

# Eye on Campus

## Brandywine Named "Business of the Year"

By Jen Santangelo - Lion's Eye Staff Writer - jms1084@psu.edu

Penn State Brandywine was named "Business of the Year" by the Middletown Business and Professional Association. Deserving business' are nominated by the board of directors, and then the winner is chosen. This year Penn State Brandywine was deemed the best business in Middletown township. The award was given December 10th at the holiday program that the association holds every year.

Most would consider Penn State Brandywine a school, not a business. According to Helene Bludman, Director of Marketing and University Relations, Brandywine is much more than just a college campus. For instance, Penn State Brandywine partnered with Tyler Arboretum this fall to bring "Pumpkin Days" to Delaware County. Since parking is very limited at Tyler, and large crowds were expected, Brandywine's parking lot was used for visitor's cars. Shuttle buses drove patrons from the Penn State parking lot to Tyler Arboretum and then back again. Penn State Brandywine has shared publicity with Tyler also, including their information and location in mailings that are sent out periodically.

Every May Penn State Brandywine participates in the Middletown Pride Day. Held at Williamson Free Trade School, Penn State has staffed a table at this event for the past five years. Helen Bludman has worked the event in the past and calls it a "worthwhile endeavor." Invitations were recently extended to all organizations in Middletown to come view the exhibit that is currently on display in the library at Penn State Brandywine. "It's good to get connected in the

community" she points out. Lisa Yerges, Director of Business Services for Penn State Brandywine states "We have hosted a meeting every year for the Middletown Business and Professional Association." "They will also be invited to our alumni recognition dinner and dance" planned for later this year, adds Helene Bludman.

Penn State Brandywine makes a community wide "effort to extend invitations to bring people to our campus." "It is important to get to know our neighbors better and to let them know they are always welcome here" she says. This type of outreach can be mutually beneficial. Getting familiarized with neighbors and members of the board can be advantageous well as gratifying. In instances such as Penn State Brandywine's recent land purchase, it was very helpful to have the township manager's knowledge on hand.

As the area and surrounding business' develop, it is good to "be in the know" on issues such as traffic congestion, which could potentially impact our students Ms. Bludman points out. Fostering relationships with surrounding business' in the community is also good policy. Recognizing and working together with all the companies and organizations within Middletown will strengthen the township.

Business of the Year is an honor that is bestowed every year by the Middletown Business and Professional Association. This year Penn State Brandywine was recognized as most deserving of the honor. Hopefully, it is a feat that Penn State Brandywine will repeat, for many years to come.

## Career Fair Around The Corner

In this economy, it's more important than ever to take the initiative to land an internship or job. Where else can you network with 40 potential employers in the same place?

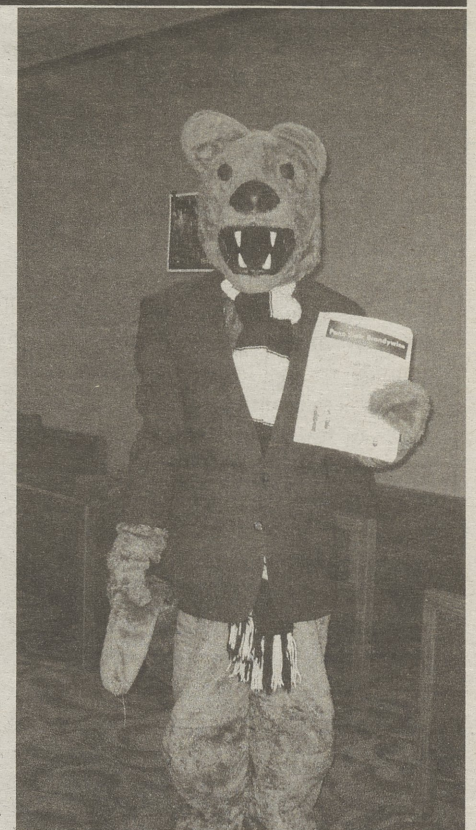
You may be wondering how to prepare for the fair. According to Christine Allen in the Advising Center at Brandywine, one of the first things you should do is create a resume. Students who need help in resume design and development can refer to [http://www.sa.psu.edu/career/pdf/CG\\_resume.pdf](http://www.sa.psu.edu/career/pdf/CG_resume.pdf) for excellent instructions and samples to help get you started. Follow up by meeting with a counselor in Advising and Career Services. Just stop by room 112 main or call (610) 892-1390 to schedule an appointment. Alternatively, you can come during Resume Review Walk-in Hour, noon - 1:00pm on one of the following days in March indicated on the calendar:

Allen also suggests that students attend upcoming career fair workshops. Two workshops will be held to help prepare you for the fair. Attend one on either March 5 or March 18 during common hour in room 205 Main.

