

## In This Issue

- From the Editor
- Upcoming Events
- Organization Update
- Alumni News
- Alumnus Spotlight

## Contact Us

### President

Jacque Schafer  
jacqueline.schafer@53.com

### VP of Membership

Tarra Miedema  
tmiedema@steelcase.com  
Mackenzie O'Grady  
Mackenzie.Ogrady@plantemoran.com

### VP of Social Events

Dwight Detloff  
ddettloff@bshcpa.com  
Tim Duflo  
tduflo@deloitte.com

### Organization Liaison

Katie Ferris  
kferris@bdo.com  
Melissa Seguin  
mseguin@bshcpa.com

## From the Editor - Andrea Westdorp

I hope this finds you well rested from the holiday weekend and ready to enjoy the summer. This edition of our newsletter will update you on the events and programs we are currently organizing and those we have successfully hosted.

Our organization is hosting an Ethics CPE event on Tuesday, June 8 at the GVSU DeVos Campus. We are very excited about this event and are grateful to GVSU professors Dr. Steve Goldberg and Dr. Bruce Bettinghaus for offering their time and expertise in leading this professional development opportunity. Please see information included under [Upcoming Events](#) for further details on location and registration.

I also want to take this opportunity to introduce you to the newly installed Board of the GVSU Accounting Alumni & Friends Organization. The current officers are listed in the sidebar along with contact information. In each section of the update we will highlight our recent events and fill you in on future plans.

If you have any topics you would like addressed in our periodic newsletter, please send ideas to Andrea Westdorp, Treasurer/Secretary, at [westdoan@gvsu.edu](mailto:westdoan@gvsu.edu).

Thanks for your continued support and we hope to see you soon!

---

## Upcoming Events

### Tuesday, June 8 – Ethics CPE (2 hours)

Time: 7:30 AM registration, 8:00 AM – 10:00 PM program

Location: DeVos Center, Room 107D

Cost: \$45 for registration by June 6, or \$50 for late registration

Registration: Kathy Goralski at [goralskk@gvsu.edu](mailto:goralskk@gvsu.edu) or 616-331-7414

### Wednesday, August 11 – Happy Hour/Networking

Time: 5:30 PM

Location: JW Marriott, Grand Rapids

### Friday, September 17 – The 12<sup>th</sup> Annual Accounting Scholarship Golf Outing

Location: The Meadows at Grand Valley State University, Allendale

### Thursday, October 28 – Annual Reunion

Location: Campau Room, Plaza Towers

If you would like additional information on any of the above events, please do not hesitate to contact Jacque Schafer at [Jacqueline.Schafer@53.com](mailto:Jacqueline.Schafer@53.com).

## Program Development

Lindsay Busman  
lindsay.busman@crowe  
horwath.com  
Renee Thelen  
Renee.Thelen@perrigo.com

## Golf Committee

Rob Westdorp  
rwestdorp@bshcpa.com

## Treasurer/Secretary

Kathy Goralski  
goralskk@gvsu.edu  
Andrea Westdorp  
westdoan@gvsu.edu

# Organization Update

## Membership

In October 2009, approximately 30 GVSU Accounting Alumni & Friends gathered at the annual reunion. It was wonderful to see familiar faces at the event, and it was a joy to meet others who have not attended previous events. We must thank Steve Goldberg for hosting the event in the Campau Room in Plaza Towers. The same location has been reserved for Thursday, October 28, 2010 for the annual event. Please mark your calendars because we hope to see you there!

We are always looking for volunteers to serve in the capacity of Company Contact. The Company Contact is simply asked to encourage those around them to attend events and take a few minutes to pass communication on to co-workers who may be interested in our activities. If you have interest in serving in this capacity, please contact Tarra Miedema at [tmiedema@steelcase.com](mailto:tmiedema@steelcase.com). We would greatly appreciate your time and enthusiasm in helping promote our activities.

You may have noticed more emails coming from Mackenzie O'Grady as we have recently consolidated our distribution lists and centralized our communication efforts. If you have a change in email address, please contact Mackenzie at [Mackenzie.Ogrady@plantemoran.com](mailto:Mackenzie.Ogrady@plantemoran.com) so she can update your email on the distribution list.

## Social Events

We have hosted several successful happy hour gatherings since the annual reunion. Most recently we gathered at Graydon's Crossing – The Derby Station in East Grand Rapids where 15-20 alumni, faculty and friends enjoyed the English pub atmosphere and lively conversation.

We have another happy hour scheduled for Wednesday, August 11 at the JW Marriott. We will be there rain or shine, but we hope that the weather cooperates and can enjoy the patio overlooking the river. If you have any ideas for social events or happy hour locations, please feel free to contact Dwight Dettloff at [ddettloff@bshcpa.com](mailto:ddettloff@bshcpa.com) or Tim Duflo at [tduflo@deloitte.com](mailto:tduflo@deloitte.com).

## Organization Liaison

We are hoping to increase exposure to our organization though frequently used social media. If you "like" GVSU School of Accounting on Facebook you can stay updated on our events as well other School of Accounting information. We are also planning to create a group for the GVSU Accounting Alumni & Friends Organization on LinkedIn, so please look for that group in the near future.

