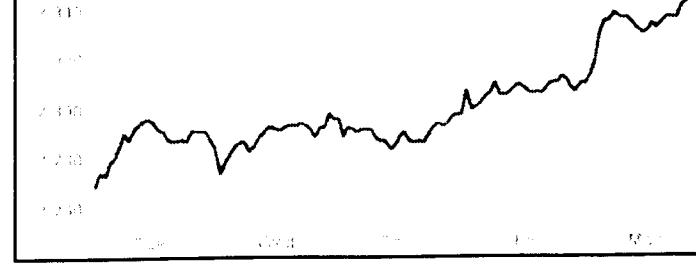
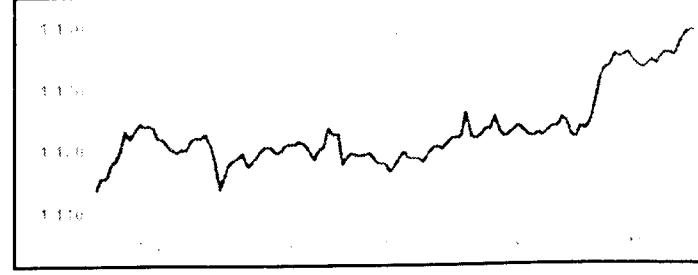
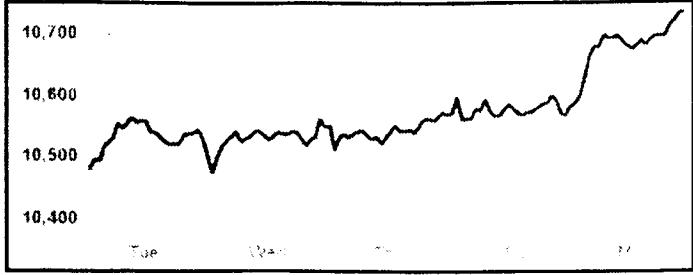


Market results for the week of September 14, 2010 through September 20, 2010

DOW: 10,763.04 +300.27 +2.87%

S&P: 1,142.65 +33.10 +2.98%

NASDAQ: 2,353.19 +110.71 +4.94%



Professors give advice on "investing in the 2010s"

CHRIS HOLMES

business writer

As we near graduation and start earning salaries, we start to wonder what we will do with our money.

Some of us will pay back loans or buy new cars, but how should we invest the rest of the money that we're making?

Although most of us may be happy storing our money in a checking account for now, it is important that we learn how to properly invest for the future.

Last week, a panel of finance experts, including several Behrend professors, sat down to discuss the topic "Investing in the 2010s" in the REDC 180 Conference Room.

Considering the limited background in finance and all-red bank statements that many students have, they may have thought that it would be way over their head.

However, within an hour and a half, it was as though one had become a genuine

financial guru.

It was quickly learned that making good financial investments will greatly affect each and every one of our futures, and it is vital that we realize the importance of investing at a young age.

While investing may seem confusing, it can be very easy to find good investments and create your own portfolio.

The start of your investment portfolio may arise when you are hired at a job and start earning a salary.

Companies generally offer many ways to invest your money, such as an IRA, 401k, or company stock.

This is a good time to do some research and find the best choices for investments.

While retire-

ment plans such as IRAs and 401ks are popular and safe, investing in stock or mutual funds tend to be more profitable.

Mr. Edward Miseta, Penn State Behrend's own Money and Banking professor, claims to still be shooting himself in the foot for investing too much in retirement plans when he

arrived at Penn State.

Along with finding the right investment, it is also essential to properly spread out your investments.

"You must have a well-diversified portfolio," said Greg Filbeck, a Samuel P. Black Professor of Insurance and Risk Management and Professor of

Finance.

Without diversification, it is possible to lose a significant amount of money in a stock drop or period of inflation.

Another aspect to take into consideration is risk tolerance. While some investments may have higher returns, they also tend to be more risky.

It is vital to assess how much risk one is willing to accept before putting money in high-risk investments such as real estate, stocks, and hedge funds.

Among the debate of the best investment options, all panelists seemed to agree on one very important investment rule.

"The best thing you can do when investing is to know your assets," claimed Eric Robbins, CFA, Investment Analyst and Portfolio Manager at Robbins Wealth Management.

