



# Direct Communication

Communication from the Director of the School of Business

**INSIDE THIS ISSUE:**

DeLoitte Visits MDC	2
Homestead Hybrid Course	2
Small Business Expo	2
New Chair at InterAmerican	2
Soldier in Iraq	3
USDA Program	3
Student Writes Letter	3
Faculty & Staff Highlights	4
Speaker Series	4
Business Highlights	5
Happenings on the Horizon	5
Evening with the Fulbright	6
Entrepreneurship Program	6

## International Agreement will create MDC's first A.S. Program Overseas

Dr. Eduardo Padrón and Dr. Ridha M. Al-Khayyat, Director of Kuwait's Institute for Banking Studies, recently signed a memo of understanding to begin formal negotiations to create the College's first international campus, offering an

Associate in Science degree in financial services with a specialization in banking.

MDC's School of Business is collaborating with our partners at the Center for Financial Training (CFT) in the development of the proposed



curriculum, which will be supplemented with courses on Kuwaiti legal and banking industry requirements.

## Kendall and North Phi Beta Lambda Students Win Big

Phi Beta Lambda (PBL) students representing the Kendall and North Campuses attended the PBL District V Conference in Davie, Florida on February 21, 2009, competing against other PBL chapters from FIU, Northwood University, Broward College, and Palm Beach Community College.

The competition was a success for both campuses:

North Campus had four 1<sup>st</sup> place, two 2<sup>nd</sup> place, and two 3<sup>rd</sup> place winners.

Kendall Campus had eight 1<sup>st</sup> place, eight 2<sup>nd</sup> place, and five 3<sup>rd</sup> place winners.

Select members will compete at the upcoming State Leadership Conference (SLC) in Tampa on March 19 through the 22nd. First and Second place winners may be eligible to continue

on to Nationals in Anaheim, CA this summer.

Special thanks to the PBL advisors for Kendall Campus, Professors Maria Mari, Ana Cierieszko, and Barbara Rosenthal; North

campus, both of whom took 1<sup>st</sup> place medals.

The student travel was made possible by the fundraising efforts of our students and the



Campus advisors, Professors Ana Corrales and Rene Choy; and Dr. Charles Cox from the Social Science Department at Kendall for his assistance in training the Future Business Teacher and Future Business Executive competi-

ting support of the Office of Student Life. A special thanks to Student Life for their continuous support of our PBL students and their endeavors. Our students' PBL experience is enriched by opportunities provided by Student Life.

**Please**  
**Remind your Students that Summer Registration is underway.**  
**Courses will fill up quickly!**

## Deloitte Visits the Kendall Campus

One of the leading financial companies in the world came to Miami Dade College Kendall Campus on January 28, 2009 to speak with top students majoring in accounting, economics and engineering about student leadership programs, internships, and career opportunities at Deloitte.

Three junior executives addressed the crowd of students and spoke of their experiences with the

firm, exploring career options, and finally a video profile offered a look inside the lives of Deloitte professionals. There was a recruiter from Deloitte's local offices in attendance as well as other Deloitte executives on hand to help answer questions.

According to one of our students, the best reason for attending was "to learn more about the qualifications they look for in a job applicant and hear about

their leadership and internship opportunities, which ultimately could lead to a career with Deloitte".

Students who submitted resumes to Deloitte are being considered for special summer programs.

The Deloitte visit to MDC is significant as it marks the first time Deloitte has recruited from a community college. Traditionally, they have recruited only from the upper division.



**Get Connected Now!**

Miami Dade College is offering **FREE** workshops to small-business owners in Miami-Dade County.

We'll teach you how to:

- Get government contracts
- Save on taxes
- Build Web sites
- Network



## Small Business Expo at Wolfson for Inner City Entrepreneurs

The Business Department at Wolfson, with sponsorship from Citigroup Foundation, will be hosting a Small Business Expo on March 12, 2009 from 10 am to 2 pm at the Wolfson Campus. The expo will be open to the public and will feature small businesses

from the community including fashion designers, restaurants, and boutiques with a variety of goods and services.

The Expo is one of the many activities the Wolfson campus is hosting as part of a grant from Citi Foundation.

## Homestead Accounting Faculty Seizing Opportunity to Offer Blended Courses

Homestead campus is successfully offering an Accounting blended course for the first time this semester. This ACG 2021 course meets once a week for face to face instruction where the class concentrates on going over homework, quizzes and answering

students' questions. They also meet online via LMS (Angel) where the students have additional resources : outlines, power points, multimedia presentations, etc. According to Professor Jose Hortensi who is teaching the course, the students get the best of both worlds "face to face traditional classroom and online settings."

