What comes to mind when you think of “diversity?” According to Brian Cloyd, Vice President of Global Corporate Relations at Steelcase, most people in the U.S. think of affirmative action with regard to race and gender. Steelcase is a company that looks beyond just the stereotypical issues, and instead, looks at things a little differently. It is striving to increase the level of understanding across the globe, trying to figure out how to satisfy all of the customers around the world, and ultimately leveraging diversity to be a successful competitor in the marketplace.

Steelcase realizes that what works in the U.S. may not work elsewhere. For example, the popular LEAP® chair model in the U.S. is not popular at all in France. The French view the chair as being too bulky and taking up too much space. Continued on page 3

Small Business, Our Business
– Stélios C. Alvarez

The Michigan Small Business & Technology Development Center (MI-SBTDC) enhances Michigan’s economic well-being by providing counseling, training, research and advocacy for new ventures, existing small businesses and innovative technology companies. With offices statewide, the MI-SBTDC positively impacts the economy by strengthening existing companies, creating new jobs, retaining existing jobs, and assisting companies in defining their path to success. The State Headquarters, located at Grand Valley State University, supports 12 regional offices and over 30 satellite offices, each providing counseling and training to small business owners and entrepreneurs throughout the 83 counties in Michigan through a cooperative agreement with the U.S. Small Business Administration.

Besides being headquartered at Grand Valley, one of the twelve regional centers (Kent, Ottawa, Muskegon and Allegan counties) is also located here. Moreover, a team of three Seidman graduate students takes care of market research for the entire state of Michigan. Working there as a market researcher has been a great experience for me. I can interact with clients through workshops and trainings, speak freely with financial or marketing experts, and have a direct impact on small businesses around Michigan by providing quality marketing research at no cost to our clients. Continued on page 3
A Letter from the Director

Happy New Year (and New Decade)!

It seems like just last year we were anxiously awaiting Y2K! Here we are ten years later, reflecting on the first decade of the new century, during which the employment picture, among other things, changed dramatically. What did not change, however, is the importance of higher education for the jobs of this millennium; and that’s one reason why you’re here, of course.

Now that your decision to attend graduate school has been affirmed, let me wish you a most productive semester. You are already immersed in your studies, and the Dean’s staff and Graduate Business Office are also busy planning a number of special events to enhance and enrich your academic experiences.

Some of you participated in the January events, including economic health care and real estate forecast breakfast programs and a roundtable discussion on diversity in the workplace. I trust you found these events stimulating and enjoyable and that you will join us for another roundtable in March. Nancy Skinner will speak on “Office Politics: The Good, the Bad, and the Ugly, and How to Survive and Thrive.” You will not want to miss that on March 15.

Our Distinguished Executive Lecturer for winter semester is Dr. Mary Gentile of the Aspen Institute, speaking on “Giving Voice to Values: Moral Competency and Courage.” Please join us March 30 for a reception beginning at 5:15 in the exhibition hall and Dr. Gentile’s address at 6:00 in the Loosemore Auditorium. We take much pride in exposing you to the ideas of national figures like Dr. Gentile, so please take advantage of this opportunity to hear one of the leaders in the field of ethics.

The ever-popular “Pizza with the Dean” is coming up. Allow us to serve you pizza and soft drinks before your evening classes the week of February 15. As always, we’ll be in the University Club Room off the atrium. Dean Williams is looking forward to a social hour with graduate students.

Check out the calendar in this newsletter for important dates. In particular, please note the May session of the Washington Campus Program this year. Applications are due Feb. 15. For more information about this opportunity, go to www.washcampus.edu or call me.

Have a productive and enjoyable semester. Please, always remember that the Graduate Office is here to serve you.

