



## The Women's Opportunity Center needs YOU!

Do you remember all of those skills you learned in Computer & Info Tech? Have you survived Tastle's BST class? Need to build your resume? Do you like getting involved, giving back, and sharing your knowledge? If you answered yes to any of these questions, start reworking your resume because you have a **new rewarding experience** to include... Welcome to the Women's Opportunity Center of Ithaca.

The WOC helps women and men, who have been out of the workforce some time, regain their confidence and prepare to reenter the workforce through one-on-one and group tutoring. Sessions focus on writing resumes,

cover letters, memos, and practicing interview skills. The computer lab offers scheduled classes on email, internet searches, Word, Access, and Excel. As a **volunteer** you can tutor in these sessions or can help the women dress for success through classes and with an entire dressing room of professional wear to choose from. If you have a specific area of expertise, such as in Photoshop or web design, we can arrange for you to conduct a session. The CTCs and Investment Club are already planning their group session on budgeting and smart in-

vesting.

Committing an hour a week goes a long way – spend that time answering the phone, posting fliers downtown or even design them yourself, and with one-time projects. On top of donating time, clothes and even furnishings are always needed. Whether a first year student or senior, you know how exciting it is to plan for your future; help revitalize the futures of those at the WOC. Please contact Kaitlin Regan at [kregan1@ithaca.edu](mailto:kregan1@ithaca.edu) to discuss how you can make a difference today!



## Investment Challenge Fall 2005

1st Place *The Eric Ripp Award*  
**Mike Mandy**  
(Mike and Prof. Cheng)



2nd Place *The Brian Coco Award*  
**Danny Whalen**  
(Danny and Prof. Rosenthal)



3rd Place *The Amy-Sue Fetter Hasselbaum Award*  
**Mike Tannenbaum**  
(Mike and Prof. Nowicki)



Freshman Challenge Winner  
**Eddie Watts**  
(Eddie and Prof. Lifton)

The fall 2005 Investment Challenge ended on December 2, 2005. Winners and Core Trading Consultants were



honored with a sub and soda party on December 8, 2005. Participation in this Challenge was fantastic, as many first year students joined in the competition. Spring 2006 Challenge begins February 6th.

### Inside this issue:

Community at Large	2
Peer Advisors	2
Focus on Faculty	2
Careers the Inside Story	3
School in Brief	4
College in Brief	5
Odds and Ends and Calendar	6

### Trivia for February

- **Feb. 1, 1893** - Thomas Edison completed construction of the world's first motion picture studio at the Edison Laboratories in West Orange, New Jersey. The studio was given the nickname "The Black Maria" because of its resemblance to a gigantic paddy wagon which bore the same nickname at the time. The whole studio rested on a platform which revolved to follow the sun, increasing the number of filming hours per day.
- **Feb. 13, 1867** - Johann Strauss' "Blue Danube Waltz" was first played at a public concert in Vienna, Austria.
- **Feb. 20, 1792** - President George Washington signed the Postal Service Act, stating that letters delivered up to a range of 30 miles would cost six cents to mail. Letters going up to 150 miles away cost 12-1/2 cents.

## The Community at Large

12/02/2005 - 12/04/2005

### The Trumansburg Winter Festival

Village of Trumansburg  
Trumansburg, NY 14886  
607/387-9254

Website:

<http://www.TburgFestivalofLights.com>

Fri 6-9pm; Sat. 10am-5pm; Sun 10am-5pm

A festival celebrating the holiday season. Lighting of village Christmas tree, sing-a-long, music, crafts, horse and carriage rides and dessert contest.

12/03/2005 - 12/04/2005

### Cayuga Wine Trail's Holiday Shopping Spree

All the Wineries on the Cayuga Wine

Trail

NY 1-800-684-5217

Website:

<http://www.CayugaWineTrail.com>

Sample wines and holiday treats. Take home a souvenir wineglass; collectible Cayuga Wine Trail ornament; holiday recipes; and a coupon book with savings on wine purchases and discounts for area accommodations, attractions, restaurants, and transportation. 10am-6pm. Ticket valid for both days. Advance tickets: Single \$ 25.00, Couple \$ 40.00. Tickets at the door: Single \$ 30.00, Couple \$ 45.00.

12/03/2005 - 12/04/2005

### Downtown Ithaca's Holidays Around the World

All through Downtown Ithaca

Ithaca, NY 14850

607/277-8679

Website:

<http://www.downtownithaca.com>

Enjoy cultural holiday celebrations and traditions on the Downtown Ithaca Commons.