The School of Business plans for additional blended courses in the fall semester.



Prof. Hortensi teaching ACG 2021 at Homestead Campus.

## School of Business Welcomes New Chairperson at InterAmerican Campus

Ms. Ebonie Raspberry has joined the MDC family as the new Chair for the CIS & Business Department at the InterAmerican Campus.

Ms. Raspberry received a Bachelors in Communication and Masters in Communication & Information Systems from Robert Morris University in Pennsylvania. Originally from the

Pittsburgh, PA area, she has over 10 years of professional experience in Information Technology, project management, training and staff development.

As Director of Information Technology for Women in Distress, Ms. Raspberry was responsible for the management of a LAN that spanned throughout Miami-Dade and

Broward counties. Prior to that she was Director of Information Technology for American Generators and Interim Assistant Director of Information Management & Technology as well as Assistant Director of Administrative Systems at Florida Memorial College.

 Miami Dade College  
School of Business

*Welcomes you to the*

**Deloitte.**

Student Information Session

Wednesday, January 28<sup>th</sup>, 2009  
12:00 PM  
Kendall Campus, 6120

## Soldier, Student now part of School of Business Family

College can be stressful for anyone, but a select few find themselves almost always with obstacles for attending school. Some may be single parents, others may be individuals recovering from injuries, and still others are individuals in distant locations away from schools they would like to attend. One such example is Mr. Juan Ramos.

While not a single parent or an individual recovering from injuries, he was in a war zone and going to college the traditional way was not possible. Online education was evolving at Miami Dade College, and Mr. Ramos was one of the select few that actually attended online classes from the battleground straight out of Iraq. Sounds of war and dispatches from the front lines were as much a part of the lesson as the course material on some days, but pursuing a degree was his motivation.

"He's a brilliant writer. He keeps my



whole class entertained with his e-mails," said Shane Gunderson, an adjunct social science professor at MDC. Juan explains that taking the classes online forced him to think and at the same time escape from the detrimental effects of the world around him. "It makes me feel as if I belong." Mr. Ramos was quoted as saying.

He now works in the office of the

School of Business Director and is continuing classes in a more traditional sense; he is an active member of both Phi Beta Lambda and the Florida Engineering Society. He competed in Battle-Bots last year and the Miami Dade College team placed fourth. While competing with PBL at Districts, he placed first in Project Management and second in Telecommunications. He will be attending the PBL State Competitions in March.

To watch the video or read the whole story, please visit:

<http://uvu.channel2.org/PublicSite/Video.aspx?id=820&skin=2>

[http://www.diverseeducation.com/artman/publish/article\\_8755.shtml](http://www.diverseeducation.com/artman/publish/article_8755.shtml)

## Free USDA Program Helps Business Generate International Sales

Miami Dade College's School of Business hosts the Minority Export Training (MET) Program to help agribusinesses generate international sales and increase their revenue and profit. Funded by a grant from the Southern United States Trade Association and USDA, it is free of cost to participants that are

accepted into the program. The program is composed of eight 3-hour sessions that highlight exporting basics, marketing research tools, access to trade shows, shipping documentation and ensuring payment.

Since 2003, 72 firms have participated in the Minority Export Train-

ing Program and are exporting more than \$50 million in ornamental horticulture and food products. For more information, contact [Steve Colyer](#), Director of Minority Export Training Program, at (305) 237-7490 or visit:

[www.mdc.edu/SUSTA](http://www.mdc.edu/SUSTA)



## Student Thanks Retired Accounting Professor for his Mentorship

Dr. Ben Sadler, retired accounting professor from the Wolfson Campus, was recently contacted by one of his former students, Mr. Hernan Perez, who is currently on an academic scholarship at the University of Miami. In a very touching letter, Mr. Perez expressed his gratitude to Prof. Sadler for his assistance and sup-

port while he was a student at MDC. He cites in his letter, "Before I ramble on, I'll summarize by saying that it was that first accounting class that I took with you that got me on track to what I'm sure will be a long fulfilling career."

Special thanks to Dr. Sadler for his life-long dedication to our students and commit-

ment to education excellence. Dr. Sadler continues to teach for the School of Business on a part time basis.