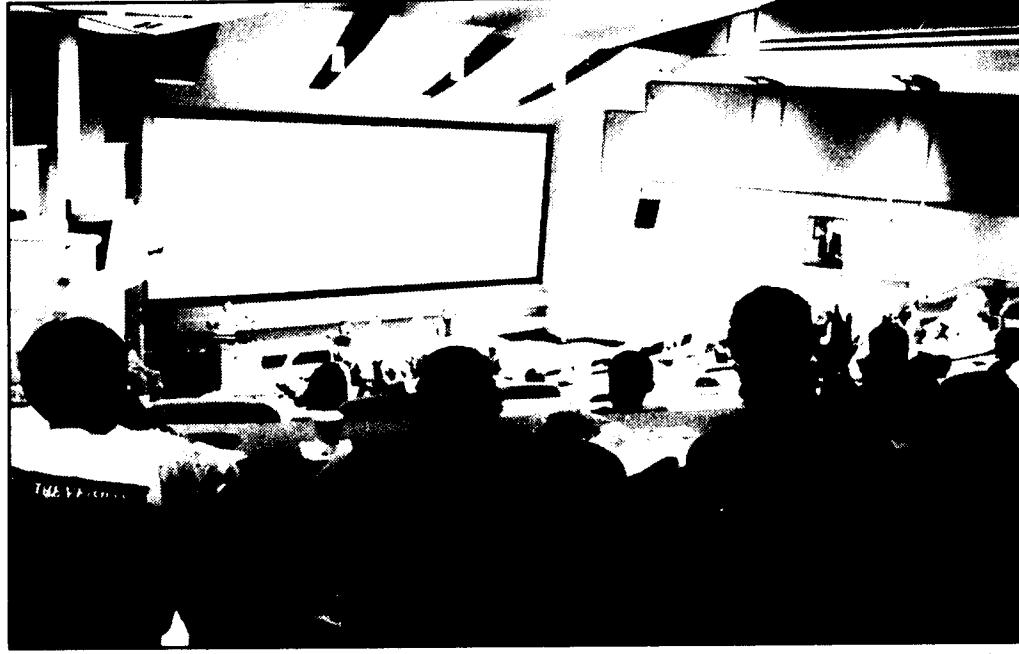
The easiest way to make investment mistakes is to invest in something you're not educated on.

While there are many confusing, high-detail investment plans, it is important not to put money somewhere unless you know exactly where it is going.

Overall, there are many important rules for setting up a financial portfolio, and in order to make good investments, you must do the research.

Whether simply reading some articles on the web or speaking with a financial advisor, it is vital to understand what type of portfolio is being created.

In the end, a good portfolio is what is going to leave you lounging in the Bahamas while your friends are greeting customers at Walmart.



Local Behrend professors speak to a group of students on the importance of investing in the 2010s and making their portfolio.

Upcoming Events

OCTOBER 5:
7:00PM

Speaker: Terry Jones
Event: Founder of Travelocity.com, Chairman of Kayak.com, and e-Commerce Pioneer
Location: REDC 180 7:30 pm

Women on the rise in foreign nations

ALLISON QUIGLEY
business writer

It is a well known fact that women hold less power positions than males throughout the world. However, recently there have been companies making leaps and bounds to create more opportunity for women in the business world.

One country that is taking these steps is Norway, who has put quotas on women in the workplace.

In 2008, Norwegian law required that forty percent of the boardroom must consist of females for those companies that are publicly listed.

Other countries are beginning to follow suit with Sweden hoping to reach this goal of at least forty percent by the year 2015.

Quote of the week:

"An economist is an expert who will know tomorrow why the things he predicted yesterday didn't happen today."

-Laurence J. Peter

AYAN CHAUDHURY
business writer

The Sam and Irene Black School of Business, hosted "Celebrate China," two days of programs and lectures to bring awareness to Chinese business and culture.

It began with a faculty research roundtable at noon where faculty members discussed ways in which the college can collaborate with Chinese part-

ners.

Later in the evening a Chinese dinner with guest speaker Michael Elchik, Pittsburgh-based high-technology executive and entrepreneur, was held in Reed Union Building's McGarvey Commons.

Michael Elchik, provided the diners with a few laughs as he spoke about his personal experiences while doing business with hi-tech companies in China.

"A lot of business is done at the dining table" said Elchik. "I am not here to teach, but to share my experiences. The main point of my discussion today is that if you want to be a future player in the world, learn Mandarin."

