

The importance of ‘Brand You’

When it comes to being successful in business, there is nothing like advice from an expert. That was the case when MVCC hosted Darci Riesenhuber of the Tom Peters’ Management Consulting Firm on Wednesday, February 7, in the Performing Arts Conference Center Theater.

Ms. Riesenhuber lectured on the importance of the individual “branding” them self in order to be recognized among their peers.

“It is important for you to stand out. To be unique,” said Ms. Riesenhuber. “Brands are an identity such as a logo. It’s a reputation, an image. That is what you have to build for yourself. You have to create and sell an image. A reputation.”

During her lecture, labeled “The ‘Brand You’ Approach to Business,” Ms. Riesenhuber discussed the value of networking and how important it is to continually build up relationships. Branding also involves quality through “touch points” or interactions. All customer interactions reflect on your brand and what makes that brand distinct from others offering the same service. These include packaging, customer service, return policies, or company procedures.

“Networking is about asking how you can help other companies. This is what creates your value to future employers,” said Ms. Riesenhuber. “You have to demonstrate your worth to a company. In today’s world, it is not about fitting in, but standing out. Otherwise, you are not going to close the deal.”

According to Ms. Riesenhuber, to build a trustworthy brand one needs to utilize life experience with the perception others have of you along with your skills and knowledge. She went on to say knowing your weaknesses is a strength as these can be overcome.

Ms. Riesenhuber concluded by suggesting that everyone perform a S.W.O.T. analysis on themselves to determine



BUSINESS ADVICE – Darci Riesenhuber discussed how to “Brand You” during a lecture in the college theater.

their **Strengths, Weaknesses, Opportunities, and Threats**. It involves monitoring the marketing environment internal and external to the organization or individual.

“You are not your job title. You need to be much more,” said Ms. Riesenhuber.

MVCC Ski Club organizes weekend ski adventure

The MVCC Ski Club is sponsoring a “Skiing in Canada and Vermont” trip on the weekend of March 23 through March 25. This package features skiing Mount Orford in Canada and Jay Peak in Vermont.

The cost is \$200 for MVCC students, faculty and staff, and \$275 for all others, based on two people per room. The cost of the package covers round trip transportation, two nights lodging in a hotel in Southern Quebec,

ski passes for each area - Mt Orford and Jay Peak – two breakfasts, a full dinner Saturday night and a pizza party on arrival.

The first 50 skiers to pay will reserve a seat on this trip. To reserve a seat, complete a trip form and made a \$150 deposit at the Student Activities Center in Room 208.

For any questions, contact Lynn Ann McCoy at mvs-kiclub@yahoo.com.

MVCC Events

Monday, February 12

- MVCC Board of Trustees Meeting, PH 300, 4:00 pm
- Drinking and Driving Classes, RA 302, 6:00 pm
- Ballroom Dancing, MV Commons, 7:00 pm

Tuesday, February 13

- Rome Hospital Computer Training, PC 252, 1:00 pm
- Women's Basketball at SUNY Delhi, 5:00 pm
- Yoga, ACC 116, 5:30 pm
- Night Hawk Café: Hypnotist, MV Commons, 7:00 pm
- Ballroom Dancing, ACC 116, 7:15 pm
- Ice Hockey at Sub-Regionals at Hudson Valley CC, 7:00 pm
- Men's Basketball at SUNY Delhi, 7:00 pm

Wednesday, February 14

- Blood Drive, ACC 116, 10:30 am
- Singer Tad Dreis, MV Commons, noon
- Student Congress, ACC 212, 4:00 pm
- DFAS Computer Training, PC 221, 6:00 pm
- Night Hawk Café, MV Commons, 7:00 pm
- Concert Band Practice, ACC 116, 7:30 pm

Thursday, February 15

- Women's Basketball at Schenectady CCC, 5:00 pm
- DFAS Computer Training, PC 221, 6:00 pm
- Men's Basketball at Schenectady CCC, 7:00 pm
- History of Rome Lecture Series I: "The Lost Village of Delta," PC Auditorium, 7:00 pm

Friday, February 16

- Chess Club, ACC 114, 3:00 pm

Saturday, February 17

- Wildlife and Outdoor Navigation with GPS, Rome Campus, 9:00 am
- Women's Basketball at Herkimer CCC, 1:00
- Men's Basketball at Herkimer CCC, 3:00

Sunday, February 18

- Bowling at Schenectady Invitational, TBA
- Track and Field at Region III Championships at Hudson Valley CC, TBA

Monday, February 19

- Drinking and Driving Classes, RA 302, 6:00 pm
- Ballroom Dancing, MV Commons, 7:00 pm

Wednesday, February 21

- Bowling at Schenectady CCC, 3:00 pm
- DFAS Computer Training, PC 221, 6:00 pm
- Men's Basketball hosts SUNY Cobleskill, 7:00 pm



Fiorillo



McElveen

Lady Hawks' celebrate seniors

The MVCC women's basketball team celebrated "Senior Day" with an 83-33 victory over Hudson Valley Community College on Saturday. For the Hawks' elder players, they have accumulated a 55-1 record over two seasons that includes going 22-0 this year.

These players are undefeated in regular season play as well as in Region III and Mountain Valley Conference competition.