In addition to updating social media sites, our organization liaison chair also communicates with GVSU professors about the availability of organization members to speak with classes. In the past, we have had many organization members speak on panels about accounting careers. If you are interested in participating in those in-class discussions please contact Melissa Seguin at [mseguin@bshcpa.com](mailto:mseguin@bshcpa.com) or Katie Ferris at [kferris@bdo.com](mailto:kferris@bdo.com) to get added to our list of willing participants.

## Program Development

Many of you have heard about or been involved with the Mentor Program that our organization has operated for the past three years. For our fall mentoring class, we plan to contact students enrolled in ACC 240 and ACC

310 during the Fall semester. After having students of varying class standings, we have found that students in the junior level classes are the best fit for this program.

We are looking for alumni and friends to become mentors to these students for the Fall 2010 semester. If you have any questions about becoming a mentor or would like to express your interest in participating this fall, please contact Renee Thelen at [Renee.Thelen@perrigo.com](mailto:Renee.Thelen@perrigo.com) or Lindsay Busman at [lindsay.busman@crowehorwath.com](mailto:lindsay.busman@crowehorwath.com). As the Fall semester is quickly approaching, please contact Renee or Lindsay by Saturday, August 14.

### **The Annual Accounting Scholarship Golf Outing**

We hope to see you at our next golf outing, scheduled for Friday, September 17. This annual outing raises money for all of the School of Accounting Scholarships and each golfer can designate which fund if he/she chooses. Last year the morning start was well received and this year we have moved the date to a Friday to encourage participation. We are looking forward to the event and will communicate more details as the date approaches. We are currently looking for individuals to serve on the golf outing committee. If you have interest, please contact Rob Westdorp, Golf Outing Committee Chair, at [rwestdorp@bshcpa.com](mailto:rwestdorp@bshcpa.com).

---

## Alumni News

At the annual Accounting Banquet in April, we honored **Melissa Seguin** with our third Accounting Alumni Award. Melissa has been actively involved with our Accounting Alumni & Friends Organization Board since its inception in 2007 and also serves as the President of the Grand Rapids Chapter of the American Society of Women Accountants. She was one of the key golf outing committee members for the 2009 outing and continues to serve on the Board as the Organization Liaison. We are proud to have her as a GVSU alumna and as member of the Board.

If you have news to share (job change, marriage, new baby, award, accomplishment, etc.), please contact Andrea Westdorp at [westdoan@gvsu.edu](mailto:westdoan@gvsu.edu) for inclusion in our next newsletter.

---

## Alumnus Spotlight, Jason Marvin



Jason Marvin is a 1997 graduate of Grand Valley State University, where he earned a Bachelor of Business Administration degree in Accounting. After an internship at Plante Moran in 1996, he joined the firm full time. On July 1, 2009, he was elected a partner of the firm.

*I read once that everyone's mental image of themselves stops aging at some point, and for me, my mental image is still of myself as a student at GVSU. Unfortunately,*

*when I look in the mirror, I am reminded I am not that young accounting student anymore! A lot has happened since my time at GVSU. I have traveled Europe and the Caribbean multiple times, met the girl of my dreams, and have had two children. Professionally, I have worked on one of the largest and most complex bankruptcy cases in U.S. history as an accountant to the bankruptcy examiner in the Enron bankruptcy, found my niche in serving Manufacturing and Construction companies, and have realized a long sought dream of becoming a partner at Plante Moran.*

*I realize that for most, when they think of public accounting, they think of getting their CPA license and moving on to a career in the private sector. But for me, I realized early on that this was going to be more than a stepping stone in my career. While the career is extremely demanding, it is also very rewarding, and I decided years ago that I would rather work a few hundred more hours a year in a career that I loved, than a few hundred less hours in a job I liked (in a best case scenario) or could tolerate (in a worst case scenario). There are several reasons this career is so rewarding to me, a few of which follow:*

- On a daily basis, I have the opportunity to positively impact numerous businesses. Much of my time is spent as a business advisor to my clients; providing perspective, analysis and advice, tax savings ideas, and sometimes by simply acting as a sounding board.*
- I am encouraged and supported by the firm to give back to the community through involvement with various not-for-profits.*
- I am in a career which requires a lifetime of learning. I am constantly challenged by complex, highly technical transactions and issues.*
- I get to work every day with talented professionals who are also great people, both staff at the firm and at my client's offices.*

*So, where will you find me when I am not at work? It depends on the time of year. In the spring you may find me training for the River Bank Run, or fly fishing on a quiet stream. In the summer, you are most likely to find me at my cottage, reading in a hammock or trying to wakeboard. In the fall, you are most likely to find me following my bird dogs through the woods. And in the winter, don't bother looking for me anywhere but the office! But in any season, the first place to look would be at my house*



*with my family. After being married in Positano, Italy on September 11, 2001 (yes, the September 11th), my wife and I have had two children. A four year old girl, and a one year old boy. And while, for the time being, I have traded in European and Caribbean vacations for diapers and cartoons, I wouldn't change a thing.*