The dinner concluded with a chopstick competition where first-time chopstick users battled one another trying to grab as many candy corns as possible in a minute.

The second day of Celebrate China saw Elchik reiterate the previous day's points on the importance of knowing how to speak Mandarin.

In his presentation, Elchik discussed a case study involving his work with micro electro-mechanical systems (MEMS) microphone technology.

"We designed the world's smallest digital microphone which is only one millimeter by one millimeter," said Elchik during the presentation while he showed the tiny device to the audience.

His core focus was on Chinese businesses and pointed out some misconceptions about China.

"People sometimes think of China as places where innovations take place, well the truth is innova-

tions take place in the west while China is about cost cutting. Another thing that is very important to the Chinese is their cultural values. They are observant of symbols and will judge you by things such as language and dexterity with chop sticks."

To conclude 'Celebrate China with Black School of Business,' a panel discussion was held in Reed Union Building's McGarvey Commons. Four panelists discussed their personal experiences with Chinese business and culture during "Perspectives on China: Its Business and Culture."

The panelists included Dr. Michael Chuang, assistant professor of management, Black School of Business; Dr. Ozgun Demirag, purchasing manager, Farimax; Carolyn Louie, instructor of business, Black School of Business; and Dr. Jessica Zhao, associate professor of finance, Black School of Business.

"Americans will never understand how married Chinese women live with their in-laws or when they use their umbrellas," explained Dr. Zhao talking about the cultural differences between China and the western world.

"On the other hand Chi-

nese people won't understand how Americans call their parents' friends by their first names or the concept of carrying backpacks."

"Despite the differences, we live in the same world and have the same dreams. Chinese nowadays are more open to and have adopted some western cultures," Chao said.

Dr. Michael Chuang talked about high-speed rail and online gaming in China. He used figures to show how China is leading the global race in high speed rail and have now begun to export the technology.

Carolyn Louie in her presentation supported Dr. Chuang's points by showing the Gross Domestic Product, figures of China for the last five years, and compared it to those of the United States.

Dr. Demirag, who has made over a hundred trips to China, spoke about his time there. Pictures from his high-rise apartment building gave the audiences an idea of how fast Chinese cities are growing.

The panel discussion ended with a few Q&A with the audience and a treat of Chinese cookies.

MBA grad becomes finance professor

STEVEN GALDO
business writer

Finance professor Rick Hedderick has now begun teaching full time at Behrend.

Since spring 2008, Hedderick has been teaching part time.

With this change, he is now taking on a full load of classes and assumes more of a role in the Black school of business.

Hedderick, having received his masters in business administration from Behrend, is quite familiar with this place.

Professor Hedderick completed his undergradu-

ate studies at Clarion University. There he received his Bachelor of Science degree in Accounting.

Shortly after graduating Clarion, he started his own small retail business at 21 years old.

The business lasted for 15 years until Hedderick sold it, and moved on to bigger and better things.

After attending Behrend and receiving his M.B.A., Hedderick became a financial planner.

He started his own practice, which he continues today while teaching full time.

Currently, Professor Hedderick is teaching Cor-

porate Finance, Personal Financial Planning, and Insurance Planning.

Next semester he will be teaching Investments as well. Another asset to Hedderick's rich background is his Certified Financial Planner (CFP).

According to Hedderick, there are many differences between a CFP and a Chartered Financial Analyst (CFA).

The CFP test delves more into insurance and investing, while the CFA test goes more in depth with accounting, economics, and finance.

To become a CFP one has to pass an examina-

tion, to become a CFA one must pass three examinations in the subjects previously stated.

"It keeps me up-to-date and allow me to spread my ideas," says Hedderick speaking on his inspiration to become a professor.

Another advantage he brings to the table is his experience of working in the real world.

He even pointed out that he "brainwashes his kids", by taking them to the first home football game every season.

"There's no question where they are going to college, they watch Penn State cream some smaller

school every year, and they think Penn state has never lost a game," says Hedderick.

Professor Hedderick also mentioned during our discussion that he "thoroughly enjoys working with the faculty here."

It's an accomplishment in itself that he manages to teach a number of classes while maintaining his planning practice.

Remember when sitting in professor Hedderick's class, that he isn't just teaching this from a textbook, he works with the subject for a living.