





People on the Move

225FF
BUSINESS PROFILE

Meet Marianne Rexer, Ph.D....

Age: 41

Job: Professor of accounting at Wilkes University, Chairperson, Jay S. Sidhu School of Business and Leadership, Director, Professional Development Program

Residence: Mountain Top

Family: Husband, Chris, and three children, Tim, Meagen and Ken

Education: bachelor's degree from Wilkes, master's degree in taxation from Bryant College, doctorate in accounting from Drexel University

You recently were promoted to a full professorship. What is the promotion process at Wilkes?

It takes a minimum of eight years to go from an associate professor to a full professor. You have to be recommended by a fellow faculty member. The department personnel committee votes on it, the dean votes on it, and the university committee votes on it. You also have to be published in a national publication.

What is your current research focus?

I've been focusing on online text books about certified information technology. I also do audit research. I spoke at a national conference on how to increase effectiveness in the classroom and at another conference about the way auditing reports are written.

What was the inspiration behind the Professional Development Program?

There are two different things. There is the internship program, which I run. We also have a new curriculum at the business school, where freshmen run their own business. This was the brainchild of (fellow professor) Dr. Alves. He was looking at students in our introduction to Business course and decided that students were not getting enough accounting... They created seven small businesses, and some of them made quite a bit of money. The students had to give the money back to charity, which is part of the school's emphasis on social cyclical awareness.

How has the accounting program changed since you were a student 20 years ago?

It's beyond just learning how to do the books. Some of my teachers when I was a student strictly focused on financial accounting, and that's how accountants made their money. They also did consulting, but auditing was the main focus. Now accounting firms make little or no money on auditing and the focus is on how to help the entire business. Companies want more rounded accountants, and we're trying to give them that.

How has the entire university changed?

The university itself has simply grown, and a lot of that has been technology. We've adapted with the times. Maybe it's just my age and having a different perspective, but students today also tend to have more of a professional outlook when they graduate.

What is the favorite part of your job?

Teaching. Teaching in the classroom. I teach an online course and I have a reduced load because I am (department) chairperson and I miss being in there as much as I used to be. My seniors at this point are my favorite. You watch them in the beginning of the year and take them through the interview process, but then there is that bittersweet moment when you send them out the door. You can see them as seniors putting it all together, and that's a special moment.



People on the Move

BUSINESS PROFILE

CV 6-26-05

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STANDARD-SPEAKER

HAZLETON, PA
THURSDAY 21, 772
JUN 16 2005



B. Burrells *Live*
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Rexer appointed full professor at Wilkes U.

WILKES-BARRE - Marianne Rexer, Ph.D., was recently appointed full professor by Wilkes University's Board of Trustees.

Rexer also serves as chairwoman of the business and accounting programs in the Jay S. Sidhu School of Business and Leadership.



Rexer joined the Wilkes faculty in 1990. She

Marianne
Rexer

teaches courses in accounting policy and procedures, accounting information systems, auditing, and financial and managerial accounting.

She also helped develop and teach the new integrated management experience course, which gives freshmen an opportunity to learn, do and reflect on their business and leadership skills as they operate their own businesses.

Rexer is a Certified Public Accountant and one of six accounting professionals in the country who co-authored *The Official CITP Review Manual*, a guide for the Certified Information Technology Professional exam.

She also has been a co-author to all four editions of *Introduction to the Pharmaceutical Industry*, as well as several online textbooks and professional journal articles.

She has also made numerous local, regional and national presentations.

Rexer received her undergraduate degree from Wilkes University, a master of science degree in taxation from Bryant College and a Ph.D. in accounting from Drexel University.

She lives in Mountain Top with her husband, Chris, and children Tim, Meagan and Ken.

MOUNTAIN TOP EAGLE

MOUNTAIN TOP, PA
WEEKLY 2,800
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INFORMATION SERVICES

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Wilkes Professor Co-Authors Book

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Marianne Rexer, associate professor of accounting at Wilkes University, is one of six accounting professionals in the country who have co-written, "The Official CITP Review Manual", a study manual for Certified Public Accountants.

The Certified Information Technology Professional (CITP) is a specialization available only to CPAs and was first given in November 2000. Dr. Rexer was one of the first individuals in the United States to pass the exam and has since been asked to formulate exam questions. She also authored the business planning portion of the review manual.

Dr. Rexer has taught at Wilkes



Marianne Rexer

since 1990. She lives in Mountaintop with her husband Chris and children, Tim, Meagan and Ken.

CORPORATE LADDER

HIRINGS/PROMOTIONS

Southern Union: Donna M. Abdalla of Jessup has been named vice president of human resources.

Abdalla joined Southern Union's PG Energy division in 1982 as a gas supply analyst. During a 22-year career, she has held numerous managerial positions, including director of corporate services for PG Energy, vice president of corporate and public affairs for PG Energy Services and corporate secretary for PG Energy and Pennsylvania Enterprises.

Since March 2000, Abdalla has served as PG Energy's vice president of administration.

She earned a master of business administration degree in finance and a bachelor's degree in business management from the University of Scranton.

PPL Susquehanna: Britt T. McKinney, a 29-year veteran of the nuclear power industry and currently site vice president at Wolf Creek Nuclear Generating Station, has been named vice president-Nuclear Site Operations for the nuclear power plant in Salem Township.

McKinney has been employed at Wolf Creek, a 1,200-megawatt nuclear power plant in Burlington, Kan., for 13 years. He also worked at the Browns Ferry Nuclear Generating Station in Alabama and started his career at the Fort St. Vrain Nuclear Generating Station in Colorado.

He is a licensed senior reactor operator.

He earned a master's degree in power engineering from New Mexico State University and a bachelor's degree in engineering science, business administration and mathematics from Regis College in Denver.

CONFERENCES

Wilkes University: Dr. Marianne Rexer, associate professor of accounting, served as a panelist at the Mid-Atlantic meeting of the American Accounting Association.

Rexer participated in a panel discussion on issues affecting college classrooms, a topic that will be discussed at all regional AAA meetings nationwide. She also will give her presentation this summer at the AAA national meeting in Orlando, Fla.

She is a certified public accountant.

St. Aloysius Elementary School:

Mary Jo Walsh, principal of the Wilkes-Barre school, recently attended and chaired a professional session at the 101st Annual Convention and Exposition of the National Catholic Educational Association in Boston.

Walsh has been principal for seven years. Her school has had membership in NCEA for many years, and she has been chosen to work with members of the NCEA's Strategic Planning Team.

