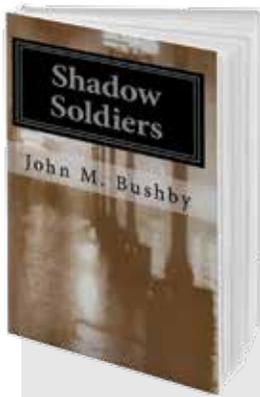
After a palatable portion of history, readers will also learn recipes that can be confidently attributed to the cooking school, developed by Goodfellow, whose maiden name – Baker – perhaps foretold her enduring legacy to American cookery.

Photo courtesy Karem Alsina



Mrs. Goodfellow: The Story of America's First Cooking School

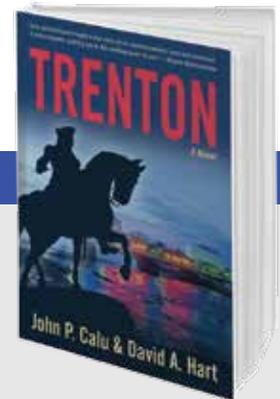
By Becky Diamond, Westholme Publishing Hardcover, 284 pages, \$26.00



Shadow Soldiers

By John M. Bushby,
CreateSpace Publishing
Paperback, 342 pages,
\$16.00

A retired U.S. Navy lieutenant commander who flew in 67 combat missions over North Vietnam, **John M. Bushby '70** visited another 30 countries over the course of his career in international finance after earning an M.B.A. from the Wharton School of Business. The senses of military history, suspense and international culture Bushby cultivated throughout his experiences are on display in *Shadow Soldiers*, his first novel. In it, Bushby details the exploits of Rick Kasten, an American ship owner who involves himself in saving refugees from the Nazi stronghold spreading rapidly across Europe in 1939. With the help of several key characters, Kasten deftly weaves his way through the perils of sea and land, outracing the Gestapo during the Second World War, in a tale of anticipation and intrigue.



Trenton: A Novel

By David A. Hart and John P. Calu
Plexus Publishing, Inc.
Hardcover, 320 pages,
\$24.95

The Trenton, N.J., of 1774 was a place of political tumult, with violence threatening to erupt as revolution beckoned. Just up the Delaware River in Hopewell, patriot John Hart's pursuit of liberty has drawn the ire of King George III and his loyalists. Hart becomes a wanted man, and his son, Edward, subsequently enlists in Gen. George Washington's army, only to suffer painful losses on and off the battlefield. The modern-day capital city imagined by **David A. Hart '76, '81**, and John P. Calu in *Trenton: A Novel* reveals a place not unlike its pre-Revolutionary counterpart, as Luis Alma, the son of Cuban immigrants, runs for mayor amid a milieu of crime, political corruption and murder. A mystery spanning the eras connects the Alma family to the Harts of yesteryear, with a secret that may well determine the future of the city.



Thank You For Not Laughing

By Chris Illuminati
Sold by Amazon Digital Services
e-book, File size: 122KB,
\$1.99



Chris Illuminati '07

Based on his regularly updated blog of the same name, *Thank You for Not Laughing* is not, **Chris Illuminati '07** explains, supposed to be funny. Illuminati, a freelance writer whose work has appeared in publications ranging from *Maxim* to MSN Money, has compiled a snarky series of real-life thoughts and journal-style descriptions that renders absurdity from the routine. In it, he dissects seemingly everyday encounters, such as a

chance meeting with an old college friend whose name he cannot recall – only his nickname. “It’s also hard to remember if the nickname was derogatory or complimentary. It might not even be a nickname they were aware of,” he writes, struggling with the choice to make small talk or confront this uncomfortable reality. *Thank You for Not Laughing* isn’t for the kids, but it’s a reminder that maturity is relative. Just try not to laugh.

BRONCS' COACHING TREE BLOOMS AGAIN

Rider didn't need to look far to find new men's basketball head coach Kevin Baggett



FOR KEVIN BAGGETT, IT ALL STARTED

when he and his two brothers were children. They played basketball in the house, wearing pajamas as warm-ups, fashioning coat hangers into a rim, and blasting music like they were warming up for the big game. Sometimes, though, their competitive spirit proved to be too much, and after her son chipped a tooth in action, Baggett's mother put an end to hoops in the house.

That same energy, excitement, and passion for the game is what propelled the Burlington Township, N.J., native all the way to his new role: the 12th head coach in Rider's men's basketball history. After 16 years as a Division I assistant coach, Baggett felt ready to take the next step.

