Graduate Student Advisory Board Blog
A Chance to Win $50 to the GVSU Bookstore!

By Derek DeLange, GSAB Board Member and GSAB Blog Project Leader

As mentioned in past newsletters, the Graduate Student Advisory Board will soon be opening two blogs to the public. The first will serve as a means for prospective students to post questions about the program and garner a response from students already in the program. This will also be an area for students to discuss current issues or proposed changes within the Seidman College of Business. The second blog will provide a means for area business leaders to communicate critical issues and the way they are addressed in West Michigan’s business environment. Once posted, the articles will be open for comments and further questions. Our first article will be written by John Russell, President of Consumer's Energy, on change management and how his company dealt with the changes brought about by an SAP implementation. Look for a link to the blog on the Seidman College of Business home page (www.gvsu.edu/business) or navigate directly to the blog site (www.gvsu.edu/business/mbajournal). Everyone is encouraged to participate! Look for the "contest entry" posting - anyone who comments on this posting between Nov. 1 and Nov. 30 will be automatically entered to win a $50 gift certificate to the University Bookstore!

Holiday Book Drive Collection Begins Soon
Help the Santa Claus Girls!

By Carrie Doran, GSAB Board Member

The 3rd Annual Holiday Book Drive for the Santa Claus Girls will begin in early November. Last year the Graduate Student Advisory Board, Graduate and Professional Student Association, Masters of Social Work Student Organization and the Undergraduate Student Advisory Board partnered in an effort to collect new children’s books for the Santa Claus Girls. Our combined efforts provided 313 new books for children in need; in addition to the books we donated $308. Collection bins will be spread through the Pew Campus. Please watch your email for the specific collection dates; and, as you are shopping, keep your eye out for children’s books. We look forward another successful book drive!
A Letter from the Director

Greetings, Graduate Business Students!

Fall is absolutely my favorite semester. Enthusiasm on campus is always the highest as students and faculty begin a new academic year. We in the Seidman College are pleased to welcome back those of you who are returning, and we extend a special welcome to those of you who are new graduate students this year.

I am pleased to see that many of you have taken advantage of the special events that Seidman has offered this fall to enrich your academic experience. The Seidman College presented a panel regarding the financial crisis on September 30; and, a few days later, Bill Seidman, CNBC commentator, former FDIC Chair and advisor to President Ford, shared additional wisdom at a breakfast program regarding the markets as well as the upcoming election. Mr. Kevin Holloway, President of Animal Agriculture, Monsanto Company, served as distinguished executive lecturer and spoke on corporate leadership around sustainability on Oct 20.

There’s more, too. On November 11, Blake Krueger, President and CEO, Wolverine World Wide will speak for the Secchia Breakfast. There is no charge for the breakfast or lecture, of course. Contact the Dean’s office at 616-331-7500 to RSVP.

Pizza with the Dean is coming, too. The week of Oct. 27, Dean Williams and faculty will meet with graduate students in the University Club Room for informal conversation between 5 and 6 p.m. You may also have the opportunity to catch up with classmates from other semesters. Let us serve you dinner before your evening classes that week.

I hope you are aware that Accounting Department celebrated its new status as the “School” of Accounting on Oct 16. Congratulations to the Accounting faculty and students! It was great to see so many of you at this event as well.

As you begin your work this semester, our faculty members are undertaking their work to ensure that the graduate business programs continue to provide the best and most appropriate curricula. This fall, Dean Williams appointed a special commission to address the MBA program, in particular. That commission will be looking for input from you, so watch for a survey to be coming your way.

Please remember that the Graduate Business office is here to serve you. We are located in 403C. You should also regularly check out announcements and current information at the Graduate Business Info Center on your Blackboard account.

As the 2008-09 year begins, I look forward to getting to know you better and to watching you make progress toward your graduate business degrees. Please, let me know how I can assist you. Best wishes for a productive and rewarding year.

Claudia Bajema
Director, Graduate Business Programs

Seidman Mission Statement

The Seidman College of Business provides a rigorous learning environment with a student focus, a regional commitment, and a global perspective. In its teaching, scholarship and service activities, the College innovates, applies knowledge, and integrates concepts.
Faculty Focus
Professor Norman Christopher
By Daniel Fase, GSAB Board Member

GSAB: Where did you earn your undergraduate, graduate, and doctorate degrees and in what areas?

University of North Carolina; M.B.A., University of Connecticut. I also attended the Program for Management Development at Harvard University.

GSAB: Why did you choose your field? What areas of your field interest you the most and why?

I did my undergraduate degree on a Navy scholarship and after the Navy worked in the chemical industry in various areas of management. I always believed in balanced scorecard management: customers, employees, operations, community, finance – the progression from balanced scorecard to sustainability is natural. My career in business extended from sales to marketing, to general management, to executive management. The move to Director of Sustainability at GVSU was a natural progression.

GSAB: What do you enjoy about teaching at Seidman? How long have you been at Seidman and what convinced you to teach here?

The students! I came to Grand Valley four years ago. The student interest in sustainability is exciting and challenging! The teaching environment is a shared learning experience. Each semester I learn something new. Sustainability is moving from the old way of thinking to a systems way of thinking including cost benefits and value creation.

continued on page 4

Faculty Focus
Professor Jaideep Motwani
By Daniel Fase, GSAB Board Member

GSAB: Where did you earn your undergraduate, graduate, and doctorate degrees and in what areas?

B.B.A., Bombay University; M.B.A. Finance, Sam Houston State University; Ph.D. Operations Management, University of North Texas

GSAB: Why did you choose your field? What areas of your field interest you the most and why?