Marshall, Dennehey, Warner, Coleman & Goggin: Attorney James E. Pocius of the Scranton office addressed the Central Ohio Self-Insured's Association in March.

Next month he will participate in the Pennsylvania Chamber of Business & Industry's workers' compensation and unemployment compensation conference.

A shareholder in the Scranton office, Pocius concentrates his practice in defending workers' compensation and federal black lung matters. He also has expertise in Medicare set-aside work.

He is a graduate of Duquesne University School of Law.

TESTIMONY

Luzerne County Community College: Dr. Dana Clark, director of nursing and acting vice president of academic affairs, has been invited by the American Association of Community Colleges to testify before the U.S. House of Representatives Subcommittee on Labor, Health, Human Services, and Education.

Clark will be representing associate degree nursing programs and will offer testimony on the shortage of nurses and nurse educators.

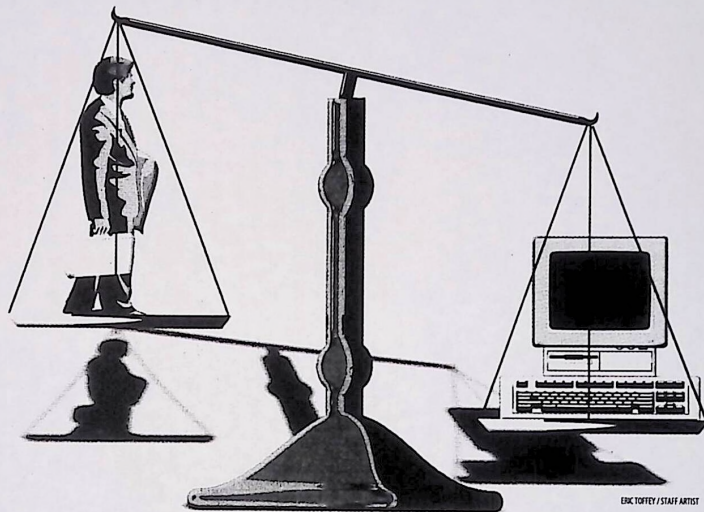
Law, accounting no longer top career choices

BY VINCE COVELESKIE / STAFF WRITER

Attorneys in Manhattan can expect salaries in excess of \$100,000, but the starting rate in Scranton is closer to \$35,000. Still, the city remains a hotbed of legal activity, with some Philadelphia firms expanding to northeastern Pennsylvania. Those lawyers who don't latch on with a firm ending up hanging a shingle on their door.

The search is on

Nationally, accountants and lawyers are no longer enduring long job searches. With an abundance of high-wage jobs in computer science, information technology and electrical engineering, college graduates can earn big bucks and stock options right out of school. Today, law firms, accounting firms and medical organizations are forced to recruit fiercely, offer better compensation and work harder to retain talent.



ERIC TOFFEY / STAFF ARTIST

"Now kids are looking to work for technology companies that offer more exciting, dynamic environments. ... We're losing a lot of people to those careers."

The numbers game

The numbers show the trend. The nation's colleges and universities' yearly supply of accounting graduates has been almost flat since 1982.

The number of applicants to the nation's 125 medical schools fell for the third straight year in 1999. The number of law degrees

The number of law degrees

Today, a computer science major can walk out of the classroom and into a \$55,000-a-year job. Meanwhile, going to medical school and incurring thousands of dollars in debt isn't that lucrative anymore, says Dr. Robert Hinkley, associate dean for admission at University of Miami Medical School.

The result is that graduates of law, accounting and medical schools are entering one of the best job markets ever. They find themselves recruited much harder and much sooner — and they're getting paid more. Major law firms nationwide recently raised starting salaries for lawavers to \$105,

"It used to be law students would seek out the employers. Now it's the other way around," said Jim Groh, partner with Holland & Knight in Miami. "We do everything to attract the best students long before they graduate."

An economic boom

The economy has played a major role in creating demand as well. "We're busier than we've ever been in the history of this city," Groh said. "Recruiting good lawyers has become more of an art because of the

Please see CAREERS, PAGE D2

CAREERS: Law, accounting firms making greater effort to recruit

FROM D1

need for them."

De Armas, at PricewaterhouseCoopers, said accounting firms are working harder to attract students to accounting as a career.

"We speak more with the other Big Five firms and we know that all of us are faced with the same market problems. We're competing for the same students," said de Armas, who also serves as president of the downtown Miami chapter of the Florida Institute of Certified Public Accountants. "What's changed is how early on firms are trying to make contact with the students. Nowadays, it could be as early as their sophomore year. Firms are reaching down into the talent pool to identify stars at an early stage and to get them to start building a relationship with that firm."

Meanwhile, the medical field is recruiting just as hard.

"We are offering benefits that were not offered in the past," said Chantal Leconte, administrator for Cleveland Clinic in Fort Lauderdale, Fla. "We are offering cross-training to nurses, which makes them more valuable. We are offering more continuing education to doctors,

which is important to them. We also are investing in new equipment to lure physicians to our hospital. Physicians don't want to be stagnant. They want to be involved in cutting-edge health care."

Predatory attitudes have escalated as the professions have begun recruiting from each other. Ernst & Young employs lawyers in its tax consulting department and doctors and nurses in its health-care practice. Rachlin Cohen & Holtz, an independent accounting firm, recently recruited a doctor for its health-care group. The Fort Lauderdale lawyers at Berger Davis & Singerman have brought in an accountant to manage their firm. And, Sheridan Healthcare has a lawyer among its top executives.

• "You don't have to have a CPA license to work for a public accounting firm anymore," said Cindy Kushner, partner in Ernst & Young's tax practice in South Florida. "It provides a lot more value to our clients to have all that expertise in-house."

All three professions have recognized the need for more minorities. The American Bar Association, the American Institute of Certified Public Accountants and the American

Medical Association have set up scholarships to encourage more minority enrollment. Still, professionals across the board recognize work still needs to be done on recruiting and retention.

Meanwhile, in the last decade, these traditional professions have undergone major changes by introducing business aspects that force them to operate differently. Lawyers, doctors and accountants have discovered the importance of marketing, technology and consolidation to ensure their survival. Expectations and workloads have increased and retention has become critical.

A big change in law is the consolidation of firms, with national firms getting even larger and small firms merging into bigger practices. Lawyers with portable books of business sift through job offers on a regular basis.

