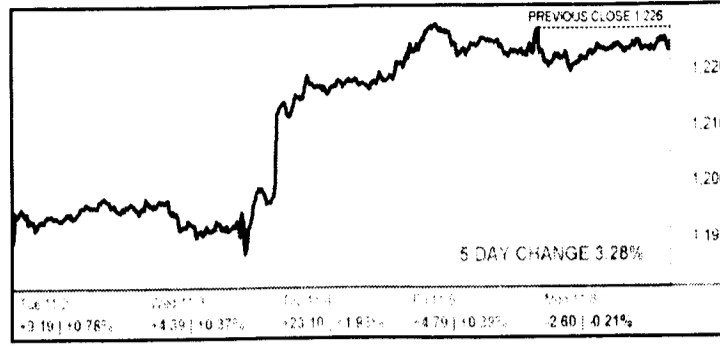
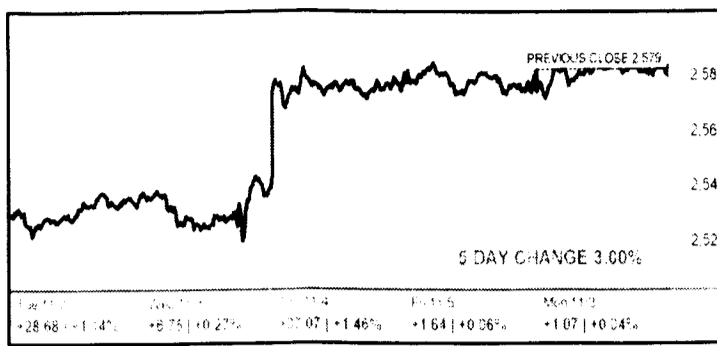
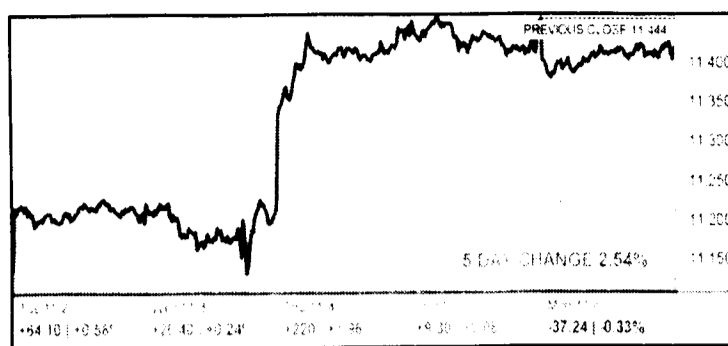


Market results for the week of November 2nd, 2010 through November 8th, 2010

DOW: 11,444.08 +9.24 +.08%

NASDAQ: 2,578.98 +1.64 +.06%

S&amp;P 500 1,225.85 +4.79 +.39%



## New program coming to School of Business

AYAN CHOUDHURY  
business writer

Students will now be able to prepare for a career as an actuary at Penn State Behrend.

A new certificate program, designed for both current and returning students, will be structured to assist stu-

dents in their efforts to pass the P/1 (Probability) and FM/2 (Financial Mathematics) examinations.

The program will also allow students to obtain VEE credit for economics, corporate finance, and applied statistics methods once the second actuarial examination is passed.

Dr. Michael A. Rutter is leading a team of faculty to get this program started.

"The courses needed for

this certificate already exist in Behrend," said Rutter.

"We are just formalizing this and making it an official program which will prepare students to pass the two exams.

We won't need to hire any additional faculty to run this program"

Students can meet the requirements for the certificate and sit for the tests concurrently with a Penn State Behrend degree.

However, Dr. Rutter explained how the tests are very difficult.

"There are two tests that a student

can take before they graduate, but a lot of students will only take one, the pass rate for the tests is around 40 percent," Rutter said.

"However the job prospects for those who pass the test are very good. Students who pass only one test may enter jobs as actuaries. Even in the recession we have seen students getting multiple job offers in actuarial positions."

Professor Greg Filbeck, who will be teaching some of the finance courses, is also enthusiastic about the program.