"I wanted this job with all my heart," said Baggett, who played collegiately at Saint Joseph's University, reaching the second round of the NCAA tournament in 1985-86. "With all the things I've experienced as a player and as a coach, this is what I eat, sleep and breathe every day."

The popular Baggett answered the knock of opportunity after former head coach Tommy Dempsey was hired to lead the program at Binghamton University.

After assisting Dempsey for six years, Baggett has a strong sense of where he wants to take the Broncs.

"I want to get after it in practice," Baggett said. "I want them playing with energy on the court. I want these guys playing as hard as they can, diving to pick up loose balls, taking charges. I want their teammates to pick them up off the floor, and celebrating because it's infectious. If one guy does it, then the next

guy does it, and so on. That's something that I want to instill in our program and it'll start in practice."

Beyond his team, Baggett aims to make the entire University proud. He hopes to get the most out of his squad, helping his players achieve their potential on and off the court.

"(The goal is to) just get better and

make sure we continue to put a product on the court that our Rider fans, administration and community can be happy about," Baggett said. "I want to get this team to the top half of the league, to give us an opportunity to get into the NCAA tournament. It's about these guys who are playing for me having a great experience. I'm happy to coach them, and that's what it's all about at the end of the day."

The man who entrusted the program to Baggett, director of Athletics **Don Harnum**, said that while the need for a new head coach developed quickly, he was not caught off guard.

"Every good athletics director has a short list of who they would hire if something happens," Harnum said. "And every year, Kevin went up a notch on that short list."

At his introduction in May, Baggett's current and former players, including **Jason Thompson '08**, were well-represented. Thompson, who signed a five-year, \$34 million contract extension with the NBA's Sacramento Kings this summer, was coached by Baggett since his sophomore year at Rider.

"He's going from an assistant for 16 years, and now reaching his goal of being a head coach, and I'm proud of him. He deserved it," Thompson said. "He helped

"I want these guys playing as hard as they can, diving to pick up loose balls, taking charges. I want their teammates to pick them up off the floor, and celebrating because it's infectious."

me progress a lot. He had a lot of things to say that would motivate me, he helped me with the progression I had in college, and also gives me tips and advice to help me out in the NBA."

One member of the current roster who is happy with the selection of Baggett is guard **Anthony Myles '14**, of Dover, Del., who will now play the second

The Broncs have been recognized by the NCAA in four of the last five seasons for finishing in the top 10 percent nationally in the Academic Progress Rate (APR) rankings

half of his collegiate career with a coach he has known since his first days at Rider.

"I'm excited for him and excited to see where he will take the program, and I think they made the right decision," said Myles, who averaged 10.1 points per game in 2011-12, and shot an impressive 39 percent from three-point range. "He was always around. It's not like he's coming from somewhere else."

Baggett's hire continued a long and successful tradition that has seen the Broncs hire from within the last three times there were vacancies on the bench. Dempsey was an assistant to Harnum, who previously coached under Kevin Bannon before the latter's hire at Rutgers. And while the formula has yielded success, Harnum still understood the gravity of his choice.

"It was also a convenient decision, but let me make it very clear, this was



Junior Fortunat '15 gives Baggett a solid presence in the paint.

not a hire of convenience," he explained. "This was a hire that I firmly believe in and am very confident that Kevin is the right person to lead this program in the future."

Baggett says that excellence in the classroom is a key to his program's growth, as well. The Broncs have been recognized by the NCAA in four of the last five seasons for finishing in the top 10 percent nationally in the Academic Progress Rate (APR) rankings, a measure of eligibility and retention for student-

athletes that is also a predictor of eventual graduation rates.

"That's the first thing out of my mouth when we're recruiting," said Baggett, a 2006 inductee into the South Jersey Hall of Fame who earned his bachelor's degree in marketing from Saint Joseph's in 1989. "At some point, the basketball stops bouncing for all of us, so it's important to get that education." ■

Steven Eggert '15 contributed to this story.



BREAKFAST WITH THE BRONCS

While much of the Eastern Time Zone is dunking donuts in their morning coffee, Rider's men's basketball will be looking for dunks in their 6 a.m. tilt against Stony Brook in Alumni Gym, part of ESPN's 24 Hours of College Basketball on Tuesday, November 13. That's right, 6 a.m.

In what's become an annual rite of fall, the cable sports giant will herald the start of the college basketball season by televising the 24-hour marathon of games, with Rider hosting the Seawolves in the surprisingly coveted 6 a.m. time slot. This is the second year in a row that the Broncs have hosted ESPN at dawn, and once again, the Rider community is expected to fill Alumni Gym to capacity. See the entire schedule at www.GoBroncs.com.