"These days headhunters are speed-dialing lawyers," said Tom Schultz, a partner in the Miami law firm of Ferrell Schultz Carter Zumpano & Ferrel. "There's a level of mobility that never existed before. It's put a lot of pressure on the legal profession to increase compensation."

Accountants, too, have had to

adapt to change in their profession.

They've turned themselves into financial advisors, offering clients much more than a standard audit. Changes in the law allow accountants to give ownership in their firms to non-CPAs and to offer all types of financial services.

"Accountants are no longer bean counters," said Vicki Yarbrough, director of public affairs for the Florida Institute of Certified Public Accountants. "This is a more exciting profession than it's ever been. There are more options available to accountants, especially in Florida."

Perhaps the most significant changes in the last decade have occurred in the medical profession, where the growing use of managed care to control health-care costs has dramatically reshaped all aspects of the profession. The ways in which doctors practice has radically changed in 10 years. Many are less satisfied and feel they have lost the freedom to practice medicine that's in the best interest of their patients. Yet many grudgingly admit they couldn't survive as independents.

THE ASSOCIATED PRESS contributed to this report.

Mary Ann Rexer File

Wilkes University News

Alissa Antosh, Writer/Editor
University Relations Office
Wilkes-Barre, Pennsylvania 18766
Office (570) 408-4770 Fax (570) 408-7813
e-mail: antosh@wilkes.edu
website: www.wilkes.edu

Wilkes Accounting Graduates Complete Spring Internships (Editors, Note Connection to Your Coverage Area)

Wilkes-Barre -- Wilkes University's most recent accounting graduates announce the completion of spring internships with some of the country's most prestigious accounting firms.

The graduates, their hometowns and internship partners are (photo, seated left to right): Kelly C. McDonough, of Ashley, Pa., Deloitte & Touche, New York; Jada R. Kozick, Dallas, Pa., McGrail, Merkel, Quinn and Associates, Scranton, Pa.; Nathan R. Lipton, Pottsville, Pa., Thomas U. Tinsley Corp., Wilkes-Barre; Christopher F. Fath, Philadelphia, Tomascik & Associates, Inc., W-B; and Dr. Marianne Rexer, Mountaintop, Pa., director, Professional Development Program and associate professor, Accounting at Wilkes.

-MORE-

1st Add: Wilkes Accounting Graduates Complete Spring Internships

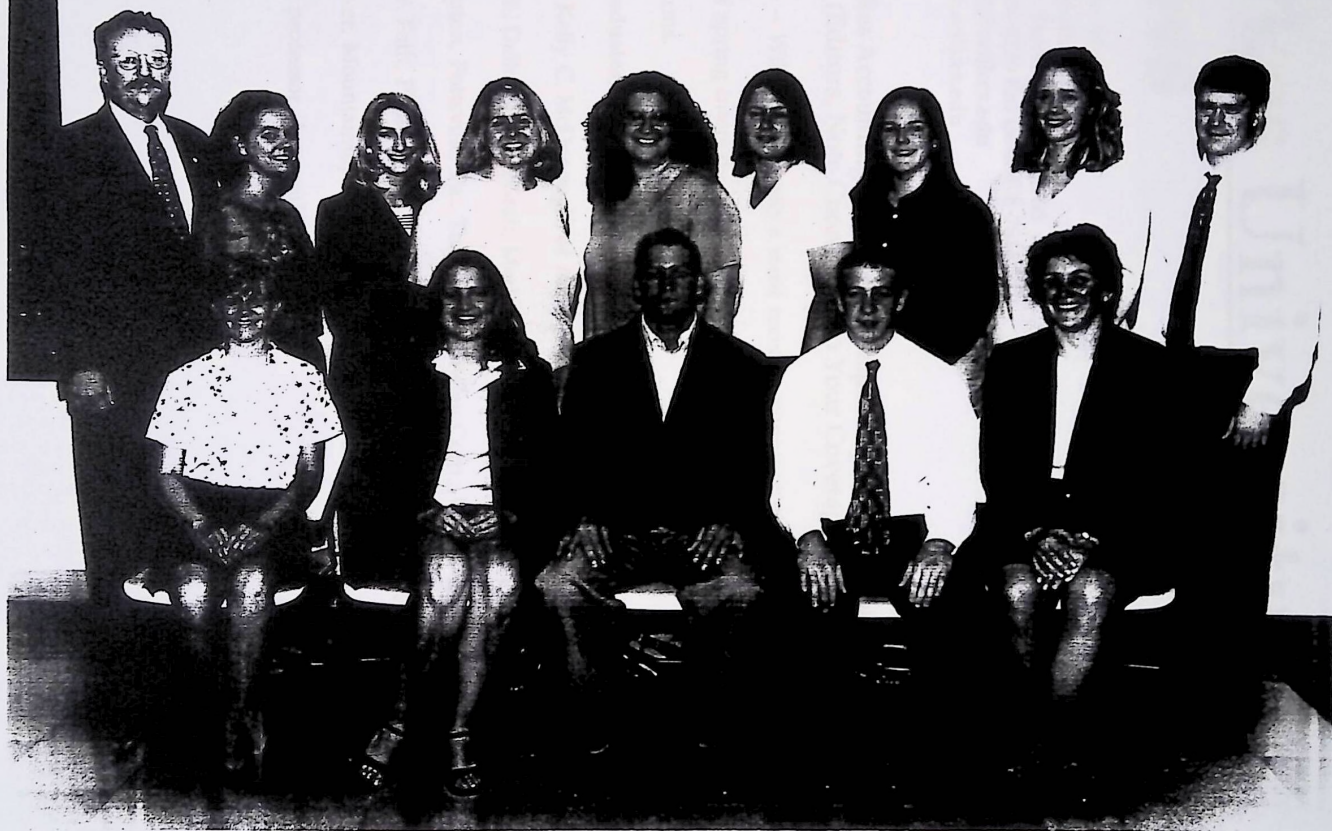
Standing left to right - Dr. Jeffrey R. Alves, Wilkes-Barre, chairperson, Business Administration and Accounting Department; Jessica Niemiec, W-B, J.H. Williams and Co., Kingston, Pa.; Holly Blizzard, Forty Fort, Pa., Concannon, Gallagher, Miller & Co., offices in Pennsylvania and Florida; Stacey Kehler, Chase, Pa., Nabisco; Christine A. Saba, Hanover Township, Deloitte and Touche, New York; Holly A. Fillion, Freehold, N.J., Parente Randolph, PC, W-B; Michelle R. Nallon, Harvey's Lake, Pa., Parente Randolph, PC, W-B; Cheryl M. Smith, Shavertown, Pa., Ernst and Young, offices in 40 states; and Robert J. Wolak, Moosic, Pa., Peter A. Evanofski, CPA, W-B

Missing from photo - Jason Brocious, Girardville, Pa., Beard and Co.; and Katie Watkins, Hanover, Parente Randolph PC.