Be sure to check out *Light in Winter* when you return for spring semester:

"Light in Winter is an annual festival of explorations in music, art and science in Ithaca, NY. Come join scientists, musicians, dancers, writers, engineers, and artists who collaborate to share their passion with diverse audiences in ways that are understandable, accessible, and exciting." For complete information, go to: <http://www.lightinwinter.com/>

## The Peer Advisor Organization and YOU

The Peer Advisors you know and love are back to business for the 2006 term. The organization, which works to ensure a smooth transition for the first year student into Ithaca College, will be managed by new Co-Chair Bonnie O'Hara and returning Co-Chair Kaitlin Regan. Also leading the group to advising success are chairs: Brittany Meier: Membership Coordinator; Jenna Moonan: Training; Christina Murphy: Activities; Joe Sterne: Recruitment; and Katelyn Roberts: Family Weekend. The organization is currently preparing for another successful year



of mentoring, socializing, executing training programs, devoting a lending hand to the Ithaca community, and creating an enjoyable and inviting atmosphere for all students. The Peer Advisors highly value professionalism, teamwork, and of course, having fun!

The Peer Advisors would like to invite YOU future business leaders to join the membership. The PA team has wonderful initiatives planned for the new year and are looking forward to enjoying

these projects with the fabulous new recruits. Whether in your second semester or planning for your senior year, please apply to be a Peer Advisor TODAY and let the good times begin!

\*Applications are available on the 4<sup>th</sup> floor of Smiddy Hall and the deadline has not ended yet, please email [icpeer-advisors@yahoo.com](mailto:icpeer-advisors@yahoo.com) for information =)



## Spotlight on Faculty: Professor Alka Bramhandkar

Prof. Bramhandkar was originally from Mumbai (formerly known as Bombay), India and received her B.Com from Bombay University. She first came to the U.S. for her MBA study at Binghamton University. During that time, she always wanted to go back to India, so she did not learn about the U.S. culture much. Prof. Bramhandkar returned to India, where she had worked for 7 years after MBA, and became the first female executive in the company. As a working woman, she felt it is easier for women to work in India because unmarried women live with their parents.



to India, she felt there were much more opportunities here. She really enjoyed the freedom, the flexibility, and the quality of life in the US. Therefore, she decided to stay and started

After having a few years of working experience, Prof. Bramhandkar decided to come to the US again to pursue her PhD degree, and this time, she took a very different approach. During her PhD study at Binghamton University, she was very open in accepting the US culture. Compared

teaching at Ithaca College School of Business in 1984.

Besides teaching, Prof. Bramhandkar loves traveling. She has been to most of the continents, such as Europe, South America, and Asia. During her sabbaticals, she also took the opportunities of teaching in Hong Kong, Singapore, and Australia. Her next destination is China because she would like to experience the one of the fast growing economies in the world.

Commercial banks are in the business of providing banking services to individuals, small businesses and large organizations. While the banking sector has been consolidating, it is worth noting that far more people are employed in the commercial banking sector than any other part of the financial services industry. Jobs in banking can be exciting and offer excellent opportunities to learn about business, interact with people and build up a clientele.

## Job Options

**Credit Analyst**—This is a common entry level job which requires that you evaluate business and consumer loan applications made to your bank. Your duties include projecting a company's future cash flow, evaluating its current financial soundness, visiting and interacting with financial people at businesses and dealing with lenders. You will learn a lot about business in this job. Your success in this job will depend on how detail-oriented you are, your knowledge of accounting and your ability to communicate.

**Loan Officer**—This is a highly desirable job in banking which involves making loans to businesses and consumers. Being a loan officer requires that you have good selling skills, an ability to understand a business and a solid understanding of how banking works. Most people in upper management at banks were once loan officers.

**Branch Manager**—You would be responsible for overseeing all activities at your branch including opening new accounts, loan origination, solving customer problems, foreign exchange and safe deposit boxes. Most importantly, you are responsible for establishing relations with customers. This job can be very satisfying, is never boring and requires you to be hands-on. Many bank managers start as tellers or customer service representatives. Key things you have for this position are customer service skills, empathy, quantitative ability, strong work ethic, organization and a solid understanding of banking. Can move up to be a market manager and

oversee branches in a market.

**Trust Officer**—In this job you would deliver trust services, financial products and advice to bank customers (often more upscale ones). This work will give you knowledge of business, investing, estate planning, taxes, probate law and will involve a lot of counseling.

**Mortgage Banker**—Your job will be to make mortgage loans to homebuyers and businesses. This involves heavy contact with real estate professionals, credit checks, and dealing with new buyers. Today, many loans are sold to other investors in the mortgage backed securities market. This job has a good future because an increasing fraction of the population is likely to buy a house in the future.

Other jobs in banking involve accounting, marketing and advertising, commercial card operations, securities transfer, wire operations, private banking, cash management services, installment loans, loan servicing, correspondent banking,

## School in Brief — Sustainability Speaker Series

On February 15, 2006, James Armstrong will be speaking on in Williams 225 from 7-8:15 pm. The title of his talk is "Marketing's Footprints: Communication with a Conscience."

Mr. Armstrong is Founder and Creative Director of Good For Business, a communications firm dedicated to helping clients capture and communicate their cause. He believes that "a business isn't a brand to be built, but a cause to be believed in." This value proposition results in creating communications that are authentic, passionate and purpose-led from which everyone can profit.



