At the request of Dean Williams, members of the GSAB, working in cooperation with members of the SUAB, have been assigned the task of exploring the viability of a student honor code for the Seidman College of Business. The ultimate goal of an honor code would be to curtail instances of academic dishonesty that is prevalent in many business schools, while also promoting that all members of the Seidman Community act with the utmost integrity and strive for continuous improvement. After reviewing the relevant literature and examining the implementation and effectiveness of codes used by various other institutions, the group determined that the likelihood of success was great enough to move forward. Continued on page 2

What comes to your mind when you hear the words “office politics”? You can probably think of many things, some positive and some negative. Examples include things such as team chemistry, achieving personal objectives versus corporate objectives, preferential treatment of various individuals, etc...

According to Nancy Skinner, founder of Nancy Skinner & Associates, a practice group of Varnum Consulting in Grand Rapids, rather than worrying about playing a political game, it would be better to focus on building trust and credibility. Since leadership is about relationships, building trust is paramount to being successful. Especially in the chaotic times of the current economy, people are looking to follow someone who they trust. Continued on page 2
SCB Student Honor Code Continued from page 1

A code was then drafted that embodies current traditions of our School, in addition to expressing a desire to strive for a heightened level of excellence. The code itself, however, is only the beginning. The ultimate success of the code is reliant on its acceptance by the students, faculty, and administration. As a result, implementation will be a critical step for the code, and active participation will be required of all members of the Seidman Community. Students will be given opportunity to ensure that the code is a reflection of their beliefs by offering suggestions throughout the creation of the code and its implementation.

In the end, a successful honor code may do many things to bolster the Seidman College of Business as a whole. Internally, it will likely promote more ethical behavior among all members of the community, and, as a result, a closer relationship between students and faculty members may be fostered. Externally, it is hoped that the honor code will give Seidman greater notoriety as a school that embraces ethics, and ultimately sets an example for the entire business community.

Additionally, the students charged with this task would like to extend a special thanks to Professors Michael DeWilde and Bruce Bettinghaus for their guidance and patience throughout this project, their assistance was invaluable.

Roundtable Discussion Continued from page 1

Enhancing credibility is not so much about politics or schmoozing, as those things don’t truly have lasting value and generally lead to only about five minutes of fame. Credibility and trust are hard to come by and are easy to lose.

Skinner discussed the following ways to build trust and credibility:

1. **Commit to one collective and consistent voice regarding vision and disciplined execution of strategies.**
2. **Count on character.**
3. **Think Win/Win.**
4. **Model continuous learning and add competence and capacity within your organization.**
5. **Communicate effectively.**
6. **Practice small acts of kindness daily.**
7. **Clarify expectations.**
8. **Be loyal to those not present.**
9. **Apologize and forgive, let go and move on.**
10. **Deliver what you promise.**

It is important to be authentic and real with others. When working with others, it is inevitable that conflict will arise, and when it does – it’s important to focus on the issues and be constructive when resolving conflict. One other suggestion Skinner provided was to take initiative and put a family feel in your department by having lunch with co-workers and hanging out together.

Creating connections contributes to developing a more cohesive working environment and builds trusting and credible relationships.
Shortening the Distance between West Michigan and the World – Alaina Furr

The Van Andel Global Trade Center arose from a shared idea between Grand Valley State University and leaders in the West Michigan business and economic development communities, who recognized the need for a comprehensive facility dedicated to advancing international trade and supporting West Michigan businesses as they prepare to compete and prosper in a global business environment. Named after Jay Van Andel, a pioneer of international business for Amway, the Van Andel Global Trade Center (VAGTC), is now in its 11th year of strengthening local business by providing international consulting, training, and resources to the small- and medium-sized businesses of West Michigan and beyond.

Services provided by the Van Andel Global Trade Center include international business development, import/export consulting, international business training, international market research, as well as global business matchmaking and networking through its membership program. The VAGTC staff pride themselves on providing world-class business solutions at affordable rates. The global consulting services are designed for companies that do not have the means to hire private consultants or internal experts, yet find themselves with a necessity to begin proactively pursuing international markets. Trainings and certificate programs are offered to both VAGTC members and the public, at reasonable fees which vary depending on the length and content of the program.