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Wilkes University News

Christine Liberaski
Communications Assistant
University Relations
Wilkes-Barre, Pennsylvania 18766
(717) 831-4773

SMALL BUSINESS DEVELOPMENT CENTER TO PRESENT ACCOUNTING SEMINAR AT WILKES UNIVERSITY

WILKES-BARRE - - The Small Business Development Center (SBDC) of Wilkes University will continue with their Fall 1994 Seminar Series with "Accounting for Small Business," on Monday, October 31, from 7 to 9 p.m., in room 214 of the Arnaud C. Marts Center, 274 South Franklin Street.

Marianne Rexer, an assistant professor of accounting at Wilkes University, will speak about accounting services that help keep the owners of small firms on solid ground. She will provide information on record keeping procedures and analyzing profit and loss statements. An accounting software package will also be demonstrated.

The SBDC provides in-depth quality assistance to potential and existing small businesses. Its purpose is to provide entrepreneurs with comprehensive management and technical assistance and to enhance the contribution of small business to the local community.

-MORE-

1ST ADD - SBDC TO PRESENT FRANCHISING SEMINAR AT WILKES UNIVERSITY

The final SBDC seminar in this fall series will be, "Small Business Retirement and Estate Planning," on Tuesday, November 15. The seminar will be held in the Marts Center.

All classes are taught by Wilkes University faculty and SBDC staff. Seminars are held on weekday evenings, giving busy entrepreneurs the freedom to attend without interrupting their business day. Classes are informal with plenty of opportunity for questions and networking.

For more information on attending the seminars, please contact the Wilkes University SBDC at (717) 831-4340 or 1-800-WILKES-U, ext. 4340.

Wilkes University

News

Mark Davis
Office of Public Relations
Wilkes-Barre, Pennsylvania 18766
(717) 822-8413

MARIANNE SCICCHITANO REXER JOINS WILKES UNIVERSITY BUSINESS SCHOOL

WILKES-BARRE-- Wilkes University President Christopher N. Breiseth and Theodore Engel, Dean of the School of Business, Society and Public Policy have announced Marianne Scicchitano Rexer of Wilkes-Barre has joined the faculty of the Accounting Department.

A 1985 graduate of Wilkes, Ms. Rexer earned a master's degree in taxation from Bryant College in Smithfield Rhode Island and has earned her CPA. She worked four years in Public Accounting, three of them with Laventhol and Horwath, before returning to Wilkes to join the faculty.

Although she enjoys working professionally, she says her strong Wilkes background helped her move ahead and do well. Because of that, she is anxious to teach at Wilkes and continue that tradition.

In addition to her duties at Wilkes, Ms. Rexer serves as an advisor to the Catholic Youth Center.

He husband Christopher is also a 1985 Wilkes graduate.

Photo: Marianne Scicchitano Rexer, Assitant Professor, Accounting, Wilkes University.

1997 Ph.D. Drexel University in Accounting
with a minor in Statistics

~~The~~ dissertation ~~is~~ "The Effect of
Alternative ~~Attest~~ Reports on
Users' Understanding of the
Investment Performance ^{Manager's} ^{Presentation} Standards"

→ emerging area for ~~audit~~ auditors
→ Information ^{from study} ~~used~~ ^{will be} considered
in the development of future
Attestation Standards.

→ Daughter of Dr + Mrs. Dave Secretario,
resides in Mountaintop with her husband
Chris, and children Timothy, Reagan,
+ Kenny

→ 1997 outstanding professor
→ ~~a~~ selected ~~to~~ pre-test continuing
educational software by Micromash
Inc. (a software educational corporation)

Shamokin News - Peter

Mt Top. Eagle

and other ? paper ? Not a weekly?

TV/cv.

run by Mr & Mrs Broadt
before moving.

tentative
Curt on VACIA next week.

**WILKES PROFESSOR
MARIANNE SCICCHITANO REXER EARNS PH.D.**

WILKES-BARRE -- Marianne Scicchitano Rexer has received from Drexel University a doctor of philosophy degree in accounting with a minor in statistics. Rexer's dissertation , "The Effect of Alternative Attest Reports on User's Understanding of the Investment Manager's Performance Presentation Standards", is an emerging area for auditors. The information gathered from her study will be considered in the development of future attestation standards.

Rexer received her undergraduate degree from Wilkes and a master's degree in taxation from Bryant College. She is also a Certified Public Accountant. Prior to her appointment at Wilkes in 1996, Rexer worked in public accounting for Laventhol and Horwath. She is currently an assistant professor of accounting and the 1997 recipient of the Outstanding Teacher Award.

Rexer resides in Mountaintop with her husband, Christopher and three children, Timothy, Meagan, and Kenny. She is the daughter of Dr. and Mrs. David Scicchitano of Mount Carmel, PA.

>From mrexer Wed Aug 6 13:45:35 1997
Date: Wed, 6 Aug 1997 13:45:35 -0400 (EDT)
From: Rexer Marianne M <mrexer@wilkes1.wilkes.edu>
To: Stephanie Geyer <geyer@wilkes1.wilkes.edu>
Cc: broadt@wilkes.edu.mrexer
Subject: Re: Your release
Mime-Version: 1.0
Status: R

Stephanie,

Yes my brother Bill went to Bloom. He is married Tara Yost (also Bloom) and is now in N. Augusta, S.C..

Ken is out of town, but he has said to pass this on after reviewing my comments/suggestions.

I do not have many comments/suggestions, but they are as follows:

Paragraph 1:

The dissertation title "researched" or "dealt with" an emerging area for auditors. The title itself is not the emerging area, the attest reports and the attest engagement is the emerging area. Sorry, this may not have been clear from my notes.

Paragraph 2:

I thought degrees were capitalized. Master of Science in Taxation.

I'm a CPA in Pennsylvania (it may be more proper to use the state since Individuals are only licenced in the states in which they live or work).

I have been at Wilkes since 1990 (not 1998)

Paragraph 3:

Finally, since my children are listed as Timothy & Meagan, Kenny ought to be listed as Kenneth (I don't know what I wrote down - sorry if I wasn't consistent).