Best Wishes,

Claudia Bajema
Director, Graduate Business Programs
Diversity Round Table Discussion  Continued from page 1

Brian believes in the importance of building relationships with others and finding out something people have in common. For example, employees in the U.S. may work with employees in Malaysia, but they may not necessarily work well together. They may find each other rude and difficult to understand, which inhibits team effectiveness. To remedy this situation, Steelcase will fly the Malaysian employees to the U.S. for a couple of weeks or more to allow relationship building opportunities. Working with others face-to-face appears to be effective and powerful in helping to understand each other better, as it makes people become real.

An interesting initiative Steelcase recently implemented is “Cultural Connections,” where the company sends a flip camera to one of its plants in a foreign country to create a short (3 or 4 minute) “YouTube” like video. They invite people at the plant to describe how the work they do is linked to the rest of the company. Short interviews and conversations with images of cultural diversity bring greater understanding, curiosity, connections, and commitment to the common company goals.

In order for Graduate Business students to be successful in a global environment, Brian recommends having open conversations about diversity, like the roundtable event, in order to understand the importance and relevance for businesses. Students must understand that they are in a global economy. Traveling outside the U.S. to other parts of the world like Europe, Asia, or Africa is a great way to gain greater exposure to different cultures. Studying a foreign language is another great idea. Students need to have a curiosity, in general, about other cultures.

Steelcase started out almost one hundred years ago, manufacturing and selling steel waste paper baskets. Today, its product offerings range from tables, chairs, and file cabinets, to using space most effectively for companies and improving productivity anywhere people work. In 1995, approximately 85% of its business was in the US. In 2010, it’s around 60%, with 40% being outside of the US, a growing trend. As the company grows and expands, embracing diversity and breaking down barriers will be one of the keys to its success.

Small Business, Our Business  Continued from page 1

Extending a warm invitation:

We also work actively with professors. We co-author demographic reports, study trends and analyze data from a wide variety of sources. Our work with the Economics Department goes back years, and our relationship remains strong.

Recently, we have expanded our services to better serve our community. In 2009, we launched a series of training sessions entirely in Spanish, to help our local Hispanic-owned businesses. We provide workshops on the basics, as well as more advanced concepts in finance or marketing, and the legal aspects of owning a small business. The information we provide to entrepreneurs is then used to enhance their businesses, which ultimately benefits consumers.

We’re always looking for ways to enhance our community, and Grand Valley has been a wonderful host and supporter of our activities.
The Hauenstein Center, an Interview – Adam Ferguson

Located on the fifth floor of the DeVos building, just to the right of the Amway Board Room, sits the Ralph Hauenstein Center for Presidential Studies. Now in its ninth year, the Center aims to use the office of the Presidency to teach leadership to the local community. It was founded by Ralph Hauenstein, a ninety-seven year old World War II veteran who has experienced the liberation of Nazi concentration camps as well as the Second Vatican Council in Rome. His dream to inspire new leaders to a life of public service can be seen in the opportunities the Hauenstein Center provides, among them the Leader Fellowship Program. The Center is inspired by Ralph’s life of leadership and service. The Hauenstein Center has become one of the leading presidential studies centers in the nation.

The current Research Assistant for the center, Austin Knuppe, took the time to describe the program in better detail:

In one or two sentences, please describe the Hauenstein Center’s mission

The Hauenstein Center's mission is to illuminate the American Presidency to raise civic literacy, learned discourse, and a new generation of leaders.

How did the Hauenstein Center get its start at Grand Valley?

The Hauenstein Center began in 2001, but really got traction in 2003 when Gleaves Whitney (Director) and Brian Flanagan (Associate Director) came on board. The Center was founded by a gift from our founding benefactor, Col. Ralph Hauenstein.

What is your role in the organization?

I am currently a research assistant at the Center. In this capacity, I am in charge of maintaining and updating the website, helping with event planning, and doing preliminary research for Gleaves’ and Brian’s speeches and writing.

What makes the Hauenstein Center so unique?