Over the years the Van Andel Global Trade Center has continued to expand and enhance its ability to serve the West Michigan business community. VAGTC has served as the grantee administrator for the Kent-Ottawa-Muskegon Foreign Trade Zone (#189) since its inception in 1999. The general purpose zone offers area businesses a low cost alternative to their manufacturing process while supporting a global supply chain. Additionally, in 2005, VAGTC became an Export-Import Bank City/State partner promoting a unique set of financing options to the local community. The Export-Import Bank of the United States (Ex-Im Bank) is the official export credit agency of the United States. Its mission is to assist in financing the export of U.S. goods and services to international markets providing working capital guarantees (pre-export financing); export credit insurance; and loan guarantees and direct loans (buyer financing). Ex-Im Bank has supported more than $400 billion of U.S. exports, primarily to developing markets worldwide.

As graduate assistant at VAGTC, I have observed first-hand the logistical complexities businesses can face as they prepare to enter the global marketplace. It is rewarding to know that the international market research that I do for clients plays a small part in not only helping individual businesses reach their goals, but also allows them to set a positive example for other local companies who may want to explore the opportunities available through expanding into foreign markets.

Today, more than ever, it is essential for businesses to remain competitive on a global scale. To find out how VAGTC can “shorten the distance between you and the world” visit www.vagtc.org or call 616-331-6811.

UPCOMING VAGTC PROGRAMS:

05/13/2010 Fundamentals of HTS Classification (half-day program)
Understanding how to classify products under the Harmonized Tariff Schedule is essential to the movement of goods in today’s global markets. Classification is the basis for measuring the landed cost of goods, tracking international trade statistics, establishing product margins, filing customs entries, qualifying for special trade programs and establishing trade programs. This program will provide participants with the necessary understanding to classify products using the HTS. Join us to learn how the HTS is structured, how the rules work, and how to apply that knowledge to properly classify goods.

05/20/2010 Value Added Tax (half-day program)
The new value-added tax rules, which took effect on January 1, 2010 can present a significant challenge to your organization. Are you prepared?

06/10/2010 Understanding Middle Eastern Culture (half-day program)
The Middle East comprises a diverse range of cultures and countries. Recent years have seen the region experience significant local and foreign investment in infrastructure, business, tourism, and industry. Many stereotypes exist about the social and business cultures of the Middle East. Come meet your peers and learn about Middle Eastern Culture.

06/11/2010 Int’l Traffic in Arms Regulations Compliance (full-day program, held in Lansing, MI)
This program provides in-depth information intended to inform, enhance, and update the knowledge of those corporations and individuals either engaging in, or considering entering into, defense activities. Participants will acquire a well-rounded overview of the essential elements of defense export controls. The presentation will cover how to apply for licenses, establishing compliance programs, as well as, hot topics and trends within ITAR.
CONGRATULATIONS!

MBA (Master of Business Administration)
Shari Ameling
Denny Briggs
Brent Densham
Brian Donnelly
Adam Ferguson
Elizabeth Frens
Adam Gee
Bridget Gerke
Donald Geukes
Michael Hollander
Caleb Hollier
Susan Kitchen
David Kortman
Joseph Lochinski
Suzina Orelli
Brent Patterson
Joseph Peters
Erin Pinkster
Courtney Proctor
Kari Saganski
Scott Setlock
Michael Snider
Bryan Thieme
Colter VanStedum
Andrew Vihtelic
Mark Vukovich
Todd Weaver
Jonathan Wendt

MSA (Master of Science in Accountancy)
Michelle Bos
Andrew Cromer
Petya Dodova
Jingwei Ge
Lindsey Gilles
Nathan Herrygers
Kristi Jones
Ashley Lange
Hyunsook Ma
Anastasia Nowak
Alpa Patel
Eric Snip
Jane Snow
Lindsay Stebbins
Jonathan Wendt