Many faculty of the School of Business report receiving letters like this one, a constant reminder of the impact we can have on our students' lives.

"It is not because things are difficult that we do not dare; It is because we do not dare that they are difficult."

-Seneca

## Faculty/Staff Highlights

**“If a man neglects education, he walks lame to the end of his life.”**

*Plato*

Dr. Ana Cruz was interviewed in *Cadena Azul*, during the local radio show *Comunidades en Acción*. A former Accounting Professor and CPA, Dr. Cruz discussed the new tax laws and our Volunteer Income Tax Assistance (VITA) Centers sponsored by the School of Business in partnership with the Internal Revenue Service. She has been invited back as a guest in March.

Ms. Shelly Fano will serve as a judge in the Miami Herald's Silver Knight Competition for the Technical Vocational category for the fourth consecutive year.

Adjunct professor Isabel Fernandez with the Hospitality Management program was invited to serve as a

judge for the annual M-DCPS sponsored Outstanding School Volunteer and Exemplary Dade Partners Community Awards. Her participation as a judge will serve to distinguish the best and most deserving volunteers in our community.

Dr. Gail Hawks was a reader/evaluator for the 6<sup>th</sup> District Federal Reserve Bank, Miami Branch “Teacher Lesson Plan” contest for local educators on February 11, 2009. On January 16<sup>th</sup> she attended an all-day seminar at the Miami Branch Bank of the 6<sup>th</sup> District Federal Reserve System on “The Functions and Responsibilities of the Federal Reserve System”.

Prof. Christine Balmori has

been selected as web developer for MTB 1103.

Prof. Colleen Chung was named to the Board of Directors of the Florida Association of Accounting Educators (FAAE).

Prof. Isabel Fernandez, Ms. Shelly Fano, and Mr. Bryan Quadros of the Hospitality Management Program coordinated the Kooky Cookie Contest on Conference Day.

Prof. Barbara Rosenthal was recognized as the *UFMDC Member of the Year* by the United Faculty of Miami Dade College at the annual meeting on Conference Day.

“Those who can, do. Those who can do more, volunteer.” ~Author Unknown

## North, Hialeah and EEC Celebrate Entrepreneurship & Black History with Speaker Series

The Business Programs of North, Hialeah and the Meek Entrepreneurial Education Center (EEC) actively celebrated National Entrepreneurship Week by hosting a series of professional speakers during the month of February.

Mr. Norman Braman, President & CEO of Braman Management Association, spoke to the students at the North Campus on Wednesday, February 11<sup>th</sup>

Mr. Kenneth Rader, CEO of The Cereal Bowl Restaurant, was at the Hialeah Campus on February 23<sup>rd</sup>.

Mr. David L. Wilson, President of DLW Enterprise and Equifinancial LLC addressed students on February 24<sup>th</sup> at the Carrie P. Meek Entrepreneurial Education

Center.

Mr. Luis Weiss, retired business executive, spoke to Prof. Julio Borges' Principles of Business classes on February 25<sup>th</sup> and 27<sup>th</sup>.

The Business Department at the North Campus celebrated Black History Month by featuring guest speaker Anita F. Taylor on Thursday, February 12<sup>th</sup> at the Lehman Theater. Ms. Taylor is the first African-American female city manager in Broward County's history. Ms. Taylor, a Florida native and University of Florida graduate, discussed her career path, her civic responsibilities, and shared her insight on how to achieve success.



Anita F. Taylor

## School of Business Highlights

The Kendall Campus marketing class of Professor Barbara Rosenthal was invited to present their original marketing campaigns before the MDC Board of Trustees on February 17, 2009.



*Dr. Gray and Prof. Rosenthal with marketing students at the Board of Trustees meeting.*

The Asociación de Contadores has awarded \$1000 scholarships to Mr. Rafael Saldana and Ms. Veronica Bolivar, both are accounting students at the Wolfson Campus. Dr. Ana Cruz attended the awards luncheon with them on Sunday, February 22<sup>nd</sup>.

Visiting Hospitality Management students from Tianjin Professional College conducted a presentation at MDC Conference Day regarding what it is like to study in America.

The Hospitality Management Program Student Club and students from the program are volunteering to man the Guest Service Desk at the Royal Palm Hotel for the Miami International Film Festival from March 6th through March 15th.