TUNE INTO TO BRONCVISION

IT'S HARD TO BEAT the excitement of Division I athletics, especially in the intimate surroundings of Alumni Gym or under the bright lights of Ben Cohen Field. You can feel the energy in the air

Now, short of cheering in Lawrenceville, BroncVision is the next best thing to being there.

BroncVision is a broadband video channel that is the ultimate place for Broncs fans on the web. Through HD cameras at various angles, using state-of-the-art graphics, the professional BroncVision staff brings all the Rider soccer, volleyball, field hockey, wrestling and basketball action right to your computer, tablet or mobile device.

"We're excited once again to offer high-quality video-streamed productions of our athletic contests via BroncVision so that our fans can have all access to the Broncs even if they can't

make it to campus for the game," said **Karin Torchia**, Rider's senior women's administrator and associate athletic director for external operations.

The subscription-based BroncVision is easily found on the Athletics home page at www.GoBroncs.com. Archives of every game will also be available within 24 to 48 hours of the final whistle to subscribers. Compelling student-athlete features, highlight videos and interviews will also once again be available in the on-demand section.

In addition to BroncVision, all home men's and women's soccer games, volleyball matches, field hockey and basketball games will have free LiveStats available via GameWatcher links on the respective schedule pages. BroncVision is powered by GoBroncs.com, the official website of Rider University Athletics.

MEN'S SWIMMING AND DIVING MAKES A SPLASH



THE MEN'S SWIMMING AND DIVING team won its first Metro Atlantic Athletic Conference title since 2004 in Buffalo, N.Y., in February, while the Bronc women placed second for the third year in a row. As a result, head coach **Steve Fletcher** was named MAAC Men's Coach of the Year. Fletcher earned MAAC Women's Coach of the Year honors in 2009 when the women earned their last team title.

After the pool was empty, Rider was the 2012 MAAC champion.

For the men, **Johnny Funk '13** of Las Vegas, Nev., won MAAC gold in the 200-meter backstroke, while **Brett Pedersen '15** of Sewell, N.J., captured the 100-meter freestyle (45.60). Funk also won the 200-meter individual medley with a MAAC-record time of 1:47.56.

On the women's side, **Addie Oswald '13** of Henderson, Nev., repeated as conference champion in the 200-meter backstroke and missed the MAAC record by just .03 seconds. **Kelly O'Connor '13** of Beverly, Mass., repeated as champion in the 200-meter butterfly.

The men's 400-meter freestyle relay team of Pedersen, Funk, Peterson and **Julien Hensen '13** of Delafield, Wisc., won with a time of 3:01.58.

The championship was Rider's second men's team title, and the squad has finished second 14 times since 1996. The Bronc women have won three team titles, in 2001, 2003 and 2009, and 11 runner-up showings since 1998.

GRAD WINS OLYMPIC GOLD AGAIN



FOUR YEARS AFTER THEIR VICTORY at the 2008 Olympic Games in Beijing, **Caroline Lind M.B.A. '10** and her U.S. Women's Rowing teammates earned their second straight gold medal in the 2012 games in London. Lind's women's eight (with coxswain) edged the powerful entry from Canada to finish in 6 minutes, 10.59 seconds.

Caroline Lind M.B.A. '10 struck gold at the London Olympics. (Courtesy: Mitchell Hasseth/NBCOlympics.com)

"I feel like I have been really blessed in my rowing career," said Lind, a Greensboro, N.C., native who started rowing in high school at the Phillips Academy in Andover, Mass. "I was lucky to be in a group of 15 amazing athletes, who were strong, awesome women."

Four summers ago, the U.S. women's eight team brought home the country's first gold medal in the event since 1984. The United States has continued to dominate the event since, winning gold at the 2009, 2010 and 2011 World Championships. This year's women's eight team was much the same as in 2008.

Ironically, Lind, who earned a bachelor's degree in Cultural Anthropology from Princeton University in 2006, never competed in a varsity sport at Rider.

