

News•Briefs

YOUNGSTOWN STATE UNIVERSITY

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Featured in this week's YSU News Briefs:

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- WCBA plans several events for Entrepreneurship Week
- 'Bridges Out of Poverty' for college students
- YSU Board of Trustees sets meetings

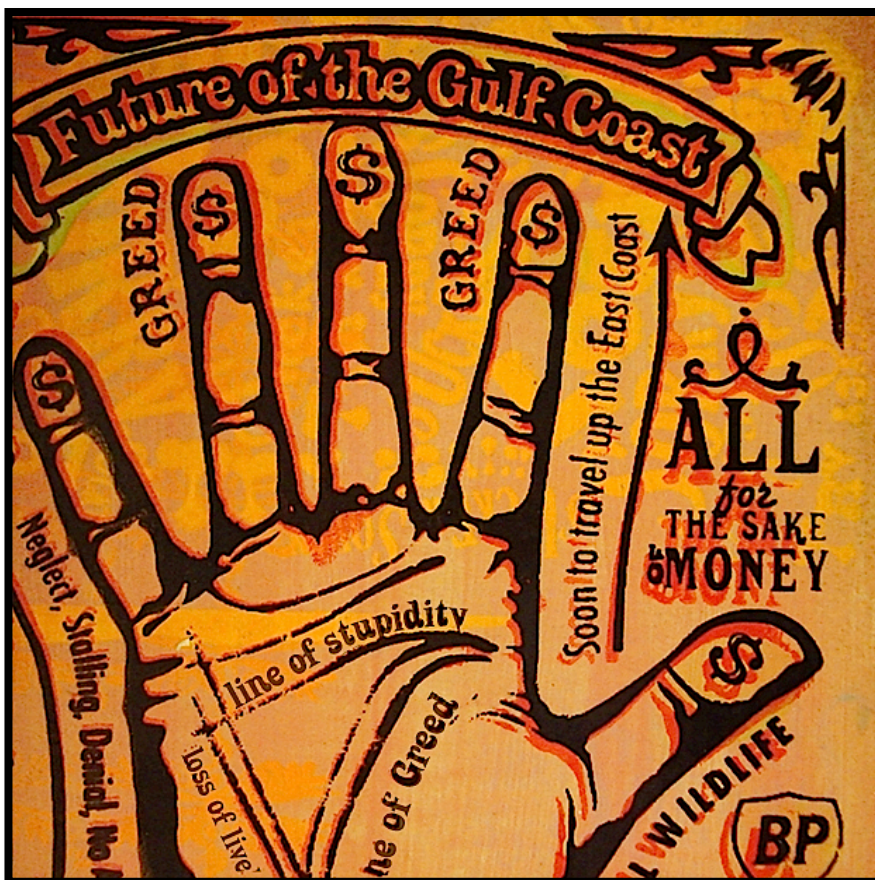
Calendar

Tuesday, Feb. 15, 7:30 p.m. "Images of Youngstown: Landscapes in Film and Literature," a lecture by Derrick Jones, filmmaker and instructor at Bowling Green State University, will be held in the Ohio Room of Kilcawley Center. The lecture is part of the YSU African American History Month Celebration.

Wednesday, Feb. 16, 12:15 p.m. The Dana School of Music's Tuba/Euphonium Studio performs a free Music at Noon concert in the Butler Institute of American Art.

Thursday, Feb. 17. YSU's College of Science, Technology, Engineering and Mathematics hosts the annual STEM College Awards Dinner in the DeBartolo Stadium Club at YSU's Stambaugh Stadium. The event honors distinguished alumni, educators and community leaders. Reception begins at **6 p.m.**, followed by dinner and awards program at **7 p.m.** For more information, contact stem.dean@ysu.edu.

Saturday, Feb. 19. REUNION, a major exhibition by former YSU art students, opens in the McDonough Museum of Art on the YSU campus. The exhibit celebrates the museum's 20th anniversary. The show includes works from art professors to photographers, painters, jewelers, animators, to sculptors and those who run their own design houses and galleries. The museum is open



Freak Show Tiles by Ilena Finocchi, a 1991 YSU art graduate, is among the pieces that make up REUNION, a major exhibition of works by former YSU art students in the McDonough Museum of Art on the YSU campus. The show, which opens Saturday, Feb. 19, is part of the 20th anniversary celebration of the museum.