We offer the public quality programs for free. What makes us unique is that we bridge the Ivory Tower with lifelong learners in the community. Many folks have interest in current events and history, and want to learn, but don't have the time or money to pursue graduate training in these areas. We also serve as a leadership training center for students interested in making a difference in their career field and the community.

What does the Hauenstein Center offer graduate students?

- Leadership Academy Fellows Program, which includes luncheons with local, state and national leaders as well as networking events
- Public programs, including author talks and roundtables
- Academic conferences
- Internship Program (where I got my start)
FALL 2009 GRADUATES

CONGRATULATIONS!

MBA (Master of Business Administration)
Erik Anderson
David Ballow
Corey Bascom
Chad Brackenridge
Patrick Casey
Kyle Chanski
Jennifer Coffey
Carrie Doran
Penny Evert
Linda LeSage
Roy McCammon
Drew Montgomery
Jamie Noblett
Janaki Raghavan
Elizabeth Rakowski
Amy Rempalski
Jeffrey Staniszewski
John Van Uffelen
Patrick Vantuinen

MSA (Master of Science in Accountancy)
James Bonovich
Brett Bowman
Deborah Bry
Andrew Burnett
Michael Clifford
Laura Decker
Ranae Fifolt
Emily Fitzgerald
Joanne Fowler
Tigist Hawaz
Thomas Henrickson
Brian Hess
Heather Irwin
Sara Krosschell
Matthew Lator
Xi Luo
Brandon McAndrew
Lindsay Miller
Paul Petersen
Amanda Remo
Nicholas Rodammer
Michael Stolsonburg
Christopher Vetvick
Kristine Wildeboer
Daniel Winiarski

MST (Master of Science in Taxation)
Ronald Arendsen
Joshua Casto
Aimee Cranson
Erin DeMaagd
Diana Gysen
Nathaniel Guzman
Krista Helder
Jessica Potvin

Remember, if you are graduating this semester, 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:

Stélios C. Alvarez
Patrick Murphy
Nick Simatos

Adam Ferguson
Erin Pinkster
Bryan Thieme

Alaina Furr
Rennie Ramlal
Melissa Vegter

Shane Moore
Jane Snow
Todd Weaver
## Winter 2010 Calendar of Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td><strong>January 11</strong></td>
<td>Classes begin</td>
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<tr>
<td><strong>January 15</strong></td>
<td>100% Tuition Refund for 14-week classes</td>
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<tr>
<td><strong>January 28</strong></td>
<td>Roundtable Discussion, “International Diversity and Workplace Dynamics,” featuring Brian Cloyd, Steelcase Corp</td>
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<tr>
<td><strong>January 30</strong></td>
<td>ACG Mergers &amp; Acquisitions Case Competition, Round 1, Seidman Teams, 107D, 9:00 AM – 1:00 PM</td>
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<tr>
<td><strong>February 2</strong></td>
<td>Breakfast Program featuring panel on “Religion and the Financial Crisis”</td>
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<tr>
<td><strong>February 5</strong></td>
<td>75% Tuition Refund for 14-week classes</td>
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<tr>
<td><strong>February 6 &amp; 13</strong></td>
<td>GMAT workshop, 136E DeVos, 8-noon (Verbal review Feb 6; Quantitative review Feb 13). (There is no charge for this workshop).</td>
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<tr>
<td><strong>February 15</strong></td>
<td>Applications due for May session of the Washington Campus Program</td>
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<tr>
<td><strong>February 15-18</strong></td>
<td>“Pizza with the Dean,” 5-6 PM, University Club Room. (Pizza and soft drinks provided by Seidman).</td>
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<tr>
<td><strong>February 27</strong></td>
<td>ACG Mergers &amp; Acquisitions Case Intercollegiate Competition (CHS Hager Auditorium, 10:00 AM to 1:00 PM)</td>
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<tr>
<td><strong>March 12</strong></td>
<td>Drop deadline for grade of W</td>
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<td><strong>March 15</strong></td>
<td>Roundtable Discussion, “Office Politics: The Good, the Bad, and the Ugly, and How to Survive and Thrive,” featuring Nancy Skinner, Varnum Consulting, 5:00-6:00 PM, University Club Room. (There is no charge for this program).</td>
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<tr>
<td><strong>March 22</strong></td>
<td>Registration begins for summer and fall 2010 and winter 2011</td>
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<tr>
<td><strong>March 26</strong></td>
<td>Awards Program, Hager Exhibition and Loosemore Auditorium, 6:00 PM (by invitation).</td>
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<tr>
<td><strong>March 26</strong></td>
<td>Beta Gamma Sigma induction (by invitation), Loosemore Auditorium, Time TBD</td>
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<tr>
<td><strong>March 30</strong></td>
<td>Distinguished Executive Lecture featuring Dr. Mary Gentile; Reception 5:15 PM, Lecture and Q&amp;A 6 - 7:00 PM (There is no charge for this program.)</td>
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<tr>
<td><strong>April 14</strong></td>
<td>Breakfast Program featuring Doug DeVos, 7:30 a.m. Loosemore Auditorium. (There is no charge for this event, but please RSVP to <a href="mailto:busalumn@gvsu.edu">busalumn@gvsu.edu</a>).</td>
</tr>
<tr>
<td><strong>April 26-29</strong></td>
<td>Exam week</td>
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<tr>
<td><strong>May 1</strong></td>
<td>Commencement; reception following at the B.O.B.</td>
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</table>