FALL 2012

CLASS NOTES

1933

Ellen Smith celebrated her 100th birthday in April with family and friends at the Friends Home and Village in Newtown, Pa. Ellen, who was born in Yardley, Pa., in 1912, was surprised by a proclamation honoring her

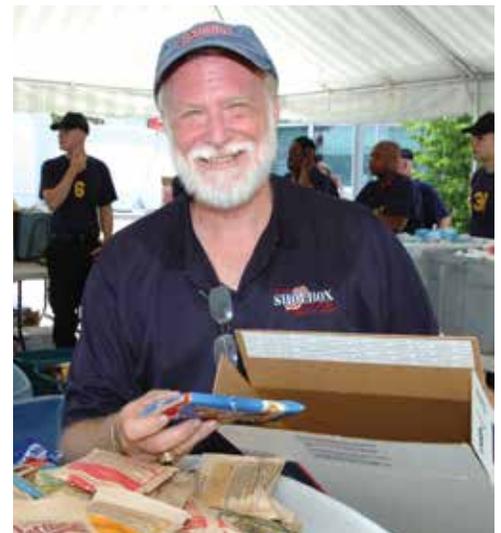


Ellen Smith '33 at her graduation, and today, with the youngest member of her family, Allie Kerner.

from Yardley Borough President Joe Hunter, commending her for her service to the Yardley-Makefield Business and Professional Women's Club and the Yardley Historical Association. "I was born a healthy person, and I learned early on to take care of myself," Ellen told BucksLocalNews.com. "I certainly never thought I'd live through nine wars."

1974

Rod Hirsch, the founder of Operation Shoebox New Jersey, a volunteer organization dedicated to collecting donated supplies for care packages to be assembled and shipped to U.S. soldiers in Iraq, was honored by Mary Pat Christie, the first lady of New Jersey, for his work to support the troops. "This simple gesture of a care package means the world to a service member who is far away from family and friends. I admire Rod so much for recognizing a need, taking action and making a difference in the lives of our military personnel every day," Christie said. "His service



Rod Hirsch '74 is the founder of Operation Shoebox New Jersey.

and commitment to Operation Shoebox make me proud to name him our next New Jersey Hero." Rod's outstanding service work was profiled in the fall 2008 issue of *Rider* magazine.

1981

James Bartolomei is the founding and managing partner of the Bartolomei Pucciarelli accounting firm, which partners with Rider's Department of Accounting to employ several interns from the University every year. Among the members of the Bartolomei Pucciarelli staff is Joseph Schwendt, who was James' accounting professor at Rider. Both serve on the Mercer County chapter of the New Jersey Society of Certified Public Accountants.

1982



Glenn E. Gromann '82

Glenn E. Gromann, Esq., was appointed to the College Board of Directors of the Strategic Business Institute in August. Established in 2002, SBI is a qualified 501(c)(3) organization concerned with the advance-

ment of social entrepreneurship and ethical business practices through education and the development of personal, professional and social skills. Glenn, who has more than 30 years of experience in banking and real estate development involving \$7 billion in transactions, earned degrees in law from Seton Hall University School of Law and the University of Miami School of Law. He is a member of the bars in New Jersey, New York, Texas, Michigan, Missouri, Hawaii and the District of Columbia.

1990

Carmine A. Reppucci was named chief financial officer, vice president and treasurer for SouthernLINC Wireless and Southern Telecom, wholly owned subsidiaries of Southern Company of Atlanta, in March. Carmine is responsible for the company's accounting policies and practices, internal controls, and monitoring and management of the financial performance of SouthernLINC Wireless. He will also lead the company's corporate operations organization, which includes information systems, real estate facilities and customer accounting. Carmine, who has been with Southern since 1998, is a U.S. Marine Corps veteran who was deployed overseas during Operation Desert Storm. He earned a B.S. in

Accounting from Rider, followed by an M.B.A. from Emory University.

Carl Aloï M.B.A. '96 was named chief financial officer by Identropy, a leading provider of identity and access management services located in Moonachie, N.J., in May. A certified public accountant, Carl earned a bachelor's degree in Accounting and an M.B.A. from Rider.

1993

Bob Decker was named vice president for finance by DePuy Orthopaedics in July. A certified public accountant who also serves on Rider's Accounting Advisory Board, Bob joins DePuy from Johnson & Johnson Corporate, where he was the vice president for finance – corporate operations and leadership & development. He began his career at Johnson & Johnson in 1993 as an internal auditor at corporate headquarters.

1997

Michael Formolo was recently promoted to Partner at Ernst & Young LLP. Michael began his career in 1997 in the Metropark, N.J., office. In 2005, he transferred to Ernst & Young's Palo Alto, Calif., office. Michael resides in the San Francisco Bay area and serves multinational and emerging clients in the life sciences industry. He and his wife, Hannah, have three children: Tyler, 7, Julianna, 3, and Joshua, 1.

2001

Katie DeVito and Tricia Reed Carlin '93 were sworn into the 2012-2014 International Governing Board for Delta Phi Epsilon. Katie was also recently elected to the Rider Alumni Board.