Tuesdays through Saturdays, 11 a.m. to 4 p.m. Admission is free. For more information, call 330-941-1400 or visit <http://mcdonoughmuseum.ysu.edu>.

Saturday, Feb. 19, 10 a.m. to 3 p.m. YSU's Volunteer Income Tax Assistance program holds another session in Williamson Hall. VITA offers free tax assistance and gives hands-on experience to business students. To make an appointment or to receive additional information, call 330-941-2507.

Saturday, Feb. 19, 6 p.m. The YSU women's tennis squad plays St. Bonaventure at the Boardman Tennis Center. The men and women teams then take on Saint Francis (Pa.) at **8 a.m. Sunday, Feb. 20**, also at the Boardman Tennis Center.



Saturday, Feb. 19, 7:05 p.m. YSU Penguins men's basketball team takes on Bowling Green in the ESPNU-Sears BracketBuster in Beeghly Center.

WCBA gets \$188K for Emerging Markets Initiative

Youngstown State University's Emerging Markets Initiative, designed to help students and Mahoning Valley businesses learn about and take advantage of opportunities in growing overseas markets, has received an \$188,000 federal grant to continue and expand the project.

With this award, the EMI has received three grants from the U.S. Department of Education over the past five years totaling nearly \$550,000.

"This grant further cements YSU's and the Williamson College of Business Administration's leadership role in international business in northeast Ohio," said Betty Jo Licata, dean of WCBA, which operates the EMI.



Rangamohan Eunni

Started in 2005, EMI is part of the YSU Center of Excellence in International Business, which also includes the Williamson Center of International Business and the Ohio Small Business Development Center at YSU.

"The Emerging Markets Initiative is a perfect example of the university's and the college's mission to serve students and the local community," said Rangamohan Eunni, associate professor of Management and co-director of the Emerging Markets Initiative.

"The EMI provides the education and resources needed for our students and businesses to succeed in the ever-changing 21st century global business environment."

EMI is designed to internationalize the WCBA's curriculum, enhance the international knowledge and competencies of students and faculty, and educate the Mahoning Valley business community

about opportunities for international trade in emerging markets.

Eunni said the current focus of EMI is a group of fast-growing emerging economies called the BRICs – Brazil, Russia, India and China. The BRIC economies together are forecast to become larger than the G-6 economies in less than 40 years, he said.

"These trends are important for the United States, and especially so to Mahoning Valley," Eunni said.

While Ohio is the seventh largest exporting state in the United States, accounting for over \$45 billion in exports, the Mahoning Valley's share is less than 1 percent, Eunni said. Excluding Canada and Mexico, Brazil and China account for the largest share of exports from Ohio, and together with India and Russia represent 20 percent of Ohio's total exports.

"The message is thus clear – targeting the BRICs is the way to go for Mahoning Valley to partake in the benefits from international expansion," Eunni said.

Among the activities of the YSU Emerging Markets Initiative:

- Seminars for the local business community to learn about the importance of exploring opportunities in the BRIC economies.
- A new course on International Business Consulting that provides hands-on consulting experience to undergraduate business majors while working with and assisting businesses in the region to develop international expansion plans.
- Educational tours for students to China and India in the next two years. The study trips will be led by YSU faculty and will also include teachers from area high schools and community colleges in the Mahoning Valley region.
- Plans to introduce two foreign language courses – Business Chinese and Business Hindi – emphasizing practical aspects of oral business communication. The courses, delivered in short duration format (6 weeks) on Saturdays, will be open to YSU students as well as interested area businesspersons.

EMI's community partners include the Ohio State Governor's Regional Office, Ohio Department of Development's International Trade Division, Northeast Ohio Trade and Economic Consortium (NEOTEC), Mahoning County Commissioners Office, the Youngstown/Warren Regional Chamber, area high schools and women's professional organizations.

In 2007, the state of Ohio honored EMI with the Governor's *Excellence in Exporting Award*, given annually to Ohio companies and organizations that have demonstrated outstanding performance in exporting or heightened awareness of exporting as a vital component of the state's economy. YSU's WCBA was the only educational institution to receive the honor. EMI was also recently commended by the Association to Advance Collegiate Schools of Business as a "Best Practice" fit for emulation by other business schools.

Parker Hannifin engineer featured at 'Women' workshop

Lori Ardeno Martinelli, technology development manager at Parker Hannifin Corp., will be the keynote speaker at the 14th annual Women in Science and Engineering Career Workshop at Youngstown State University on Saturday, March 5, from 8:30 a.m. to 2:30 p.m.