> > >

> WILKES PROFESSOR

> MARIANNE SCICCHITANO REXER EARNS PH.D.

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> Mrs. David Scicchitano of Mount Carmel, PA.

>

>

> Stephanie Geyer

"Indecision is the key to flexibility."

> <geyer@wilkes.edu>
 > Assistant Director
 > University Relations
 > Wilkes University
 > Weckesser Hall
 > PO Box 111
 > Wilkes-Barre, PA 18766 USA

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WILKES PROFESSOR SCIOCHITANO REXER EARNs PH.D.

Wilkes University Professor Marianne Sciochitano Rexer has received her Doctoral University of Pennsylvania degree in accounting with a minor in education. Rexer's dissertation, "The Effectiveness of Alternative Asset Reports on User's Understanding of the Manager's Performance Presentation Standards", is an ongoing study for her Ph.D. The information gathered from her study will be considered in the development of future asset reporting standards.

Rexer received her undergraduate degree from Wilkes and a master's degree in accounting from Bryn Mawr College. She is also a Certified Public Accountant. Prior to her appointment at Wilkes in 1982, Rexer worked as a senior accounting for several and currently is an assistant professor of accounting and the 1997 recipient of the Outstanding Teacher Award.

Rexer resides in Mountaintop with her husband, Christopher and three children, Timothy, Morgan, and Karyn. She is the daughter of Dr. and Mrs. David Sciochitano of Mount Carmel, Pa.

Wilkes University

News

University Relations Office
Stephanie Geyer, Assistant Director
Wilkes-Barre, Pennsylvania 18766
Office (717) 831-4772 Fax (717) 824-2934
e-mail geyer@wilkes.edu

WILKES PROFESSOR MARIANNE SCICCHITANO REXER EARNS PH.D.

WILKES-BARRE -- Marianne Scicchitano Rexer has received from Drexel University a doctor of philosophy degree in accounting with a minor in statistics. Rexer's dissertation, "The Effect of Alternative Attest Reports on User's Understanding of the Investment Manager's Performance Presentation Standards", dealt with an emerging area for auditors. The information gathered from her study will be considered in the development of future attestation standards.

Rexer received her undergraduate degree from Wilkes and a Master's of Science degree in Taxation from Bryant College. She is also a Certified Public Accountant in Pennsylvania. Prior to her appointment at Wilkes in 1990, Rexer worked in public accounting for Laventhol and Horwath. She is currently an assistant professor of accounting and the 1997 recipient of the Outstanding Teacher Award.

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Plant's impact goes beyond jobs

By JERRY LYNOTT
Times Leader Staff Writer

WRIGHT TWP. — The ground hasn't even been broken for the \$240-million expansion at Harris Semiconductor, but some already say the area has hit pay dirt.

From the people who sell the houses, to the suppliers of services and materials to the

Effects on school district
— Page 14A

Crestwood Industrial Park plant, the almost quarter-billion investment by the company during the next three years is encouraging.

"It's a great shot in the arm for the entire (Wyoming) Val-

ley," said Bob Rundle of Rundle Real Estate in Fairview Township.

An immediate effect will be an expanded real estate market as new employees locate here, says Rundle.

Harris plans to hire as many as 270 employees initially as part of the phase one building expansion, due to begin in Oc-

tober. Company officials said most of the jobs will be highly skilled production jobs paying from \$8 to \$11.50 an hour. Approximately one-third of the workers will be employees with specialized engineering degrees, earning an average salary of \$54,000.

■ See HARRIS, Page 14A



TIMES LEADER/RICHARD SABATURA

An employee at Harris Semiconductor in Wright Township dons protective clothing in a clean room during the manufacture and testing of microchips.

TL 9/29/95

Harris — TL 9/29/95

(Continued from Page 1A)

Using 2½ times that figure as the high end of the price range for houses for these employees, Rundle said that means they were going to sell for \$195,000.

Gov. Tom Ridge said Wednesday that the expansion's later phases could add 800 additional jobs at the Mountaintop plant.

As the new arrivals take their place in the community, they will join school boards, municipal governments, churches, restaurants and houses of worship.

Alvin "Buddy" Rothstein of Rothstein Realtors in Wright Township.

"They have fresh ideas," Rothstein said, adding they "make the quality of life that much better."

The expansion should catch the eye of others, he is wondering why Harris couldn't sell more of its workers and local plant. "The good ones attract good ones," Rothstein said.

There may be more indirect benefits from the expansion, said Martin Rexer, an assistant professor of accounting at Wilkes University.

Rexer said Harris engineers go through the master of business

administration program at the school and attend her classes. Students exchange ideas and take that information back to their jobs.

John King, College assistant professor of marketing said it is an outstanding move by Harris. The commitment to invest here, the recognition of their employees' work ethic and the direct benefits that accompany those characteristics are big pluses, said Chris Alexander.

But he tempered the good news with a warning. "A good plan ... can be undone by an unnoticed change in the economy," Alexander said.

But at the recent news of National Westminster Bancorp., he said.

The London-based bank received \$26 million in financial incentives to build a \$38 million operations center on Montage Mountain in Lackawanna County and sell its U.S. operations. At stake are more than 1,400 local jobs at the center.

"I really hesitate to say yes, this is a sign of things to come," Alexander said of the Harris expansion.

Wilkes University News

Christine Liberaski
Communications Assistant
University Relations
Wilkes University
Wilkes-Barre, Pennsylvania 18766
(717) 831-4773

WILKES STUDENTS TAKE PART IN INTERACTIVE SATELLITE VIDEO BROADCAST

Wilkes-Barre -- Wilkes University students recently took part in a Students In Free Enterprise (SIFE) interactive satellite video broadcast. Their participation in the event was sponsored jointly by Wilkes University's Allan P. Kirby Center for Free Enterprise and Entrepreneurship and the School of Business, Society and Public Policy.

SIFE is a non-profit national foundation funded by Wal*Mart and other large U.S. companies. The broadcast was a training tool for newer SIFE teams across America and was aired at Wal*Mart in Wilkes-Barre Township.

Panelists on the live program shared their expertise on generating student interest, recruiting students, selecting and using a Business Advisory Board, exploring means to give course credit for SIFE activities, raising funds and developing outreach education programs.