Greg Meehan '01

California – Berkeley, Greg takes the reins of a program that has earned nine national

titles and most recently finished fourth at the NCAA championships in 2012. As a student-athlete at Rider, Greg competed in the 200-meter backstroke and was a member of several MAAC champion relay teams, as well as a four-time All-Academic Award recipient.

2002

Anthony K. Bellia of West Deptford, N.J., was promoted to president of Bellia Office Furniture, a regional company based in Woodbury, N.J. After earning a degree in Finance from Rider, Anthony spent several years as a financial adviser with Merrill Lynch before becoming a sales representative with Bellia Office Furniture, concentrating on federal government sales, in 2004. He soon earned a role as the director of sales, managing a sales team and earning several large federal contracts.

2006

Robin Trost Castillo is pursuing her M.B.A. in Human Resource Management at Rider.

2008

The Oxford Princeton Programme, which provides energy business professionals with world-class commercial education and training on the energy markets, named **Andrew Infante** as its global marketing manager in July. Andrew, who earned a B.A. in Marketing, joined the Oxford Princeton Programme in 2008 as a global marketing coordinator and was promoted to assistant global marketing manager in 2010. He then spent two years coordinating laboratory test instrument marketing before his recent return to the Oxford Princeton Programme.

MASTER'S NOTES

Glenn Famous M.A. '89, who has served as principal of Cambridge Elementary School in Kendall Park, N.J., for nearly 20 years, began this academic year as the principal of Crossroads South Middle School. Both are part of the South Brunswick Public School District. Glenn, who earned a master's degree in Educational Administration, also has a bachelor's degree in Political Science and Education from LaSalle University.

Joseph M. Hayes M.B.A. '91 was named vice president for information systems and chief information officer by Prudential Group Insurance of Newark, N.J. In this role, James is responsible for group insurance technology and systems, as well as collaboration on business strategies and solutions throughout the larger Prudential organization. Prior to enrolling at Rider, James earned a bachelor's degree in Economics from Rutgers University.

Karen Galardi M.B.A. '92, the executive director of Holy Family University's Newtown, Pa., campus, was honored by the Lower Bucks Family YMCA of Bristol Township, Pa., as its Association Volunteer of the Year for 2011. Karen was recognized for the time she has devoted to helping the organization develop new strategic plans for serving Lower Bucks County, her support of various programs, including the Strong Kids Campaign and the Send a Kid to Camp promotion, and for helping the YMCA achieve its programmatic goals. Karen is member of the Y's board of directors and personnel committee, and chairs its strategic planning committee.

Theodora Christofi Sergiou M.B.A. '94, the vice president of Nicholas Pools Inc., has been selected as one of 2012 Leading Women Entrepreneurs Award finalists. She has more than 25 years of experience in the swimming pool construction industry. Theodora cultivated her entrepreneurial skills began while working after school, weekends, and vacations with her parents, Nicholas and Flora Christofi, who founded Nicholas Pools, Inc. Upon their retirement in 2003, Theodora and her husband, Sotiris, purchased the family business and have strived to grow and improve it. Nicholas Pools Inc. has blossomed into one of Ocean and Monmouth Counties largest backyard retailers, specializing in vinyl liner in-ground swimming pools and spas.

TALK TO US!



Like us on Facebook:
www.Facebook.com/RiderUniversity
www.Facebook.com/andrew.j.rider



Follow us on Twitter: @RiderUnivComm

WEDDINGS

Sharea Day '00 and Al-Lateef Farmer on December 24, 2011.

Kathryn Kerner '06 and Salvatore Montero on March 31, 2012.

Robin Trost '06 and **Mark Castillo '05** on September 10, 2011.

Melissa Bartnicki '11 and Mark Beelitz on July 13, 2011.

BIRTHS

Evan William and Gavin John to Christine **Grace McFadyen '97** and Brian McFadyen on July 1, 2011.

Jace to **Scott Rich '05** and Brandey Rich on March 15, 2012.

Ryan Peter to **Lauren Frintrup Harkness '02** and Thomas Harkness on August 14, 2012

IN MEMORIAM

1935

George N. Erkelenz, Feb. 19, 2012, Williamsburg, Va.

1940

Lovina Kelly, March 12, 2012, Syracuse, N.Y.

Wilfred C. Menard, Feb. 20, 2012, Hamilton, N.J.

1942

Beatrice Hilton Barton, Feb. 26, 2012, Eden, N.Y.

1943

Daniel Dempsey, Feb. 27, 2012, Goshen, N.Y.

Rose Zazzara Hann, Feb. 28, 2012, Lyons, N.Y.