**Summer semester:** first session classes begin May 10.

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

If you are interested in **The Washington Campus Program** for May 17-21 session, contact the Graduate Office immediately for an application.

*Check the Graduate Business Info Center regularly on Blackboard for current information.*
ACG Competition 2010 – Adam Ferguson

Grand Valley hosted its second Round 1 Association of Corporate Growth (ACG) Cup event on Saturday, January 30th. The ACG is a global community for middle market M&A dealmakers and business leaders focused on sustaining corporate growth, networking opportunities and capital management.

There are ACG chapters found in cities the world over, with competitions aimed at graduate students that test their skill, promote teamwork and offer prize money. The West Michigan chapter hosted its first competition last year and Grand Valley walked away the winner.

2010 is the second year that West Michigan will host the competition. Grand Valley, Western Michigan University and Davenport will compete for a $5,000 prize on Saturday, February 27th in the Cook Health Services Building.

Round 1 consists of each school competing against itself. The winner from each school then moves on to compete against the winners of the other schools in Round 2. Grand Valley supported four teams for the Round 1 competition: Team 1 was Kevin Walkotten, Todd Weaver and Adam Ferguson. Team 2 consisted of Ryan Noreen, Jonathan Wendt, Andrew Vihtelic and Rick Cornelisse. Team 3 was Joseph Cote, Jennifer Moore, and Bryan Thieme. Team 4 was Bryson Jacques, Jason Roberts, Tom Henrikson and Mark Albertson. Each team had to present a case in front of three judges. Professionalism and realistic assessment of the case were the criteria.

Each team performed professionally according to the judges, but Team 3 had the best case overall and will be representing Grand Valley February 27th. Students are welcome, and encouraged, to show support for our team in the Cook Health Science Building.

Santa Claus Girls Book Drive 2009 – Todd Weaver

The Graduate Student Advisory Board once again partnered with the Undergraduate Student Advisory Board this past November to collect new children’s books for the Grand Rapids based Santa Claus Girls. This was the fourth annual holiday book drive that the Advisory Board has coordinated on the Pew Campus. As a result of the Board's efforts, 113 new books were donated as well as $70 in donations. Additional books were also donated after the deadline and will be contributed to next year's book drive. All of these new books were put to good use as they were part of the Christmas gifts provided to less fortunate children in the greater Grand Rapids area. The Graduate Student Advisory Board would like to thank everyone who participated and helped to make Christmas very special for these children.