

This Week's Business

March 30, 2025



Celebrating Diversity Month April 2025

Student Organization News & Events

SOBIC: The School of Business Inclusion Council is holding a contest for students to submit their artwork to be displayed on the wall in the Business Building Lounge. The winner of the contest will receive a \$100 gift card. **Submissions will close on April 8, 2025 at 11:59pm.** Click below for the requirements & to submit your artwork. If you have any questions please direct them to the School of Business Inclusion Council using the following email: sobictcnj@gmail.com.

Artwork Contest

Economics Club: General meeting, April 2nd at 12:00 pm in BB206.

BSAB: The final BSAB meeting of the semester will be held April 2nd at 12:00 pm in BB129. All BSAB representatives should attend. Lunch will be served.

SOBIC: The School of Business Inclusion Council (SOBIC) is a student-led DEI Advisory Board for the School of Business. This year, several members of the Council will be graduating. As we congratulate them and thank them for all of their hard work, their graduation leaves some openings on the Council. We are currently accepting applications for new members to join the Council. For more information, benefits of being a member, responsibilities, and to complete the application, visit [SOBIC Membership Application](#). **The deadline for applications is April 18, 2025.**

Want to learn more about our student organizations & all they have to offer?

Check Them Out

Mayo Business Plan Competition Finals



2025 MAYO BUSINESS PLAN COMPETITION



Juniper Takes First Place!

Congratulations



Advertising Class Guest Speakers

Professor Kessler, Marketing adjunct instructor, invites all interested students to his weekly guest speaker sessions - which take place **6-6:30 pm, in Science P219**.

Here are the next three weeks coming up!

- **April 1st** - Brand Tracking Using Qualtrics Platform - Presented by Daniel Kessler, Systems Director
- **April 8th** - Entrepreneurial Strategies - Presented by Chuck Perl
- **April 15th** - Brand Harmony - Presented by Steve Yastrow, President of Yastrow & Associates

Highlights

Student Organization Highlight Institute of Management Accountants Student Chapter

The Institute of Management Accountants Student Chapter (IMASC) was chartered May 27, 1986, as a student affiliate group of the National Association of Accountants, a professional organization of accountants in all sectors of practice. The purpose of IMASC is to sponsor activities related to the development of career awareness and prepare students choosing to enter the accounting profession.

IMASC has had industry experts from Deloitte and HFA CPA on campus to talk about careers with their companies, and co-sponsored events with panelists from PaC and AICPA.

@tcnj_imasc
imasc@tcnj.edu

Senior Spotlight

Class of 2025



Salvatore Zotti

Major: Finance
Post-Graduation Plans:
Fixed Income & Currencies
Analyst at Deutch Bank

Highlights:

- CEO Peer Mentor
- Student Representative to the Trenton State College Corporation Board of Directors
- Dean's List
- Founder & President of the TCNJ Real Estate Club
- Completed a Summer Internship at Deutch Bank
- Part-Time Real Estate Agent
- Completed Internship at Merck
- Member of DSP and former VP of Professional Activities
- Herbert Mayo Student Investment Fund member
- Former VP of EMA and current member
- Phi Alpha Delta Fraternity
- Order of the Omega Honor Society
- Beta Gamma Sigma Honor Society Inductee
- Member of Club Ice Hockey



Giving All THEY GOT

Carl Gibbs '93, was a first-generation college student when he entered TCNJ. He said, "That experience transformed me." Carl took advantage of the resources available to him at the School and he credits Robert Alston, then TCNJ's Director of Financial Aid, as one who guided him through his time as a Business Administration and Marketing major. Carl is the President & CEO of Sturdivant & Co., one of the oldest minority-owned investment firms in the country, and Chair of TCNJ's Board of Trustees.

Jackie Gibbs '88 said a few TCNJ Professors influenced her path. Among them, recently retired School of Business Professor Lynn Braendar, who sparked her interest in computer programming. This led to a promising career as a consultant and project manager in a field where there were few women. Jackie now inspires her own students as an instructor in the School of Business MBA program and she was recently elected to the TCNJ Foundation Board of Directors.

Read more about Carl & Jackie's journey and their continued contributions to TCNJ in the TCNJ Magazine, Winter 2025 issue.

Carl and Jackie Gibbs

Career, Professional Development & Leadership Opportunities

Merrill Wealth Management Presents: Virtual Fireside Chat: Are you curious about what it takes to build a successful career in wealth management? Don't miss this exclusive opportunity to hear from a Division Executive at Merrill Wealth Management as they share insights from their career journey, industry trends, and valuable advice for students aspiring to enter the financial services field. This virtual event will be held April 1st at 3 pm. Register for this event in [Handshake](#).

Get to Know the Disney College Program: Come join Recruiters with Disney Programs Recruitment Team on April 1st at 3 pm, for a virtual engagement session where they will help you learn more about the Disney College Program and discuss the living, learning and earning components offered. This 60-minute session aims to inform you about the Disney College Program and get you excited to learn more about this opportunity of a lifetime! Register for this event in [Handshake](#).

Women in Wealth: LIFT - College Leadership Academy: On behalf of Morgan Stanley Women in Wealth: LIFT, we invite you to join our 2025 Virtual College Leadership Academy. Our goal is to help college students and recent graduates learn about the vast and exciting career opportunities within Morgan Stanley Wealth Management. This virtual event will be held Friday, April 4th at 12:00 pm. Please utilize the [registration link](#) to RSVP and we look forward to seeing you at the session!

Discover McKinsey's Hispanic and Latino Network: Meet McKinsey's Hispanic and Latino Network! Hear from McKinsey Management Consultants on life at the firm, finding their community and more! Discover McKinsey's Hispanic and Latino Network is designed for individuals who are interested in connecting with members of McKinsey's Hispanic and Latino Network. This is just one of our many worldwide initiatives aimed at helping individuals get to know McKinsey better. This virtual event will be held Friday, April 4th at 3:00 pm. RSVP [here](#).

NJBDA Annual Symposium 2025 Student Poster Session (njbda.org/2025symposium/)

Empowered by AI: Innovation and the Rise of the Augmented Workforce
May 16, 2025 Hosted by William Paterson University, Wayne, NJ

Call for Student Posters: *Attention Graduate & Undergraduate Students* - Capitalize on this opportunity to present your research and potentially win an award at the student poster competition. This is a great opportunity for you to network, promote yourself and your research, and practice your presentation skills.

Timeline:

April 18, 2025 - Abstract submissions due. Submit your Poster Abstract [here](#).

May 6, 2025 - Digital poster submissions due

May 16, 2025 - Bring your 36" W x 48" H pre-printed poster to the event.

Questions? Please contact: selenny.m.fabre@njit.edu