-MORE-

1ST ADD - - WILKES STUDENTS TAKE PART IN SIFE PROGRAM

"SIFE has a mission similar to that of The Allan P. Kirby Center. It works to build teams at colleges and universities, dedicated to teach mostly younger members of the community a better understanding of the workings of the Free Enterprise system. This activity is executed via outreach projects in which students teach others what they have learned," according to Arlen R. Lessin, distinguished professor, chair, and director of the Allan P. Kirby Center.

SIFE has a proven track record of providing career opportunities for students, and helping colleges and universities of all sizes recruit students and improve fundraising. SIFE awards \$179,000 in prize money to competing SIFE teams annually.

Photo: left to right, first row: Dr. Tony Liuzzo, associate professor of business and economics, Dallas; Garth Allred, Kingston, NY; Janet Stephens, Wyalusing; Christina Tanner, Ivyland; Kim T. Smith, Pitman, NJ; Andy Kehler, Ashland; Marianne Rexer, assistant professor of accounting, Mountaintop; Arlen Lessin, distinguished professor, Free Enterprise and Entrepreneurship, Wilkes-Barre.

Second row: Jeff Chouvanec, Peckville; Lucia Niero, Drums; Amy Sosik, Dunmore; Jim Noble, Oakridge, NJ.

Third row: Cathy Kobilinski, Moosic; Noelle DiSabella, Hazleton; Janis Reigel, Factoryville.

Fourth row: Ed Hutter, Clifton, NJ; Elaine A. Makelonis, secretary, Allan P. Kirby Center for Free Enterprise and Entrepreneurship, Edwardsville; Montal Jagani, Danville; Eric DeForest, Boston, NY.

Wilkes University News

Christine Liberaski
Communications Assistant
University Relations
Wilkes-Barre, Pennsylvania 18766
(717) 831-4773/FAX (717)824-2934

Shareholders Value: Accountability and Communication

In order to remain competitive in today's changing business environment many companies are seeking the opportunity to market products outside the United States, through contractual agreement with foreign subsidiaries. To remain competitive, these firms have realized the need to expand into the global economy and thereby take advantage of markets that were never before available. This process requires adapting operations and investment considerations because what has worked "at home" will not necessarily work in this new environment.

Methods of judging performance of the corporation have been shifting from the conventional calculation of income or loss to other methods related to future cash flows. A growing school within America's business executive ranks is focusing on the measurement of increasing shareholder value as the key to managing a successful corporation. Current thought among many executives who have watched the foreign competitive management, especially the Japanese, is less emphasis on short-term strategic analysis and more emphasis on long-term

-MORE-

1ST ADD - SHAREHOLDERS VALUE

Shareholder Value Analysis (SVA). Recent mergers such as First Fidelity Bank/First Union Bank as well as many other prominent mergers, attest to the importance of considering long-term value to stockholders.

This new or renewed emphasis on SVA refers to the continuous process of analyzing how different business strategies impact on increasing or decreasing intrinsic stock value and hence, the real perceived value of the company. SVA nicely fits in with a publicly traded company's goal of creating value for the shareholder which may be an individual person or a large multinational corporation. In the competitive international corporate world of which we now are a part, this is often considered to be a much better measure of a business' performance than reviewing a company's profit and loss statement.

When reviewing future strategies for success, this new measure of performance considers risk which is measured by the "cost of capital" as well as the time value of money. Financial analysts, as well as investment managers, consider SVA a more powerful tool for judging corporate performance compared with other traditional accounting measures such as earnings per share. Stock market prices reflect expected long-term cash flows and not changes in earnings per share. For example, if management has a line of business that appears to be profitable using conventional financial accounting measurements, but is decreasing the company's real economic value, management's decision to discontinue this line will result in reduced conventional current earnings but a rise in stock prices as the market

-MORE-

2ND ADD - SHAREHOLDERS VALUE

responds to the expected long-term benefits.

SVA is not error free as there is always the risk some strategies will be overlooked or that incorrect assumptions may be used. Valuable courses of action may also be completely overlooked since SVA only analyzes alternatives; it does not create them. Individual hopes, fears, desires, and expectations may alter the results of SVA and thus cause them to be misleading to managers.

Customer satisfaction is one of the keys to successful business, but managers must combine this with the long running goal of maximizing stockholder's wealth. SVA can indicate which strategies will enhance the long-term value of the company and thereby satisfy the corporate stockholder who is also a form of customer.

Written By:

Kenneth A. Broadt, CPA, is a faculty member at Wilkes University in Wilkes-Barre, Pennsylvania. He received a Bachelor of Science degree from Bloomsburg University and a Master of Science degree from Bucknell University.

Marianne M. Rexer, CPA, is a faculty member at Wilkes University in Wilkes-Barre, Pennsylvania, and is a doctoral candidate at Drexel University. She received a Bachelor of Science in Accounting from Wilkes College and a Masters in Taxation from Bryant College.

Kimberly A. Escarge, is a graduate student in the MBA Program at Wilkes University in Wilkes-Barre, Pennsylvania. She received her Bachelor of Science in Accounting from Wilkes University.

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Students explore careers

LEARNING about a career in internal auditing at a recent College Night with the Northeast Pennsylvania Chapter of the Institute of Internal Auditors were Wilkes University accounting students, from left to right, Chad Heffner, Reading; Karen Bedgarczyk, Olyphant; Jennifer Ryman, Tunkhannock; Marianne

Rexer, Wilkes assistant professor of accounting; Russell Hiser, Lansdale; Joseph Doyle, Parente, Randolph, Orlando, Carey and Associates; Tami Bendzel, Franklin First Federal; Timothy Long, Dunmore; Vince Piccolino, Scranton; Janis Reigel, Factoryville; Renee Sica, Tunkhannock; and Beth Seris, Luzerne.

Schools & Colleges

CU 12/2/94

Accounting major students at Wilkes University learn about internal auditing careers

A group of Wilkes University accounting students recently attended College Night with the Northeast PA Chapter of the Institute of Internal Auditors.

The students learned about a career in internal auditing through an panel discussion among themselves and internal auditors from various local organizations.

Among the participants, from the left, are Chadd Heffner, Reading; Karen Bednarczyk, Olyphant; Jennifer Ryman, Tunkhannock; Marianne Rexer, Mountaintop, assistant professor or accounting at Wilkes; Russell Hiser,



Lansdale; Joseph Doyle, from Carey and Associates; Tami Timothy Long, Dunmore; Vince Factoryville; Renee Sica, Tunkhannock; Beth Seris, Luzerne; Parente, Randolph, Orlando, Bendzel, Franklin First Federal; Piccoino, Scranton; Janis Reigel, hannock; Beth Seris, Luzerne.