"It isn't the easiest of courses and requires good math skills but the payoff

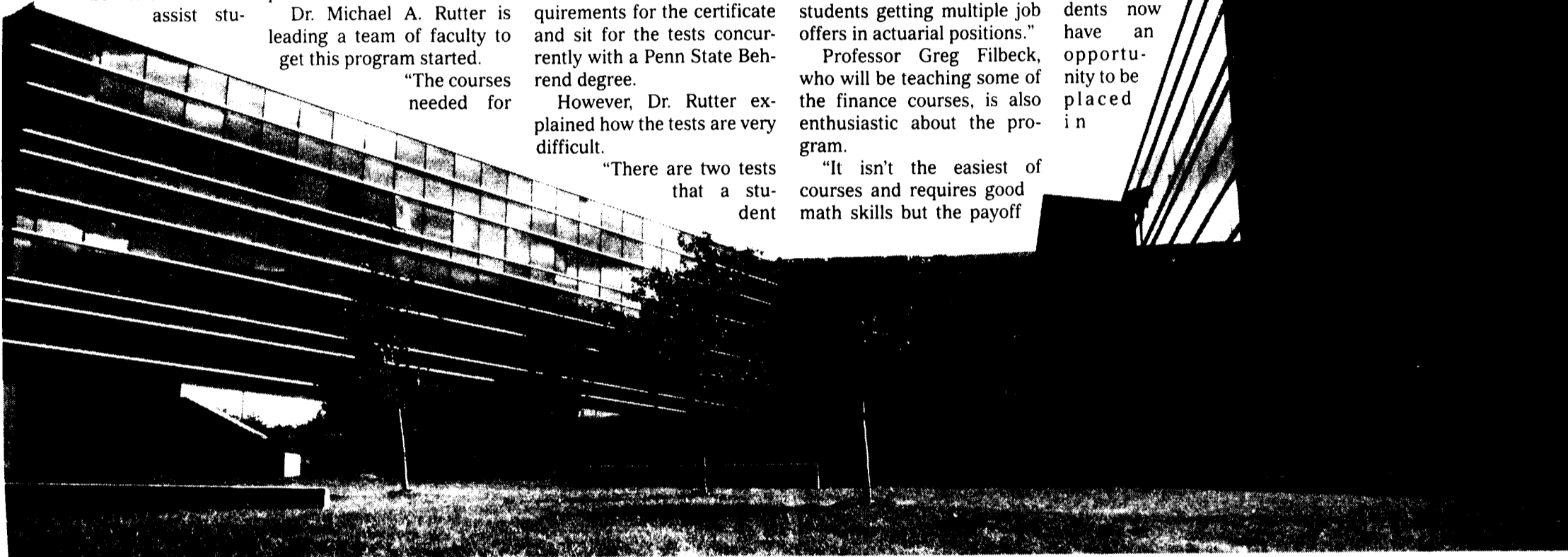
is very good," said Filbeck.

"There's a good demand for actuarial positions and it has been rated no.1 in career choices in terms of job satisfaction by a variety of surveys."

With starting salaries at \$53,000, Behrend students now have an opportunity to be placed in

the actuarial science field.

Behrend continues to expand their programs, major facilities, and so much more.



### Quote of the Week:

*Happiness does not come from doing easy work but from the afterglow of satisfaction that comes after the achievement of a difficult task that demanded our best.*

-Theodore Isaac Rubin

## Viskase asks for marketing assistance

AYAN CHOUDHURY  
STEPHEN GALDO  
business writers

Students in Behrend's global marketing class at the school of business are getting excited about a \$500 prize for their recent marketing project.

Recently, Viskase Company, has asked for help regarding market analysis and is willing to give a \$500 check to the best project.

Located out of Darien, Illinois, Viskase manufactures meat casings and sells them globally.

They are the world leader and have been for 80 years.

Mark Woessner, the director of marketing for North America at Viskase Compa-

nies, came to Behrend Oct. 19 to speak to the students and discuss the research project.

As a global industry, Viskase is hoping to expand markets in Asia, South America, and Africa.

Woessner was hoping Dr. Andaleeb's students could assess market demand.

Three areas of focus for Viskase are future markets for low temperature processed meats, trends in plastic packaging, and global changes in eating habits.

Woessner, in a presentation to the marketing class, talked about the company before explaining to the students what they should expect market trends to be like.