As of mid-February, Allen says that over 35 businesses have registered to attend the fair and additional employers will be registering. The booklet will be updated regularly and posted on Angel. You can see the complete list by enrolling in the Angel Career Services group.

Registering in the ANGEL group is fairly simple, says Allen.

1. Log into ANGEL (<https://cms.psu.edu>)
2. In the My Groups section, click on Find a Group
3. Type Career Services into the Keyword Search field and then click the Search



The Nittany Lion prepares for Career Fair (photo courtesy of Christine Allen)

button.

4. Your results will appear. Click Enroll by PIN under Brandywine Advising and Career Services.
5. Enter urhired into the PIN field and click the Enroll button. A welcome screen will appear. Click the Close button. You will now see this new group on your Angel home page.
6. Click on the Home link on the left.
7. Click on the Brandywine Advising and Career Services group.
8. Complete the Registration Form under the Content tab. When finished, click on Content to access the Employer Participant Booklet along with some additional helpful resources.

Students who have any other questions about the Career Fair are encouraged to stop by the Advising Center in Main 112. Hope to see you at the fair!!

## International Studies Offers a Trip of a Lifetime

By Jackie Downey - Lion's Eye Staff Writer - jsd5059@psu.edu

This May, everyone has an extraordinary opportunity to expand their horizons. Penn State Brandywine is sending students of Penn State and guests to Berlin from May 10th - 17th. Penn State students will take two courses and have work before, during, and after the trip to enrich the experience. The work due before the trip is usually done during the down time of other classes so that this learning experience remains positive and not associated with stress. The academic aspect is best described as an immersion in the culture with independent

courses. The schedule does not follow the normal Monday/ Wednesday/ Friday schedule and the assignments are electronic. The professors and the courses currently available are as follows: Dr. Greene - Arts in Berlin (Gen Eds, Integrative Arts 001, and Art History 100), Professor Alita Kelley - German 100 (German Culture and Civilization) and Dr. Michael Madden - HDFS 287-W.

One possibility to tie in with the trip is gaining an 18-30 credit minor in International Studies. Basically, two of these trips would qualify for the necessary 12 credits of the studying abroad. Another option for the previous criteria is to do one trip and use 6 of the usually required 12 credit language credits needed to graduate. The other 6 credits are required from 400 level classes. In the 400 level course obligation, woman's studies and cultural classes can often count. Any time students consider adding a minor to their degree, they need to consult their guidance counselor and the head of the minor's department. In this case, Dr. Greene should be contacted when considering a minor in International Studies.

A full-time student adding these courses will not endure extra costs for the classes. The two courses will cost the same amount in Berlin as they would in the Main building on campus. Scholarships are available for this already extremely inexpensive excursion. A \$700 International Studies Award is given to a student studying abroad through Penn State Brandywine's program.

If any money is made by the non-profit organization, only made when a guest attends, the money goes back into the scholarship program. This is contrary to other study abroad schools that solely do student exchanges and make a profit from the costs of the trips. Another award is offered through University Park. An unknown fact is that students at Main Campus often take our trips. In fact, about half of the students attending the Berlin Trip are currently located at University Park. Anyone who would like to experience another culture is encouraged to do so through this program.

Not only because of how cheap it is compared to just about all of the other programs, but how beneficial it is to the future of the students. Employers are always impressed by a candidate who has cultural competence. With the current employment situation, anything to set you apart from other college graduates is a good thing. One recent graduate swears that the minor in International Studies is what granted her acceptance into law school. No matter what the degree, this minor is one of the greatest additions to any resume.

If anyone is considering taking advantage of this program, please contact Dr. Paul Greene at (610)892-1474 or by e-mail at [pdg4@psu.edu](mailto:pdg4@psu.edu). He is also welcome to any feedback, ideas, comments, or concerns. There is also a Facebook page as another way to become informed. When discussing the significance of studying abroad Dr. Greene emphasized the importance of pursuing such a prospect by saying "even if you are only thinking about possibly beginning to think about studying abroad contact me and I can talk you through it."



Brandenburg Gate in Berlin, Germany. (photo courtesy [http://www.wallcoo.net/human/city\\_night\\_scene/m01/Brandenburg\\_Gate\\_Berlin\\_Germany.jpg](http://www.wallcoo.net/human/city_night_scene/m01/Brandenburg_Gate_Berlin_Germany.jpg))