The free workshop, held in Kilcawley Center on the YSU campus, is designed to expose young women to career opportunities in science and technology and is open to all middle and high school girls from Mahoning and Trumbull counties and western Pennsylvania.

Panel discussions will be held in the morning, followed in the afternoon by hands-on activities and demonstrations on topics in biology, chemistry, engineering, forensics and physical therapy. Parents will have the opportunity to receive college planning and financial aid information or take a campus tour during the workshop.



Parker Hannifin Corp. is a global Fortune 300 company specializing in hydraulic components for motion and control technologies and machinery. Martinelli received an associate degree in applied

science of engineering and a bachelor's degree in industrial engineering technology from Kent State University. She went on to earn a master's degree at Kettering University in manufacturing operations with certification in lean manufacturing.

At Parker Hannifin in Cleveland, Martinelli specializes in lean manufacturing, a production practice that focuses on waste reduction and customer value improvement. She is also trained in Six Sigma, a business management strategy that improves product quality by eliminating defects and minimizing variability in production processes. Responsible for new product development globally in industrial, mobile and marine markets, Martinelli has helped developed a fan drive motor, a track drive motor and motors designed to assist in offshore drilling. She has also managed projects to develop energy-recovery wind turbines used in the development of green energy sources. In addition to discussing her work at Parker Hannifin, Martinelli will discuss her role as a member of the Advisory Council for the Oh WOW! Children's Center for Science and Technology, opening soon in Youngstown.

The workshop is free to all students. Registration must be submitted by March 3. For online registration forms and more information, visit www.ysu.edu/WIS. To receive a registration form in the mail, contact Diana Fagan at 330-941-1554 or dlfagain@ysu.edu.

WCBA plans several events for Entrepreneurship Week

Youngstown State University's Williamson College of Business Administration celebrates National Entrepreneurship Week next week with a series of special events for students, faculty and the business community.

Monday, Feb. 21, 5:30 p.m. to 8:30 p.m. The Ohio Small Business Development Center at YSU hosts a "Business Start-Up Basics" seminar from in Room 3415 in Williamson Hall. The seminar is for those who have never owned a business. There is a \$10 registration fee. Seating is limited. Reservations are required and can be made by contacting Rosie Sulik at 330-941-2140 or rsulik@ysu.edu.

Tuesday, Feb. 22, 5:30 to 8:30 p.m. Dinner and panel discussion titled "Women Entrepreneurs: Increase Your Possibilities in Today's World: Leveraging Human Talent" in the DeBartolo Stadium Club at Stambaugh Stadium. Panelists include Lisa Marcucci, owner, Premier HR Services; Denise Carissimo, HR Specialist, One Health Ohio; and Jacob Breland, Ph.D., assistant professor, YSU Department of Management. Cost is \$15. The event is sponsored by WCBA, the Emerging Markets Initiative, the Partners for Workplace Diversity, and the Youngstown Business & Professional Women. To register call the Department of Management at 330-941-7181.

Wednesday, Feb. 23, noon to 2 p.m. WCBA's Monus Entrepreneurship Center and SIFE (Students in Free Enterprise) chapter host a speaker series titled "Community Building through Entrepreneurship." The event is intended to create a shared focus among students, faculty and the Youngstown community on the role that entrepreneurship plays in community revitalization and economic development. The event is free and open to the public and will take place in room 3422 in the Williamson Hall. Featured speakers include:

- Tyler Clark, chief imagination officer at the Youngstown Business Incubator, founder of Tyler Clark Consulting and a frequent speaker on business intelligence, e-commerce, search engine optimization and social media.

- Patrick Gaughan, J.D. M.B.A. Instructor of Entrepreneurship WCBA, business community liaison for the YSU School of Graduate Studies, vice president and secretary of the YSU Research Foundation and co-founder of Garden Club Angels of Youngstown
- Phil Kidd, community organizer for Mahoning Valley Organizing Collaborative, founder of Defend Youngstown, class of 2008 Leadership Mahoning Valley graduate and a participant in the Class of 2009 Mahoning Valley Government Leadership Academy. He is also a two time “Top 40 Under 40” recipient, receiving recognition as “Most Valuable Professional” in 2008 and was named a “Champion of Change” in the Valley by WYTV Channel 33.
- Liberty Merrill, program coordinator for the Youngstown Neighborhood Development Corporation. Liberty manages and implements the daily operation of the Lots of Green, Market Gardener Training and Healthy Food Access programs.