This year's seniors are Cassandra Fiorillo, a guard from Spackenkill High School located outside of Poughkeepsie; forward Tekeasha Hanson from John Bowne High School in Flushing; forward Jessica Jenkins from McKee Tech on Staten Island; and guard Chalonda McElveen from Brien McMahon High School in Norwalk, Ct.

Two local players in their second year with the Hawks are forward Christina Mann from Proctor High School in Utica and guard Amanda Wilsey from South Lewis High School.

In Saturday's victory, Jenkins tallied 18 points and grabbed 10 rebounds while McElveen scored 18 points along with six assists and seven rebounds.



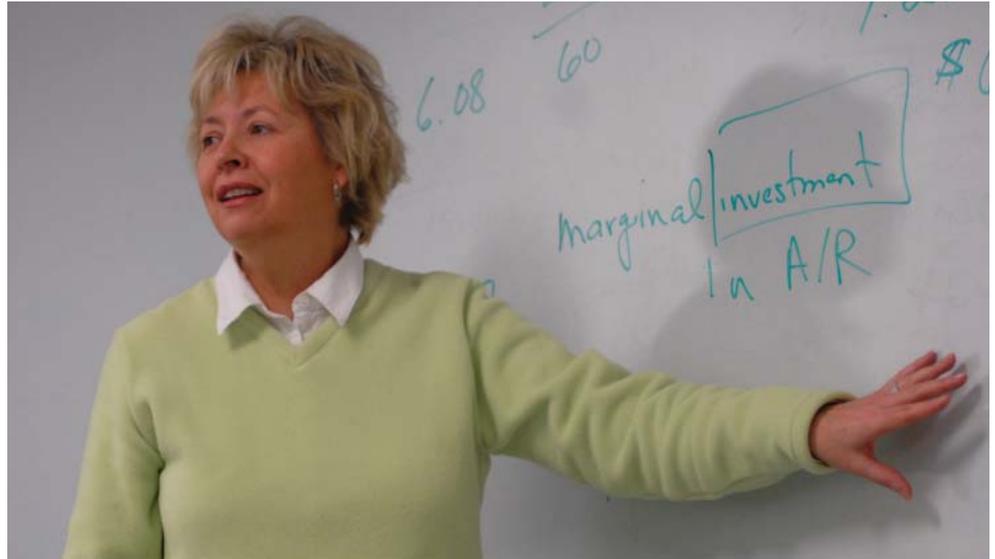
Mann



Jenkins

Did you know?

MVCC employees can purchase items in the bookstore. Computer software is often sold at an educational discount.



Assistant Professor Boyce receives 'Internal Controls Auditor' certification

MVCC Assistant Professor Deborah Boyce has received certification as an "Internal Controls Auditor" from The Institute of Internal Controls.

This organization's objective is to help uncover and prevent fraud within the corporate world. These controls were initiated following such high profile corruption scandals at Enron and WorldCom.

Mrs. Boyce teaches accounting and business finances at MVCC.

"In my lectures, I include a discussion on ethics, standards and professional responsibility in addition to debits and credits," said Mrs. Boyce. "This certification is an important one for the profession and future professionals."

This certification was started in 2003 by professional CPA (Certified Public

Accountants) and educators interested in meeting the requirements of the Congress' Sarbanes-Oxley Act of 2002. This Act was initiated by the U.S. Securities and Exchange Commission to prevent corporate fraud.

"The certification is a professional one like the CPA," said Mrs. Boyce. "The certification requirements are rigorous in both education and experience."

Mrs. Boyce has over eight years experience as an auditor and passed the three extensive examinations held by the The Institute of Internal Controls.

With this certification, Mrs. Boyce and her colleagues are qualified to aid in setting up internal systems within a corporation aimed at accountability and accuracy of standards to meet SEC regulations.

Tip Of The Hat

If you see or hear a colleague going out of their way to be helpful, please drop a line to Rich Haubert or Joan Andrek for inclusion in *Communitas*.

McElveen named Athlete of the Week

The women's basketball team achieved its 22nd victory of the season behind the performance of sophomore guard Chalonda McElveen. For her effort for the Hawks, she was named MVCC's Athlete of the Week.

Over the past two weeks, McElveen has lead the Hawks in scoring as well as on defense. In Saturday's 83-33 victory over Hudson Valley Community College, she poured in 18 points while making six assists and battling for seven rebounds.

The previous week, she hit double figures in scoring with 12 points along with seven assists in a 66-46 victory over Finger Lakes C.C.

This Liberal Arts major is from Norwalk, Ct., and a graduate of Brien McMahon High School. The Hawks' record is 22-0 which has them ranked No. 1 in Region III of the NJCAA and No. 2 in the nation.



McElveen

Sweet like candy to my soul Dave Matthews Tribute Band 'Crashes into MVCC'



JAMMING AT MVCC – The Dave Matthews Tribute Band rocked the house on Sunday in MVCC's theater. DMT exceeded its billing as a quality improvisational band that uses Dave Matthew's material as themes to improvise. The band is exceptionally tight and produces a solid groove, distinguishing the group from other so-called tribute bands.



**Please submit information
for inclusion in *Communitas*
to Rich Haubert at
rhaubert@mvcc.edu**



ROCKING MV COMMONS – Travis Rocco performed for the lunch crowd last week in the MV Commons. This event was sponsored by MVCC Program Board.