Wilkes University News

Christine Liberaski
Communications Assistant
University Relations
Wilkes-Barre, Pennsylvania 18766
(717) 831-4773

Wilkes Accounting Students Learn About Internal Auditing

Wilkes-Barre -- A group of Wilkes University accounting students recently attended College Night with the Northeast Pennsylvania Chapter of the Institute of Internal Auditors.

The students learned about a career in internal auditing through an open panel discussion between themselves and internal auditors from various local organizations.

PHOTO:

Participants from left to right: Chad Heffner, Reading; Karen Bednarczyk, Olyphant; Jennifer Ryman, Tunkhannock; Marianne Rexer, assistant professor of accounting at Wilkes, Mountaintop; Russell Hiser, Lansdale; Joseph Doyle, from Parente, Randolph, Orlando, Carey and Associates; Tami Bendzel, from Franklin First Federal; Timothy Long, Dunmore; Vince Piccolino, Scranton; Janis Reigel, Factoryville; Renee Sica, Tunkhannock; and Beth Seris, Luzerne.

Wilkes professor gets a doctorate in accounting

Marianne Sicchitano Rexer, an assistant professor of accounting at Wilkes University, has received a Doctor of Philosophy degree in Accounting, with a minor in statistics, from Drexel University.



Rexer

She resides in Mountaintop with her husband, Christopher, and three children, Timothy, Meagan and Kenneth. She is the daughter of Dr. and Mrs. David Sicchitano of Mount Carmel.

Rexer's dissertation, "The Effect of Alternative Attest Reports on User's Understanding of the Investment Manager's Performance Presentation Standards," dealt with an emerging area for auditors.

The information gathered from her study will be considered in the development of future attestation standards.

A Certified Public Accountant in Pennsylvania, Rexer received her undergraduate degree from Wilkes and a Master of Science degree in Taxation from Bryant College.

Prior to her appointment at Wilkes in 1990, Rexer worked in public accounting for Laventhol and Horwath.

Rexer was recently selected as the 1997 recipient of the "Outstanding Teacher Award."

C.V. 8-21-97

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Wilkes Professor Earns PH.D.

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Marianne Scicchitano Rexer has received from Drexel University a Doctor of Philosophy degree in accounting with a minor in statistics. Rexer's dissertation, "The Effect of Alternative Attest Reports on User's Understanding of the Investment Manager's Performance Presentation Standards", dealt with an emerging area for auditors. The information gathered from her study will be considered in the development of future attestation standards.

Rexer received her undergraduate degree from Wilkes and a Master's of Science degree in Taxation from Bryant College. She is also a Certified Public Accountant in Pennsylvania. Prior to her appointment at Wilkes in 1990, Rexer worked in public accounting for Laventhol and Horwath. She is currently an assistant professor of accounting and the 1997 recipient of the Outstanding Teacher Award.



Marianne Scicchitano Rexer

Rexer resides in Mountaintop with her husband, Christopher and three children, Timothy, Meagan, and Kenneth. She is the daughter of Dr. and Mrs. David Scicchitano of Mount Carmel, PA.

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NEWS-ITEM

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Mount Carmel native earns doctorate

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WILKES-BARRE — Marianne Scicchitano Rexer has received from Drexel University a doctor of philosophy degree in accounting with a minor in statistics.

Rexer, currently an assistant professor of accounting at Wilkes University and the 1997 recipient of the Outstanding Teacher Award, is the daughter of Dr. and Mrs. David Scicchitano, Mount Carmel.

Rexer's dissertation, "The Effect of Alternative Attest Reports on User's Understanding of the Investment Manager's Performance Presentation Standards," dealt with an emerging area for authors. The information geared from her study will be considered in the development of future attestation standards.

Rexer received her undergraduate degree from Wilkes and a master of science degree in taxation from Bryant College. She is also a certified public accountant in Pennsylvania.



Marianne Rexer

Prior to her appointment at Wilkes in 1990, Rexer worked in public accounting for Laventhol and Horwath.

Rexer resides in Mountaintop with her husband, Christopher, and three children, Timothy, Meagan and Kenneth.

Wilkes University **News**

Deena M. Guadagno, Communications Assistant
University Relations Office
Wilkes-Barre, Pennsylvania 18766
Office (570) 408-4770 Fax (570) 408-7820
e-mail: antosh@wilkes1.wilkes.edu

Wilkes University Graduates Score High on CPA Examination

Wilkes-Barre - - Wilkes University 1998 graduates Regina Tarone, George Pawlush, and Melanie Meyer recently earned some of the highest grades in the state on the Certified Public Accounting (CPA) exam.

Tarone and Pawlush took on the task of sitting for all four parts of the exam. Meyer followed the most popular exam strategy of studying for two of the four sections.

Regina Tarone received 94% on the auditing section, 92% on the law section, 99% on the financial accounting and reporting section, and 91% on the accounting and reporting section. A native of Hazleton, Pa., Tarone is currently an auditor with the accounting firm Deloitte Touche, located in the World Financial Center, New York City.

Having graduated summa cum laude from Wilkes, Tarone holds a bachelor of science degree in accounting, a bachelor of arts degree in french, and a minor in business management.

-MORE-

1st Add: Wilkes University Graduates Score High on CPA Examination

She earned the Outstanding Graduate Award for her respective school and was named a Wandell Award recipient for maintaining a perfect 4.0 average for all four years. She plans on attending graduate school for her MBA in the fall of 2000.

George Pawlush received 84% on the auditing section, 80% on the law section, 94% on the financial accounting and reporting, and 90% on the accounting and reporting section. Residing in Cheshire, Conn., he holds the position of staff accountant for KPMG L.L.D., Stanford, Conn.

Pawlush graduated from Wilkes cum laude with a bachelor of science degree in accounting and a minor in business management. In preparation for his future career as an accountant, Pawlush was the chair of the Volunteer Income Tax Assistance (VITA) program in his junior year. As an undergraduate, he was an intern for the Guard Insurance Group, Wilkes-Barre.

Melanie Meyer received 89% on the auditing section and 80% on the accounting and reporting section. She will sit for the law section and the financial accounting and reporting section this May.

A resident of Medford, N.J., she is currently employed by Belman & Company, Vorhees, N.J., as a staff accountant. Her main responsibilities include audits for South Jersey governments. Meyer interned with Metz Enterprise, Dallas, Pa., prior to joining Belman & Company. She received a bachelor of science in accounting from Wilkes.