My background is in operations management coming from a family business where my dad ran 3 manufacturing companies. I did my undergraduate degree in accounting, an M.B.A. in Finance, and Ph.D. in Operations Management – my natural strength. The business environment is fascinating.

GSAB: What do you enjoy about teaching at Seidman? How long have you been at Seidman and what convinced you to teach here?

I’ve been with Seidman 18 years. Grand Valley is a growing school with lots of opportunities to create curriculum. I enjoy the balance of theory and application and being in the shared learning environment helping students to apply new tools. The sustainable business class is great because of the applications.

GSAB: What is the most important piece of knowledge that a student should take from their education at GVSU? What advice would you offer students upon graduation?

Ethics, critical thinking, being able to apply the theories, concepts, tools, and techniques to become an instant addition to a company; students should network on the job, in the community, and take advantage of opportunities at Grand Valley.

continued on page 4
Faculty Focus
Professor Norman Christopher
continued from page 3

GSAB: What is the most important piece of knowledge that a student should take from their education at GVSU? What advice would you offer students upon graduation?

I would like to provide students with the opportunity to become better global citizens. Students can use the tools they are being taught and how to apply them—critical path analysis and systems orientated thinking, thinking in terms of closed loop systems, and being mutually accountable. Students can learn innovation and creativity techniques and how to accomplish tasks with others.

GSAB: In what ways does your prior work experience assist you with instructing graduate business students?

I feel my business career in specialty and commodity chemicals has provided me with a good background in product and marketing management. I also have spent time in both corporate and family run business management which has provided me with experience in general and executive management decision making. The course materials provide a good platform for class discussion and shared learning experiences.

GSAB: Are there any books in your field of study that you would recommend to Seidman graduate business students and please share why you recommend it (or them)?

*Capitalism at the Crossroads* by Stuart hart; *Cradle to Cradle* by Bill McDonough; *The Sustainability Advantage* by Bob Willard.

GSAB: What do you like to do in your free time?

Fly fishing during all 4 seasons on the Muskegon River—seeing nature in action is the perfect example of a closed loop system. I also enjoy tennis and golf, and spending time with my wife, family, and grandchildren.

Faculty Focus
Professor Jaideep Motwani
continued from page 3

GSAB: Are there any books in your field of study that you would recommend to Seidman graduate business students and please share why you recommend it (or them)?

*The Goal; Lean Thinking; How to Win Friends and Influence People; The World is Flat; Winning; The 7 Habits of Highly Effective People.*

GSAB: What do you like to do in your free time?

Traveling internationally, coaching soccer, and spending as much time as possible with my two kids – reading comics, and watching cooking shows with my son.
Congratulations, Summer 2008 Graduates

MBA
Craig Akers
Michael Bair
Matthew Baker
David Bell
William Brechin
Christophe Brumby
Daniel Byrne
Rebecca Combs
Jason Decker
Craig Dennings
Tiffany Duntley
Matthew Fortner
David Gainor
Richard Gascho
Christopher Guffey
Matthew Kalis
Julie McKeever
Aurore Palisse
Jonathan Smith
Thomas Stacey
David Stahl
Kyle Ullery
Koorosh Vafadari
Brent Vargo
Michael Weber
Hilary Wolf

MSA
Ella Bazunts
Cari Bevard
Leigh Blanchard
Janet Bruner
Alisha Gassman
Michael Grant
Donald Hermann
Elizabeth Johnson
Elizabeth Oehrl
Mackenzie O’Grady
Casey Shelters
Thuy Tran

MST
Christian Holt
Katherine Julien
Stacie Middleton
Calendar of Events
Fall 2008

Oct 20  Distinguished Executive Lecture featuring Kevin Holloway, President Animal Agriculture, Monsanto, 6:00 p.m., reception 5:15
Oct 27-30  Pizza with the Dean, 5-6pm in the University Club
Nov 4  VOTE!!
Nov 11  Breakfast Program featuring Blake Krueger, President and CEO, Wolverine World Wide, 7:30 a.m. RSVP 331-7100
Nov 26-30  Thanksgiving Recess
Dec 6  Commencement
Dec 8-13  Exams
* Winter semester classes begin Jan 5.
* If you are interested in studying abroad, there will be opportunities summer semester. Decisions need to be made well before the semester begins, and it is not too early to begin inquiring. Contact Dr. Carol Sanchez for information.
*If you are interested in The Washington Campus program for next summer, watch for the announcement and application mid December. Applications are due back to the Graduate Office by January 15.
*Check regularly the Graduate Business Info Center on your Blackboard for current information.

Graduate Student Advisory Board

The purpose of the Graduate Student Advisory Board for the Seidman College of Business is:

To support the mission and vision of the Seidman College of Business

To promote a closer relationship and enhance communication between students and the faculty, staff and administration of the Seidman College of Business in ways that will foster and encourage student participation and constructive feedback among all parties

To strengthen existing graduate programs by identifying the needs of business students and the College’s role in preparing those students for professional careers

To provide input, advice, and counsel, where feasible, to the Dean and the Director of Graduate Business Programs of the Seidman College of Business

To serve as ambassadors for the Seidman graduate programs with both internal and external constituencies.

The Board is composed of graduate students in the MBA, MSA, and MST programs with the following current members:

Eric Anderson  Victor Attang  Patrick Casey  Thomas Dahl  Derek DeLange
Carrie Doran  Dan Fase  Jamie Hartz  Supriya Hegde  Dan Meyering
Erin Pinkster  Phil Rolfe  Tiffany Smith  Todd Weaver

Ex officio: Claudia Bajema, Seidman SCB Dean H. James Williams