MST (Master of Science in Taxation)
Lora Homrich
Kathryn Wezeman

Remember, if you are graduating this Spring/Summer;
please contact the Graduate Business Office.
A staff member will submit a diploma card for you.
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:

Below is a list of GSAB members, including newly elected members:

<table>
<thead>
<tr>
<th>Stélios C. Alvarez</th>
<th>Melissa Vegter</th>
<th>Alaina Furr</th>
<th>Shane Moore</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Vice Chair</td>
<td>Secretary</td>
<td>Parliamentarian</td>
</tr>
<tr>
<td>Joseph Amisi</td>
<td>Ryan Curtis</td>
<td>Walid Jamal</td>
<td>Rennie Ramlal</td>
</tr>
<tr>
<td>Daniel Robertson</td>
<td>Keagan Rushmore</td>
<td>Nick Simatos</td>
<td>Morgan Webb</td>
</tr>
</tbody>
</table>

The Board would like to thank graduating members for their service, as well as exiting Chair, Todd Weaver for his dedicated work over the past two years. Graduating members include:

Adam Ferguson
Jane Snow
Patrick Murphy
Bryan Thieme
Erin Pinkster
Todd Weaver
**Summer 2010 Calendar of Events**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 10</td>
<td>Classes begin - 1st 6 and 12 week</td>
</tr>
<tr>
<td>May 11</td>
<td>Breakfast Program featuring Birgit Klohs, The Right Place, 7:30 a.m., Loosemore Auditorium. (There is no charge for this event; please, RSVP to <a href="mailto:busalumn@gvsu.edu">busalumn@gvsu.edu</a>.)</td>
</tr>
<tr>
<td>May 14</td>
<td>100% Tuition Refund 1st 6 and 12 week classes</td>
</tr>
<tr>
<td>May 21</td>
<td>75% Tuition Refund 1st 6 week classes</td>
</tr>
<tr>
<td>May 31</td>
<td>Memorial Day Recess</td>
</tr>
<tr>
<td>June 4</td>
<td>75% Tuition Refund 12 week classes</td>
</tr>
<tr>
<td>June 11</td>
<td>Drop deadline – grade W – 1st 6 week classes</td>
</tr>
<tr>
<td>June 12 &amp; 19</td>
<td>GMAT workshop, 8-Noon both days  (There is no charge; contact the Graduate Business Office for more information.)</td>
</tr>
<tr>
<td>June 21</td>
<td>Classes end - 1st 6 week</td>
</tr>
<tr>
<td>June 22-23</td>
<td>Exams - 1st 6 week classes</td>
</tr>
<tr>
<td>June 25</td>
<td>Drop deadline – grade W – 12 week classes</td>
</tr>
<tr>
<td>June 28</td>
<td>Classes begin - 2nd 6 week</td>
</tr>
<tr>
<td>June 30</td>
<td>Grades available to students - 1st 6 week classes</td>
</tr>
<tr>
<td>July 2</td>
<td>100% Tuition Refund 2nd 6 week classes</td>
</tr>
<tr>
<td>July 5</td>
<td>Independence Day Recess</td>
</tr>
<tr>
<td>July 9</td>
<td>75% Tuition Refund - 2nd 6 week classes</td>
</tr>
<tr>
<td>July 30</td>
<td>Drop deadline – grade W – 2nd 6 week classes</td>
</tr>
<tr>
<td>August 9</td>
<td>Classes end 2nd 6 week</td>
</tr>
<tr>
<td>August 10-11</td>
<td>Exams 2nd 6 week classes</td>
</tr>
<tr>
<td>August 18</td>
<td>Grades available to students - 2nd 6 week and 12 week classes</td>
</tr>
</tbody>
</table>

Fall semester: classes begin August 30.

If you are interested in studying abroad, contact Alexandra Schmid schmiale@gvsu.edu immediately for information.