Patrick Gaughan

For information on the SIFE event, contact Donna Walsh, program director, Monus Entrepreneurship Center, at dmwalsh@ysu.edu or 330-941-3385.

Friday, Feb. 25, 10:30 a.m. to 12:30 p.m. The Small Business Administration and Ohio Small Business Development Center at YSU hold a loan seminar in Room 3415 in Williamson Hall. Tom Sangrik, SBA lender relations/economic development officer, covers major topics on the jobs act bill, loan programs and SBA services. Featured guest speaker is Charlie Staples, owner of Charlie Staples Bar-B-Q. Seating is limited. Reservations are required and can be made by calling Rosie Sulik at the SBDC at 330-941-2140 or rsulik@ysu.edu.

‘Bridges Out of Poverty’ for college students



Terrell Wesley

When junior Terrell Wesley enrolled at Youngstown State University in 2007, he found himself in the position many college students face when living on their own for the first time: broke, stressed and slightly nauseated by the sight of an Easy Mac container or the words “comprehensive final.”

For Wesley, coming from an under-resourced background made his educational experience even harder. “You’re worried about your living situation on top of school. I was getting by just off loans for a while,” he said.

Fast forward three years, and the Cleveland native is now a communications major tackling Chinese. He has a campus job and works 30-hour weekends on the side. He is the president and co-founder of an organization, an active member of two others and has been named a YSU presidential mentor.

The turning point for Wesley came when he took the pilot version of the course, Investigations Into Economic Class

in America. The course, based on the book of the same name, is designed for first-generation or low-income college students and addresses issues of poverty and wealth.

“It helps students understand their societal experience and what motivates the behaviors of others. That makes coming to campus and dealing with all the hidden ‘rules’ easier,” said Karla Krodel, Metro Credit Education Outreach director, who co-authored the book and teaches the course. “Students learn the importance of understanding their situation and others, especially those who would exploit it.”

Wesley said the course gave him a working understanding of savings and budgeting, making community connections and self-education.

“I felt like I was given the tools—I had that ‘Aha!’ moment,” he said.

Wesley and eight students from the Investigations course continued taking classes centered on concepts in the book *Bridges Out of Poverty: Strategies for Professionals and Communities*, which outlines ways agencies and institutions can help people out of poverty. *Bridges* laid the groundwork for Krodel’s book and led Wesley and the eight others to start a Bridges Out of Poverty Student Union at YSU in spring 2010.

To stay committed to the concepts they were learning, the group initially formed BOPSU as a support system. The union has since grown into a vehicle members use to empower others in under-resourced backgrounds to succeed in college and beyond.

“For students just coming into YSU, we want to get them the resources that will set them up for success,” said Wesley. “There are ample resources on campus that students might not normally know about or feel comfortable using. There are loans that Financial Aid provides, mentor services, Rec Center classes and places of worship near campus.”

In the Youngstown community, BOPSU members volunteer, offer workshops and participate on the Mahoning County Bridges Steering Committee, which is made up of community leaders who also follow the *Bridges* philosophy to serve the Mahoning Valley. BOPSU officers traveled to Indianapolis this fall as well to present at the Bridges to Sustainable Communities Conference.

Wesley knows his life has changed since he started practicing the Investigations and *Bridges* concepts. He plans to study abroad in China before pursuing a master’s degree and career in international business and becoming the first in his family to graduate from college come spring 2012.

And he’s not stopping there. Wesley is already preparing for “that big gig,” a six-figure dream job he knows he’d be able to land one day.

“I have no doubt that it’ll happen,” he said.

YSU Board of Trustees sets meetings

The Youngstown State University Board of Trustees meets in the Board Meeting Room on the first floor of Tod Hall on the following schedule:

Thursday, Feb. 24. 1 p.m., Academic and Student Affairs Committee; **2 p.m.**, Ad Hoc Subcommittee on Negotiations; **3 p.m.**, Internal Relations Committee; **4 p.m.**, External Relations Committee; **5 p.m.**, Trusteeship Committee.

Tuesday, March 1. 1 p.m., Investment Subcommittee; **2 p.m.**, Audit Subcommittee; **3 p.m.**, Finance and Facilities Committee; **4 p.m.**, Executive Committee.

Friday, March 18, 3 p.m. Regular quarterly board meeting.

