



## Direct Communication

Communication from the  
Director of  
the School of Business

### *The Cuban-American CPA Association awards Scholarships to MDC Students*

The Cuban-American CPAs Association, Inc. has awarded \$11,000 in scholarships to the following MDC students:

Orestes Bercande, Kendall Campus  
Arleny Ibanez, North Campus  
Yamile Plasencia-Diaz, Kendall Campus  
Larry Ramos, Kendall Campus  
Ana San Cesario, Kendall Campus

Students were recognized at an awards dinner on Wednesday, November 28, 2007 at the Westin Colonnade Hotel in Coral Gables. The current president of the Association, Mr. Jose R. Gomez, is an alumnus of MDC and a former accounting student of Prof. Blanca Ortega. Prof. Ortega, a member of the Association, acted as consultant for the scholarship committee and was in attendance to congratulate the students and lend her support.

We salute our students for their outstanding achievements!

### *FIU College of Accounting Student Orientation*

The FIU Accounting faculty and admission staff conducted a college wide videoconference, live from the North Campus, on November 7th. Moderated by Prof. Martha Cavalaris, the purpose of the student orientation was to provide information and answer questions about the admission requirements and process, including preparation for the Accounting entrance exam, at Florida International University, College of Accounting.



Prof. Manuel Dieguez, MSM, CPA, *at left*, is Associate Director of FIU School of Accounting

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Issue 33

Enriching business, one learner a at time

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#### Quote of the Week:

*"A teacher affects eternity; he can never tell where his influence stops."*

*Henry Brooks Adams*

## *School of Business Highlights*

Dr. Ana Cruz was appointed to serve on the Executive Committee of the National Academy of Finance in Miami-Dade County. Ms. Connie Laguna, CFT Executive Director, is the Vice-Chair of the Academy.

Dr. Stephanie Etter was appointed to serve on the South Florida Workforce Investment Board (SFWIB) for Miami-Dade and Monroe counties. The SFWIB is charged with establishing and approving budget priorities, developing local plans, evaluating proposals, approving funding, and conducting strategic planning and policy development.

Prof. Barbara Rosenthal's Principles of Marketing class developed an advertising campaign for the MDC Director of Enrollment. The students may have their ad used by the College to persuade academically-prepared high school students to attend MDC as freshmen. Their formal presentation took place on December 11th at the Kendall Campus.

The Business Department at Wolfson Campus has been awarded a grant in the amount of \$20,000 by the Citigroup Foundation to run the Minority Business Capacity Development Program, a training program for small business owners, in designated geographical areas of Miami-Dade County, to skillfully run their businesses more efficiently and effectively.

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### *Classroom Happenings*

#### **Travel & Tourism Program Hosts Local Travel Agent.**

Ms. Dolores Samms, Master Cruise Counselor of De Dee Travel, Inc., visited the Travel Agency Operations class at the North Campus on November 8<sup>th</sup>. Ms. Samms is also the regional director of the Outside Sales Support Network (OSSN) for Broward and Miami-



Dade counties. The OSSN represents and supports travel agents by providing training, educational programs, networking communication platforms and overall support for the success of their business in today's new travel environment. Prof. Joan Ferrante of Travel and Tourism remarked, "the information provided by OSSN will be beneficial to entrepreneurial students wishing to start their own travel agency businesses."

#### **Business Department at Wolfson Campus Hosted International Students.**

A group of twelve international students led by Prof. Dionne Hugh-Sam of Education First visited Prof. Jeff Foran's microeconomics class. Visitors to the Wolfson campus hailed from Denmark, France, Germany, Italy, France, Surinam, and Sweden. MDC students enhanced the cultural diversity of the gathering having backgrounds that included Argentina, Cuba, Ecuador, Haiti, Peru, and Puerto Rico. Prof. Foran reflected: "Only at MDC is it so likely to bring together students from so many places. In a group of no more than 25, we see students from no less than a dozen countries."



#### **A Family Success Story at North Campus.**

On October 8, 2007, Mr. Jesus Capo, Chief Financial Officer of El Dorado Furniture, visited the North Campus and spoke to the students about his father's challenges and setbacks when he started the family business. Mr. Capo discussed his role in the company and provided insights on managing a family-owned business. El Dorado Furniture is one of the most successful businesses in South Florida today.

Our thanks to Prof. Julio Borges who made all the arrangements for Mr. Capo's visit to the North Campus.



## ***School of Business partners with IRS and the Florida Society of Enrolled Agent to sponsor Tax Seminars***

Miami Dade College and the School of Business held two Florida Tax Practitioner Seminars for 2007 at both the Kendall and the Wolfson campuses. The seminars, approved by the Florida Department of Business and Professional Regulation (DBPR) are designed to provide knowledge and continuing professional education credits in the Technical Business category for certified public accountants, enrolled agents, and tax return preparers. Seminar topics included: Cobra, Retirement Plans, Overview of the 2007 Income Tax Law Changes, Appeals on Tax Dispute, and Taxpayer Advocacy in Action, 2007.