Good For Business evolved out of his 25 years in marketing, advertising and design – a career where he always noticed his passion and creativity climb a notch or two whenever he was involved in "meaningful" and "purpose-led" communications.

He's helped market everything from safe sex to banking in your pajamas and investing in third world countries. He's developed campaigns for everything from AIDS Awareness (on display in the Smithsonian), Crack (rolled out nationally at a grassroots level) illiteracy and At-Risk-Youth to World Hunger, Domestic Violence, Teen Pregnancy, Global Tolerance and

International Cooperation.

Prior to founding Good For Business, he served as Partner and Creative Director of the Sterling-Rice Group, the nation's leading integrated brand development firm and President and Creative Director of Armstrong Creative for 12 years. The recipient of over 500 awards for creativity, his work has been recognized by the Art Directors Club of New York, Communication Arts, Print, and other international peer organizations.

Mr. Armstrong received BA and graduated Phi Beta Kappa from Rockford College and has an M.A. in Poetry from University of Wisconsin. Through his "CorPoet Workshops," Jim has taught organizations how to explore, find and validate their core values and beliefs through artistic, poetic expression.

## College in Brief — International Film Festival

Ithaca College's Department of Modern Languages and Literatures will present an international film festival featuring works that represent the eight languages taught in the department. Except for "A Funny Thing Happened on the Way to the Forum," which is in English, the features are foreign language films with English subtitles. Free and open to the public, the screenings are being held to commemorate the 50th anniversary of the founding of the College's School of Humanities and Sciences, to which the modern languages and literatures department belongs.

The department offers instruction in French, Chinese, Arabic, Latin, German, Spanish, Italian, and

Hebrew.

The film schedule is listed below. All screenings will begin at 7:00 p.m. Each film will be introduced by a faculty member in the department.

**Monday, January 30:** Textor 101  
"A Very Long Engagement" ("Un Long dimanche de fiancailles")

**Tuesday, January 31:** Textor 101  
"Hero" ("Ying xiong")

**Wednesday, February 1:** Textor 103  
"Destiny" ("Al Maseer")

**Thursday, February 2:** Textor 101

"Run Lola Run" ("Lola rennt")

**Friday, February 3:** Textor 101  
The Sea Inside ("Mar adentro")

**Monday, February 6:** Textor 101  
"Cinema Paradiso" ("Nuovo Cinema Paradiso")

**Tuesday, February 7:** Textor 101  
Broken Wings ("Knafayim Shvurot")

**Wednesday, February 8:** Textor 101  
"A Funny Thing Happened on the Way to the Forum"

For more information on the film series, contact Gladys Varona-Lacey, professor and chair of modern languages and literatures, at (607) 274-1346.

**SCHOOL OF BUSINESS ITHACA COLLEGE**

430 Smiddy Hall  
Ithaca College  
Ithaca, NY 14850

**Building Professional Skills for Success**

**www.ithaca.edu/  
business/**

**Odds and Ends**

- **Investment Challenge** will begin on Feb. 6th and last until April 21st. For more information, please e-mail [icinvest@ithaca.edu](mailto:icinvest@ithaca.edu).
- **Mutual Fund for Sale by CTC** will start from now until Feb. 3rd. If you are interested, please e-mail [icinvest@ithaca.edu](mailto:icinvest@ithaca.edu) for more information.
- **Ice-cream Social**, sponsored by SIE, will be held on Feb. 12th at 4pm in IC Square. It will be \$3 for all you can eat ice-cream and toppings. The event is open to everyone.
- **Charity Poker Tournament**, sponsored by AMA, will be held on Feb 4th in Clark, Klingenstein and McDonald lounges. For information about time and ticket prices, please contact [ama@ithaca.edu](mailto:ama@ithaca.edu).
- **Portfolios for Sale by Career Connections**, contact Karen Gorewit or email Career Connections at [cc@ithaca.edu](mailto:cc@ithaca.edu). Cost is \$12.00. Great to take for Network Nights.
- **Sustainability Speaker James Armstrong** will speak about "Marketing's Footprints: Communication with a Conscience" on campus on Feb. 15. The event will take place in Williams 225 from 7pm to 8:15pm
- **Career Connections Started Recruiting New E-Board Member**, if you are interested, please contact Jenn Koo at [cc@ithaca.edu](mailto:cc@ithaca.edu) for more information.



**Happy Chinese New Year**

**Calendar**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
					SIE Application Due	AMA Charity Poker Tournament
					Last Day to P/F	
5	6	7	8	9	10	11
	Investment Challenge Begin	CTC/ICIC meeting			SIE Members Meeting	
12	13	14	15	16	17	18
SIE Ice-cream Social		CTC/ICIC meeting	Sustainability Speaker Series			
CTC Training session						
19	20	21	22	23	24	25
		CTC/ICIC meeting				
26	27	28				
		CTC/ICIC meeting				