He spoke from experience on how demand in different countries will vary signifi-

cantly based on their cultures and eating habits.

"In Japan, for example, they like to have a blue strip

*"This is the real stuff. You get more out of these projects than cramming information and taking tests."*

-DR. ANDALEEB

on their casings so they can be certain they removed the casing before consuming the product, while countries in South America have opaque casings to hide the lower

quality products" Woessner said.

A few slides and a video showed the marketing class how complex the meat-casing process really is.

"This is a highly complex and capital intensive process," Woessner said.

"It takes years to perfect the process and that is why there are so few companies out there."

Andaleeb, who is in charge of the project, is organizing his students into groups.

"Students are really enthused," Andaleeb said. "This is what we love to do. We help the business community; in return they give us scholarships and technology support.

This is the real stuff. You get more out of these projects

than cramming information and taking tests."

Andaleeb is enthused about this project. While talking with students he even pulled out past projects with which his students were involved.

He showed the French bread pizza logo some of his students created for Better Baked Foods and past surveys that helped convey information to the school.

The fact that businesses approach Penn State asking for help shows the prestige of this school.

Not many college students receive such opportunities. That's just one more advantage we have as Penn Staters.

## Environmental economics brought to Behrend

STEPHEN GALDO  
business writer

Climate change. It's a term often heard but rarely taken seriously.

Thursday afternoon, in Burke 180, Stephen Porter, senior attorney for the Center for International Environmental Law and Director of the Climate Change Program spoke to Behrend faculty about his passion for those legitimate concerns from a legal standpoint.

"I was attracted to law by the logic behind it and my love of argument," he said. "Being from the region, I was attracted to environmental law from growing up around the lake."

Porter studied at the University of Michigan where he received undergraduate degrees in environmental economics and natural resource

policy and management.

From there on, he earned his J.D. from Georgetown University Law Center in 1993.

His employer, The Center for International Environmental Law, was founded twenty years ago as non-profit organization.

They promote the enhancement of environmental awareness. At CIEL, Porter focuses mainly on the subject of climate change.

"I believe the science is overwhelmingly in favor of climate change," Porter said. "Eight out of the ten hottest average temperatures have occurred in the last ten years and the glaciers are melting.

The data might not work out perfectly, but if the threat is significant, we should take action."

The major topic of the afternoon was The United Na-

tions Framework Convention on Climate Change, formed in 1992.

Under this convention, governments across the globe share information on emis-

*"The science is overwhelmingly in favor of climate change...Eight out of the ten hottest average temperatures have occurred in the last ten years."*

-STEPHEN PORTER

sions control and strategies for containing pollution. The convention was ratified and many nations became a part of the organization.

Participating countries were required to report emissions and adopt strategies for climate change.

"The convention set goals for climate change in the future," Porter said.

"Each country has common but differentiated responsibilities. Some were more to blame than others for emission problems due to statistics. The convention hoped

for a transition to a low carbon economy. There was an aim to return emissions to the 1990's level, but I believe this is inefficient and will not solve the problem."

The countries were divided into Annex I and Annex II countries based on well being.

Reduction targets were set from six to eight percent for

Annex I countries only. Consequences of not following the targets results in fines.

"Consequences of not following the protocol should be more severe than a slap upon the wrist," a student said during the presentation.

"I agree, but I believe it's this way because it's hard to get 37 industrialized countries to agree on a lot of things," Porter said.

Despite the flaws of the Kyoto Protocol and the Copenhagen Accord-an agreement on continuing the convention-there were positives in Porter's field.

"A number of countries have taken significant action, such as those belonging to the European Union," Porter said.

"There is a consensus on a need to take action, but that's where it ends. There is no agreement on what to do and

where to start."

A reliance on market mechanisms to support international obligations has been economically efficient.

The Convention has successfully initiated emissions trading, joint implementation, and clean development mechanisms to kick start the movement.

On the domestic scene, the Environmental Protection Agency is taking a more aggressive, regulatory role.

"States and cities are taking action," Porter said. "In addition, the insurance industry is very concerned about climate change. However, investors feel it is too risky to invest in green technology."

Regardless of which side one believes about climate change, the dynamics and technology of business are changing.