1947

Arnold "Arnie" Ropeik, April 13, 2012, Ewing, N.J.

1950

Robert G. Albert, May 19, 2010, Temple, Pa.

Michael Campo Jr., Feb. 16, 2012, Ewing, N.J.

1951

John P. Sisak, Feb. 23, 2012, Hazlet, N.J.

1955

Thure Anderson, June 5, 2012, Beach Haven Terrace, N.J.

1956

Herbert Lindsley Glover, June 26, 2012, Hamilton, N.J.

1962

Robert Friedman, Jan. 16, 2011, Plymouth Meeting, Pa.

1965

James Cirilli, Feb. 26, 2012, Glastonbury, Conn.

1968

Mark E. Lavinsky, May 24, 2012, Ventnor, N.J.

1970

Pamela Costandino McCullough, March 5, 2012, Vineland, N.J.

1977

James J. Gallagher, Feb. 25, 2012, Huntington, Conn.

1987

William P. Petersen, March 9, 2012, Edison, N.J.

2005

Nicholas W. Skuse, June 2, 2012, Morrisville, Pa.

STAFF

Richard Harter, former head men's basketball coach, March 12, 2012, Hilton Head, S.C.

Patricia (Pat) Krupa, retired switchboard operator, June 22, 2012, Lawrenceville, N.J.

ALUMNI EVENTS

2012

MARK YOUR CALENDERS

SEPTEMBER 29

Men's Soccer Alumni Day

Alumni game, BBQ for alumni and their families – 4 p.m.
Rider vs. Temple – 7 p.m.
Ben Cohen Turf Field
No cost

SEPTEMBER 30

Field Hockey Alumni Event

Rider vs. Lehigh – noon
Tailgate immediately following the game
Ben Cohen Turf Field
No cost

OCTOBER 5

10th Anniversary of Bristol-Myers Squibb Center for Science Teaching & Learning (CSTL)

9 to 11 a.m. – Breakfast of Science Champions,
Bristol-Myers Squibb CSTL
1:30 to 3:45 p.m. – STEM Talks and panel discussion, Daly Dining Hall
3:45 to 4:30 p.m. – Donor Recognition, Daly's
4:30 – Reception, Daly's
For more information, contact **Jean Kutcher**, Teaching & Learning Center, at 609-896-5000 x7257

OCTOBER 6

21st Annual RUSDT Alumni Swimming & Diving Meet

Coppola Pool, Maurer Center
Pool opens for warm-up – 11 a.m.
Meet – noon
Picnic on Poyda Lawn – 1 p.m.
Gathering at the Pub – 3 to 5 p.m.
No cost
RSVP by September 28.
For more information, please contact **Penny Melchior '82** at penelope.melchior@novartis.com

OCTOBER 9

Washington, DC, Regional Networking Event

6 to 8 p.m.
The Cannon House Office Building
Capitol Hill, Room 122
Washington, DC
Guest speaker – **Ben Dworkin**, director
Rebovich Institute for NJ Politics
\$25 per person
RSVP by October 1

OCTOBER 13

Softball Alumni & Friends Game and Picnic

Slow-pitch game – 11 a.m.
Picnic to follow, food and drinks provided.
Please bring a dessert to share.
Herb & Joan Young Field
No cost
RSVP by October 4
For details, please contact **Tricia Carroll** at carrollp@rider.edu or 609-896-5396

OCTOBER 13

Cocktail Reception & Rider Musical Theatre Production of *Nine*

Cocktail Hour,
North Hall, Room 202 – 6 p.m.
Production of *Nine*,
Yvonne Theater – 7:30 p.m.
Join us for this Tony Award-winning Musical. This event is coordinated by the Mercer/Bucks Alumni Chapter
\$30 per person
RSVP by October 4

OCTOBER 17

School of Education 100th Anniversary Kick-off Event

Keynote Speaker – U.S. Rep. Rush Holt
Bart Luedeke Center Cavalla Room
Reception – 5 to 6 p.m.
Presentation – 6 to 7 p.m.