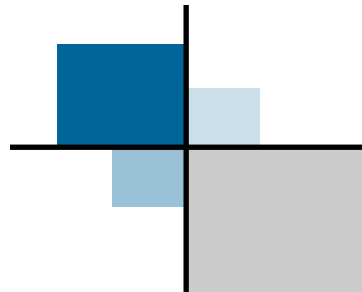
Professor Ketley Pierre's Food and Beverage Management class served a continental breakfast at our February 2009 Advisory Board meeting.



*Fruit display by Hospitality Management students under the direction of professor Chef Ketley Pierre.*

The State Board of Education approved the **BAS in Supervision and Management** on January 21, 2009. Dr. Etter extends congratulations and thanks to the committee members for their collaboration and contributions to the proposal.

The School of Business had the honor of hosting Professor Donna Duffey of Johnson Community College, Kansas, as a guest speaker on conference day. Ms. Duffey is well known nationally for her work in entrepreneurship education and spoke about the integration of the entrepreneurship curriculum across disciplines. **Special thanks to Steve Colyer** for coordinating her visit and for championing the entire entrepreneurship discussion surrounding conference day.



## Happenings on the Horizon

Mar. 12 | Small Business Expo, Wolfson Campus

Mar. 13 | MDC/FIU Day

Mar. 16 | Fulbright Lecture, InterAmerican

Mar. 23 | Evening with Fulbright Scholar, by invitation

Mar. 27 | Relay for Life, Kendall Campus

April 21 | Business Plan Competition, Wolfson

April 18 | Financial Summit sponsored by PBL, Kendall

## Shelly Fano Named Vice Chairperson of the Visitor Industry Council



Ms. Shelly Fano, Director of the Hospitality Management Program, was recently elected Vice Chairperson of the Visitor Industry Council (VIC) of the Greater Miami Convention and Visitors Bureau.

Ms. Fano adds this prestigious honor to her long list of impressive titles, includ-

ing her role as Chairperson for the Miami-Dade County Sister Cities Coordinating Council and her position with the Miami Dade County Expressway Authority just to name a few.

We are confident that the VIC will benefit from her leadership and expertise.

## An Evening with the Fulbright Planned

On March 23rd, Prof. Huang Lei, "Harry," will present a discussion on "Chinese Economic Reform and its Relationship to the American Economy" to the business community of Miami-Dade County. Sponsored in part by Deloitte

and Holland + Knight, the invitation only event being held at the offices of Holland + Knight is intended for those in the local business community who conduct or plan to conduct business in China.

## Miami-Dade Tour Guide Certification Awards

North Campus Travel & Tourism students who successfully completed the Miami-Dade Tour Guide Certification Course were awarded their certificates and badges at a graduation

ceremony that took place over the semester break at Greater Miami Convention and Visitors Bureau (GMCVB) Headquarters. The badges certify that these guides possess detailed knowl-

edge of Greater Miami's history and will adhere to the highest standards of Tour Guiding. We wish our students success in their careers in travel and tourism.

## Entrepreneurship Program Building a Presence at MDC

The entrepreneurship college credit certificate program is seeing some early success. While the program was started only one year ago, we have had more than a dozen students earn the certificate. Teddie Laing at the North campus has been the consistent champion of the program and has been successful offering it as a dual enrollment program. The MEEK EEC also leads the way in building the program.

Our entrepreneurship program is still young, but we are making every effort to ensure its success. This past semester three full time faculty and three adjunct professors completed the NFTE University training for entrepreneurship education. This was funded by a Coleman Foundation grant. The School of Business recently received another grant, this time from the Hughes Foundation, to fund an awareness campaign for our entrepreneurship program.

## Students in the Press

Phi Beta Lambda students from Kendall Campus were interviewed by Miami Herald Reporter Nirva Shah on March 4th regarding their view of the current stock market. The full story can be found at: <http://www.miamiherald.com/103/story/933177.html>.



PBL members are shown wearing the trademark PBL Kendall Chapter t-shirt.

At Conference Day the School of Business engaged faculty and staff from the Hospitality Management Program, Arts, Biology and Entertainment programs in a presentation and discussion about adding the entrepreneurship program to their courses of study. This discussion was led by Donna Duffey, a nationally recognized champion of entrepreneurship education from Johnson County Community College in Kansas. The conference day presentation also consisted of a panel, moderated by the School of Business' own Steve Colyer and included Stephanie Etter, Leigh Toney of the EEC, Alice Horn of the National Foundation for the Teaching of Entrepreneurship and Nicki Brisson of Miami-Dade County Public Schools.