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## ***School of Business Helps Deliver a Message of Joy to Needy Children***



Carolina Herlle and Maria White from the School Director's office became involved with the "Angel Project," collecting stuffed animals for distribution to children residing in orphanages. They recruited the assistance of Phi Theta Kappa (PTK) Honor Society and the Student Ethics Association (SEA) from the Kendall Campus and collected more than 1,200 stuffed animals for donation. Special thanks to the students, their advisors, Prof. Stuart Williams and Ms. Jenny Stacio, and all those individuals who helped with the project by providing soft, cuddly companions that children could "snuggle up with".

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## ***MDC Expands Export Training Program to Tampa & Jacksonville***

The US Foreign Agricultural Service and the Southern United States Trade Association (SUSTA) have renewed the *Minority Export Training Program* grant.


This unique program, which is housed in the Business Department at the Wolfson Campus, trains agricultural firms (food growers, manufacturers, processors and/or ornamental horticulture producers) to sell outside the US. The renewed grant in the amount of \$103,565 takes the program from Miami-Dade and Broward counties to agricultural firms throughout Florida. MDC will use distance education capabilities to provide seminars to participants in Tampa, Tarpon Springs, Atlantic Beach, Jacksonville and South Florida.

Steve Colyer, Program Director, noted, "MDC will expand its brand outside of our Miami-home with this unique agricultural export support program."

Both Steve and the program have been highlighted in the Miami Herald. You can read the story at: [http://www.miamiherald.com/business/small\\_business/story/288938.html](http://www.miamiherald.com/business/small_business/story/288938.html)

## *2008 IRS/MDC Volunteer Income Tax Assistance (VITA) Centers*

For the fifteenth consecutive year, Miami Dade College School of Business administrators, faculty and staff have joined forces to assist our community by preparing income tax returns for elderly and under privileged individuals in South Florida. Our seven VITA centers are located at:

<p><b>Carrie P. Meek Entrepreneurial Education Center (EEC)</b> Room 1201-1 Saturdays, February 9<sup>th</sup> to April 12th 9:00 a.m. to 12:00 p.m. (305) 237-1199 <b>VITA Coordinators: Teddie Laing; Geoffrey Danzig</b></p>	<p><b>Hialeah Campus</b> Lobby of the main classroom building Tuesdays, February 5<sup>th</sup> to April 8<sup>th</sup> 4:00 p.m. to 7:00 p.m. (305) 237-1199 Languages: English and Spanish. <b>VITA Coordinator: Julio Borges</b></p>
<p><b>Homestead Campus</b> Room B-122 Tuesdays &amp; Thursdays, February 12th to April 10<sup>th</sup> 6:00 p.m. to 9:00 p.m. (305) 237-5143 Languages: English and Spanish. <b>VITA Coordinator: José Luis Hortensi</b></p>	<p><b>InterAmerican Campus</b> Room 3207 Tuesdays, February 5<sup>th</sup> to April 8<sup>th</sup> 3:00 p.m. to 6:00 p.m. (305) 237-6484 <b>VITA Coordinator: Isabel Lopez</b></p>
<p><b>Kendall Campus</b> Room 6319-39 Monday - Thursday, February 12th - April 8th (305) 237-2283 <b>VITA Coordinator: Colleen Chung</b></p>	<p><b>North Campus</b> Computer Courtyard, Room 2201 Tues- days, February 5<sup>th</sup> to April 8<sup>th</sup> 4:00 p.m. to 7:00 p.m. (305) 237-1199 Languages: English, Spanish and Creole <b>VITA Coordinators: Julio Borges, Lakialeon Turner</b></p>
<p><b>Wolfson Campus</b> ETCOTA Center, Room 7109 Saturdays, February 9<sup>th</sup> to April 12th 9:00 a.m. to 12:00 p.m. (305) 237-3151 Languages: English, Spanish and Creole <b>VITA Coordinators: Christine Balmori; Ana M. Cruz</b></p>	

## *Happenings on the Horizon*

Feb. 29 | PodCasting Conference, Room K413, Kendall Campus — Hosted by the School of Business

Mar. 6 | Conference Day, Kendall Campus

Mar. 14 | FIU Day, FIU

Apr. 4 | Hispanic Business Women Leaders Event, Nordstrom, Merrick Park, Coral Gables. By invitation only. — Hosted by the School of Business

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## *School of Business Advisory Committee*

Please join us in extending a warm welcome to our newest School of Business Advisory Committee members:

- Ms. Barbara Carr, Vice President, Miami Leadership Office, State Farm Insurance
- Ms. Lillian J. Cosio, Financial Services Professional, New York Life Insurance
- Mr. Juan Del Busto, Vice President & Branch Manager, Federal Reserve Bank of Atlanta, Miami Branch
- Ms. Alice Horn, Executive Director, NFTE South Florida
- Dr. Craig Wilson, President & CEO, Starworks Interactive, Inc.
- Ms. Jeanne Westphal, Director, Hospitality Institute

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## *Thank You for Your Input*

Were you a part of, or do you know of, an event that will benefit the School of Business family?  
If so, please feel free to contact us directly at 305-237-0620.

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