Check the Graduate Business Info Center regularly on Blackboard for current information.
ACG 2010 Second Round – Bryan Thieme

Grand Valley hosted its second Round 2 Association of Corporate Growth (ACG) Cup event on Saturday, the 27th of February. The ACG is a global community for middle market mergers and acquisitions (M&A) dealmakers and business leaders focused on sustaining corporate growth, networking opportunities and capital management.

ACG has members in cities the world over, and it hosts competitions aimed at graduate students that test their business acumen, promote teamwork and offer prize money. The West Michigan chapter hosted its first competition last year and Grand Valley walked away the winner. Round 1 of this year’s competition consisted of four GVSU teams going up against each other, and was won by team members Bryan Thieme, Jen Moore and Joe Cote. Area schools Davenport University and Western Michigan University hosted their own internal competition and the winners from each school squared off at the Cook Health Science Building for the Round 2 event.

Each team had to present a mergers and acquisition case in front of four judges. Professionalism and realistic assessment of the case were the criteria. Each team left without knowing the winner. It was during the 2009 ACG Outstanding Growth Awards ceremony, held March 23rd, that the winner was announced. While each team put forth a great effort, this year’s winner was Western Michigan. Look for Grand Valley to fight hard to regain its title next year.

A message from the GSAB chair – Stélios C. Alvarez

Dear fellow MBA, MSA and MST students,

The Graduate Student Advisory Board is here to serve you. Let us know when you want to share information with your fellow students (from articles to this newsletter, to potential speakers, or even general requests). Last year, we held two roundtable discussions featuring Grand Rapids executives, held a children’s book drive with the Santa Claus Girls, and tackled issues facing the graduate student body at the Seidman College of Business. We would like to do even more to make the learning experience at Seidman outstanding.

As chair, I have created a facebook page so that you may post suggestions, words of encouragement, or simply share information regarding graduate student issues at the Seidman College of Business. I’m excited at the prospect of collaborating more with the students we serve.

Please accept my warmest regards,

Stélios C. Alvarez, GSAB Chair

In facebook, search for the GSAB and become a fan!
The Graduate Student Advisory Board has compiled a list of books that you may wish to read during the summer months. Happy reading!

<table>
<thead>
<tr>
<th>TITLE</th>
<th>AUTHOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Linchpin: Are You Indispensable?</em></td>
<td>Seth Godin</td>
</tr>
<tr>
<td><em>Rework</em></td>
<td>Jason Fried</td>
</tr>
<tr>
<td><em>Lords of Finance</em></td>
<td>Liaquat Ahamed</td>
</tr>
<tr>
<td><em>The Quants</em></td>
<td>Scott Patterson</td>
</tr>
<tr>
<td><em>The Way We Think</em></td>
<td>Gilles Fauconnier</td>
</tr>
<tr>
<td><em>On the Brink</em></td>
<td>Henry Paulson</td>
</tr>
<tr>
<td><em>The Practice of Management</em></td>
<td>Peter Drucker</td>
</tr>
<tr>
<td><em>The Servant: A short story of leadership</em></td>
<td>James Hunter</td>
</tr>
<tr>
<td><em>Competitive Strategy</em></td>
<td>Michael Porter</td>
</tr>
<tr>
<td><em>The Five Dysfunctions of a Team</em></td>
<td>Patrick Lencioni</td>
</tr>
<tr>
<td><em>Framed!</em></td>
<td>Hari Singh</td>
</tr>
<tr>
<td><em>Built to Last</em></td>
<td>Jim Collins &amp; Jerry Porras</td>
</tr>
<tr>
<td><em>Drive</em></td>
<td>Daniel Pink</td>
</tr>
<tr>
<td><em>Outliers</em></td>
<td>Malcolm Gladwell</td>
</tr>
</tbody>
</table>

The Seidman Graduate Connection was redesigned by GSAB Chair, Stélios C. Alvarez.
If you have questions, comments, or would like to provide an article for our next release, e-mail bajemac@gvsu.edu.