-MORE-

2nd Add: Wilkes University Graduates Score High on CPA Examination

"The reasons for the students' success are their dedication to a strong work ethic along with rigorous, innovative course work that encouraged them to analyze situations rather than memorize rules and facts," said Dr. Marianne Rexer, associate professor of accounting at Wilkes. "These three students worked together as a team while at Wilkes. They strengthened and supported each other. It is no surprise that they all did well."

The CPA examination is based upon the knowledge essential for the practice of public accounting. It is designed to measure basic technical competence, including technical knowledge and its application, exercise of sound judgement and understanding of professional responsibilities. Combined with continuing professional education requirements, ethics examinations and other screening devices, the CPA examination assures the competence of those licensed to perform professional accounting services.

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Photo, Left to Right:

Regina Tarone, Melanie Meyer, George Pawlush



Wilkes University News

Alissa Antosh, Writer/Editor
University Relations Office
Wilkes-Barre, Pennsylvania 18766
Office (570) 408-4770 Fax (570) 408-7813
e-mail: antosh@wilkes.edu

Wilkes Accounting Department Announces Professional Development Program Student Award Recipients (Editors, Note Connection to Your Coverage Area)

Wilkes-Barre -- Dr. Marianne Rexer, director of Wilkes University's new Professional Development Program in Accounting, and Dr. Jeffrey R. Alves, chairperson of the Business Administration and Accounting Department, recently awarded certificates to six students who successfully completed the program.

The three-year program was implemented during the 1998-1999 academic year. The 1999-2000 school year is the first to award certificates. The program requires students to participate in job shadowing in their sophomore year, a co-op in accounting in their junior year, and an internship in their senior year. Plus, students must be involved in extra-curricular activities.

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Photo:

Seated left to right - Kelly C. McDonough, from Ashley; Jada R. Kozick, from Dallas; Nathan R. Lipton, Pottsville

Standing left to right - Dr. Jeffrey Alves, from Wilkes-Barre, chairperson of the Business Administration and Accounting Department; Holly Blizzard, from Forty Fort; Christine A. Saba, from Hanover Township; Cheryl M. Smith, from Shavertown; Dr. Marianne Rexer, from Mountaintop, director, Professional Development Program in Accounting at Wilkes



SUNDAY DISPATCH

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Wilkes University Accounting Interns Discover Road To Success



Four Wilkes University graduates have found success in the accounting field.

Regina Tarone of Hazleton, Pa.; Melenie Meyer of Medford, N.J.; George G. Pawlusch of Cheshire, Conn.; and Karen Guitson of Duryea, Pa., have garnered valuable work experience following the hands-on training they received through the student internship program at Wilkes.

Regina Tarone, who graduated with a bachelor of science degree in accounting and a bachelor of arts degree in French, will begin a career as an audit accountant in October with Deloitte & Touche, Manhattan, N.Y., one of the top five accounting firms world wide.

Melenie Meyer received a bachelor of science in accounting from Wilkes and is currently employed by Belman & Company, Vorhees, N.J. Meyers interned with Metz Enterprise, Dallas, Pa., prior to joining Belman & Company.

George G. Pawlusch, IV, received a bachelor of science degree in accounting and will begin his career in September with KPMG Peat Marwick of Stamford, Conn. While interning with Coopers & Lybrand, LLP of New York, handled partnership returns for clients from Fairfield County, Conn., and New York's metropolitan area.

Karen Guitson received her bachelor of science degree in accounting after interning with Kathleen Bartley Peregrin CPA, Plymouth, Pa. At the public accounting firm, Guitson was able to learn while processing client information. Guitson is pursuing opportunities with the State Department and the Internal Revenue Service.

Pictured from left: Regina Tarone, Hazleton, Pa.; Melenie Meyer, Medford, N.J.; George Pawlusch, Cheshire, Conn.; Karen Guitson, Duryea, Pa.; Dr. Marianne Rexer, Assistant Professor of Accounting.

STANDARD-SPEAKER

HAZLETON, PA
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32 Hazleton Standard-Speaker, Tuesday, July 21, 1998



From left are Regina Tarone, Hazleton; Melenie Meyer, Medford, N.J.; George Pawlush, Cheshire, Conn.; Karen Guitson, Duryea, and Dr. Marianne Rexer, assistant professor of accounting.

Wilkes accounting grads complete internships

Four Wilkes University graduates have found success in the accounting field.

Regina Tarone, Hazleton; Melanie Meyer, Medford, N.J.; George G. Pawlush, Cheshire, Conn., and Karen Guitson, Duryea, have garnered valuable work experience following the hands-on training they received through the student internship program at Wilkes.

Tarone, who graduated with a bachelor of science degree in accounting and a bachelor of arts degree in French, will begin a career as an audit accountant in October with Deloitte & Touche, Manhattan, one of the top five accounting firms world wide.

"I think the internship program at Wilkes is an excellent idea," said Tarone. "It was great being able to experiment and choose a defined area of concentration before going to work."

During her two-month paid internship at the firm, Tarone combined her accounting and French skills while working with the firm's international taxation business. She will sit for the CPA exam in November.

Meyer received a bachelor of science in accounting from Wilkes and is employed by Belman & Company, Voorhees, N.J. Meyer interned with Metz Enterprise, Dallas, Luzerne County, prior to joining Belman & Company.

Pawlush received a bachelor of science degree in accounting and will begin his career in September with KPMG Peat Marwick of Stamford, Conn. While interning with Coopers & Lybrand, LLP of New York, handled partnership returns for clients from Fairfield County,

Conn. and New York's metropolitan area.

Guitson received her bachelor of science degree in accounting after interning with Kathleen Bartley Peregrin CPA, Plymouth. At the public accounting firm, Guitson was able to learn while processing client information. Guitson is pursuing opportunities with the State Department and Internal Revenue Service.



Auditors hold program for students

The Northeastern Pennsylvania Chapter of the Institute of Internal Auditors recently sponsored its College and University Night. Thirty students from area colleges attended the program.

Seated from left to right: Mary Ann Rexer, Wilkes University; Cynthia Chisarick, Wilkes University; Laura Ellis, University of Scranton.

Standing: John McGowan, King's College and Chapter Vice President; Joseph Stupak, First National Community Bank; Richard Scott, Emery Worldwide; Todd Rehder, Emery Worldwide and program chairperson.

C.V. 11-24-98