NOVEMBER 3

Legacy Breakfast

9 to 10:30 a.m.
Mercer Room, Daly Dining Hall
Breakfast celebration during Family Weekend.
Alumni who are the parents or grandparents of a Rider or Westminster student are invited to celebrate their continued connection to the University.
By invitation, no cost
RSVP by October 26

NOVEMBER 4

Ultimate Frisbee Alumni Game

Alumni vs. Undergrads Game,
Richard E. Daly Intramural Fields – 11 a.m. to 1 p.m.
Alumni Day Reception,
Mercer Room, Daly Dining Hall – 1 to 3 p.m.
Please pitch in and bring a dessert, drinks or snacks.
No cost

NOVEMBER 8

Accounting Hall of Fame Dinner

6 p.m.
Pines Manor
2085 Route 27 (Lincoln Highway)
Edison, NJ
Platinum Table: \$2,000
Includes 10 tickets + \$750 contribution to Accounting Advisory Council (AAC) Scholarship
Gold Table: \$1,500
Includes 10 tickets + \$375 contribution to AAC Scholarship
Silver Table: \$500
Includes four tickets + \$75 contribution to AAC Scholarship
Individual Ticket: \$125
Includes \$25 contribution to AAC Scholarship
RSVP by October 25 to **Marge O'Reilly-Allen** at 609-895-5505.

To register or RSVP for events, go to <http://alumni.rider.edu>, unless otherwise noted.

NOVEMBER 8 & 9

NJEA Convention

Atlantic City, NJ
Stop by the Rider booth and help us celebrate the School of Education's 100th Anniversary.

DECEMBER 1

Wrestling Alumni Day

Tailgate, The Pub,
Bart Luedeke Center – 5 p.m.
Rider vs. Princeton,
Alumni Gym – 7 p.m.
\$15 per person includes food,
drink ticket and entrance to the match.
Cash bar
RSVP by November 23

THE MERCER/BUCKS ALUMNI CHAPTER

Holds informal monthly happy hour networking opportunities on the fourth Wednesday of every month. Locations alternate between Amalfi's Restaurant and Bar, 147 Lawrenceville-Pennington Road, Lawrenceville, NJ, and Sir Isaac Newton's Bar and Restaurant, 18 South State Street, Newtown, PA. The first fall meeting is set for September 19 in Newtown.

NONCONFERENCE MEN'S BASKETBALL SCHEDULE

November 9	vs. Robert Morris
November 13	vs. Stony Brook (ESPN)
November 17	vs. Monmouth
November 19	at South Carolina
November 21	at Southern Methodist
November 24	Jacksonville State (in Puerto Vallarta, Mexico)
November 25	TBA (in Puerto Vallarta, Mexico)
November 29	vs. LaSalle
December 1	at Drexel
December 20	at Princeton
December 28	at Rutgers
December 31	at Delaware
February 16	Sears BracketBuster, TBA
March 8-11	MAAC Championship, Springfield, MA

To purchase tickets, please contact the Rider Athletics Ticket Office at 609-896-5054.

SAVE THE DATE

DECEMBER 8

Readings & Carols Benefit Dinner

5 to 8 p.m.
Springdale Golf Club
1895 Clubhouse Drive
Princeton, NJ
Patron Levels: \$250, \$350, \$500, \$1,000

Visit scarletknights.com for ticket information.

DECEMBER 28

Men's Basketball vs. Rutgers

Pregame reception – 5 p.m.
North Stelton Fire Hall
70 Haines Avenue
Piscataway, NJ
Hosts **Daniel '75** and **Diane '76 Wormann**
\$20 per person for pregame reception

JANUARY 26, 2013

Rider Baseball First Pitch Dinner

7 to 10 p.m.
Location TBD
Lawrenceville, NJ
Cocktail Hour and Dinner
\$125 Adults
\$125 Young Alumni
(Classes of 2008 to 2012)
\$40 Children (ages 12 and under)

WESTMINSTER SYMPHONIC CHOIR

OCTOBER 19-21, 23

Verdi Requiem

With Philadelphia Orchestra,
Yannick Nezet-Seguin, conductor
October 19-20 – 8 p.m.
October 21 – 2 p.m.
Kimmel Center, Philadelphia
October 23 – 8 p.m.
Carnegie Hall, New York City

FEBRUARY 3

Beethoven's Symphony No. 9

With West-Eastern Divan Orchestra
Daniel Barenboim, conductor
2 p.m.
Carnegie Hall

NOVEMBER 19

BERG: Wozzeck

With London Philharmonia
Esa-Pekka Salonen, conductor
8 p.m.
Avery Fisher Hall, New York City
For tickets: http://www.lincolncenter.org/search_results.asp

MARCH 28-30

St. Matthew's Passion
With Philadelphia Orchestra
Yannick Nezet-Seguin, conductor
8 p.m.
Kimmel Center

For Kimmel Center tickets, please call 215-893-1999 or online at: <http://www.kimmelcenter.org/planning/tickets.php>

For Carnegie Hall tickets: <http://www.carnegiehall.org/Events/>

DECEMBER 11

Villa-Lobos Choros No. 10; Esteves

Cantata criolla

With Simón Bolívar Symphony Orchestra
Gustavo Dudamel, conductor
8 p.m.
Carnegie Hall

WESTMINSTER CHOIR MIDWESTERN TOUR

Details at <http://www.rider.edu/wca/events>

For more information or to join our mailing list, please contact the Office of Alumni Relations at alumni@rider.edu or call 609.896.5340. Be sure to join MyRider at <http://alumni.rider.edu> to reap the rewards of alumni benefits.

LOOKING AHEAD



By Dr. Steven Lorenzet

From the board room to the classroom, innovative engagement of the customer is essential to growth

Well into this year's presidential campaign, one thing is very clear: the economy is currently the defining issue of the race. We have heard from both candidates about how their policies will jump start what has been a slow economic recovery. A related issue we will certainly hear more about is the importance of small business to the recovering economy. Regardless of your political leanings, you will likely agree the candidates are correct to place an emphasis on business, in general, and small business, in particular. They are tapping into what has long been true – that small businesses can play a vital role in the economic prosperity of local, state and national economies.

What makes a small business successful and allows it to have a positive impact on the economy is a complex question. One thing that is crucial to the success of a small business is its ability to offer a product or service that is seen as being of value. This can be seen in the Rider alumni-owned businesses highlighted throughout this issue. They cover a wide range of industries, but I'm sure each owner would tell you that in order to survive, they had to be innovative and seek new ways to meet the needs of their consumers.

A small business that does not offer value will lose its position in the market. Providing value requires them to be creative. In many ways, this is no different than what is required of a university, or

for that matter, what is required of the College of Business Administration. We have many consumers, but none more important than our students. In order to effectively serve them, we recognize the need to continually innovate and provide curricular and co-curricular offerings that develop their knowledge and skills in ways that add value to them and the community they will enter upon graduation.

“A small business that does not offer value will lose its position in the market. Providing value requires them to be creative. In many ways, this is no different than what is required of a university.”

Like Rider, the College of Business Administration is a well-established leader in its market. It's a position that can't be taken for granted, which is why we constantly seek ways to train our students to think creatively and emphasize innovation in contributing to their organizations. We apply this approach to all students whether they pursue careers in small, medium or large organizations. This approach with our Center for Entrepreneurial Studies has resulted in numerous regional and national awards for our students. While we consider the path forward for the College of Business Administration, you can expect us to advance an innovation agenda emphasizing such things as new academic programs, international partnerships, co-ops and

internships, online and mobile learning, and service to the community.

As the College of Business Administration charts its vision for the future, much like a small business, we recognize the need to shape it through these innovations. In so doing, we increase the value of the student experience and bolster the value of a Rider degree.

Ultimately, I think it's important to remember that as the economy continues

to recover, it will in part be redefined by the small businesses that discover new and distinct ways to meet the needs of consumers. These advances will shape the way forward in the new economy and will contribute to its recovery. Throughout our nation's history, for all its ups and downs, our economy has been defined and redefined by imaginative innovation. It's something that has made our nation great. As we prepare to witness the next great American comeback, I am convinced innovation will again be the path forward and that small business will be right there, helping to lead the way.

Dr. Steven Lorenzet is the dean of the College of Business Administration, and also serves as a professor of Human Resource Management. ■



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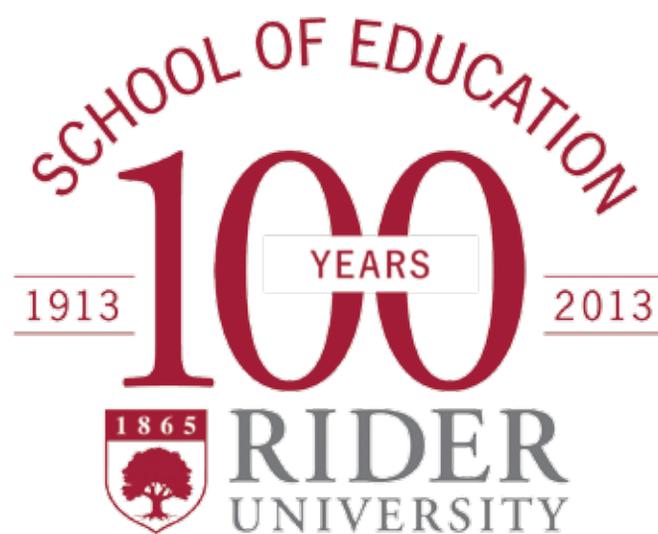
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